



## The Value of the Multiple Listing Service

### What the MLS is NOT:

- It is not a website or an app.
- It is not just an aggregation of listing data.

### What the MLS IS:

- The MLS is about **cooperation** within a **system** where licensed professionals operate within a **clearly established set of rules** that create a **trusted broker marketplace** that is:
  - Fair
  - Accurate
  - Consistent
  - Transparent
- The MLS maximizes visibility of homes for sale.
- The MLS facilitates cooperation between buyer and seller brokers.
- The MLS give consumers more choice.
- The MLS is the largest, most comprehensive source of timely information and available inventory.
- ***“Sellers and buyers exposure to each other is limited without an agreement by brokers to cooperate in selling listings.”*** Sam DeBord, CEO of RESO

### The Value of the MLS

- An MLS has rules and products that create efficiency and order among competitors:
  - One common set of rules that apply equally to every player;
  - Dispute resolution options;
  - MLS-wide data usage available to all (IDX, VOW and BO);
  - Electronic Key Systems;
  - Showing Service.
- Without rules, agents and consumers are unprotected from unethical practices.
- Canopy MLS offers a robust portfolio of technology products and services:
  - Market Reports, Statistical Tools, AVM Tools, Tax Data, CMAs, Listing Alerts, Training and Education, RPR, RatePlug, Safety Tools, Agent and Consumer Portals, Industry news, and Down Payment Resource.
  - Soon to be added to Canopy MLS: Rental Beast.
  - Syndication to more than 50 real estate channels on the Internet.
  - Nearly 20 years of historical data in electronic format.
  - MLS technology training and technical support.