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FOR IMMEDIATE RELEASE

Newly expanded MLS data share system provides single-point-of-entry, easier access to 3 times more property data

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PLEASANTON, CA, March 30, 2017—FOUR MULTIPLE LISTING SERVICE (MLS) PARTNERS in the greater East and South Bay Areas have answered the call to streamline system capabilities so that Participants and Subscribers may access thousands more listings through one single-point-of-entry. Beginning April 3, 2017, over 30,000 real estate brokers and agents who belong to the Contra Costa Association of REALTORS® (CCAR), Bay East Association of REALTORS®, MLSListings, and East Bay Regional MLS will not be required to connect to separate MLS platforms to access and input property data, but will have unconstrained access to all listings originating from each of the four parallel systems. Requiring just one log-in, this new streamlined platform will bridge the gaps that once separated data from each of the respective platforms. This agreement strengthens the existing data share between the three MLSs by giving agents and brokers better access to property information and real estate transaction tools. When it goes live on April 3, it will translate into a better experience for Bay Area homebuyers and sellers.

“Bay East’s focus is providing tools and a business environment to help our members succeed as real estate professionals – to the benefit of their clients and the communities they serve. Collaboration with neighboring Bay Area Associations and MLSs is a key element of our core values, as is a sense of inclusion and empowerment. When we follow our values and our mission, everyone benefits – our members, our neighboring associations, the clients they serve and the communities they help to build. Data Share and the expanded functionality it creates is a win for everyone” said Will Doerlich, President of Bay East Association of REALTORS®.

“We are pleased to collaborate with our local MLS partners to launch this next stage of MLS data sharing. Although we have had access to these separate portals for quite some time, this system enhancement will cut out the administrative redundancies required to access all of that separate data,” said CCAR President Michele Manzone.

“In essence, this advanced MLS system will bridge the virtual geographic divide that once separated more than 30,000 REALTORS® and their property data. Together, the combined data from each of the parallel systems represents an expanded farm area covering Contra Costa and Alameda Counties, Silicon Valley, Monterey, Santa Cruz, San Benito and San Mateo Counties,” he added.

“The future of real estate is to build bridges and not borders. MLS borders have no meaning to buyers and sellers, and should not exist in our industry. I am proud to work with colleagues who understand this,” said Quincy Virgilio, 2016 Chairman, MLSListings, Inc.

"This is a great move for Northern California and it brings us one step closer to what REALTORS and our clients have been striving for; easier access to accurate data. Power is in numbers and the more we collaborate, a stronger industry we will become and a better service we will provide," said Tia Hunnicutt, Chair of EBRDI.

These new technical enhancements are provided at no additional cost to Participants and Subscribers. Users will maintain complete control over the management and exposure of each of their listings and will be able to list their properties in a familiar data entry platform. Each of the four partnering MLS organizations will remain independent and governed by separate rules and regulations.

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About the Bay East Association of REALTORS®

The Bay East Association of REALTORS has been providing professional services to REALTORS and real estate Affiliates for 95 years. With a membership of over 5,700, Bay East offers real estate classes, license renewal, professional development, government advocacy, and community outreach throughout much of the East Bay. The Association also provides a full service Multiple Listing Service and technology training and support to its members.