



Carolina Multiple Listing Services, Inc.

CHARLOTTE REGIONAL REALTOR® ASSOCIATION

You Make a Smart Choice with CarolinaMLS

“MLS” is not just a computer system or an advertising platform; it’s much more. It is the mechanism for order and fairness in the market for buyers and sellers, and it is where cooperation and compensation are guaranteed among its Subscribers. With one low quarterly fee, you get so much value for so little money.

You own CarolinaMLS.

CarolinaMLS is owned by the Charlotte Regional Realtor® Association. As a Realtor® member and/or Subscriber, you have a voice in making business decisions through your respective boards of directors or via a membership vote.

Your CarolinaMLS is financially stable and here to stay.

CarolinaMLS has served Realtors® since 1950 and has persevered through difficult economies. It is governed by bylaws and run by a board of directors comprising active Realtors®. Sound fiscal policies and investments make your CarolinaMLS a financially secure entity. CarolinaMLS has budgeted reserves for future technology or benefits.

CarolinaMLS offers you cooperation and compensation.

All of your CarolinaMLS listings must offer cooperation and compensation to other MLS participants for their services in a listing’s sale. Such compensation offers are blanket, unilateral and unconditional.

Only your firm and other Realtor® firms may participate in CarolinaMLS.

Participation in CarolinaMLS with full-system access is available only to active real estate licensees and appraisers who work for a Realtor® Member Participant. Registered assistants working within a Realtor® Member Participant’s firm are allowed limited access. Unlicensed or inactive licensees are prohibited by law from offering and receiving cooperative compensation in real estate transactions and cannot participate in CarolinaMLS. CarolinaMLS staff members verify at least annually that all Subscribers are active real estate licensees or appraisers. Also, because all CarolinaMLS Subscribers are affiliated with Realtor® firms, they are required to abide by the Realtor® Code of Ethics, which is administered through the association’s professional standards procedures.

You have access to CarolinaMLS technical support six days a week.

CarolinaMLS and the association have support, compliance, accounting, marketing and membership departments. Well-trained staff members are available Monday-Friday, 8:30

a.m.-5 p.m., and Saturdays, 8:30 a.m.-3 p.m., to answer your questions. CarolinaMLS staff members strive to ensure you never need to leave a voicemail during normal business hours, and that you never need to wait longer than 24 hours to have your emailed questions answered.

You may submit requests by phone, e-mail or walk-in. There are also numerous FAQs, manuals and other support documents available to you 24/7 in Matrix.

You have access to free CarolinaMLS computer training.

CarolinaMLS offers customized Matrix MLS system training; training on Microsoft Word, Excel, PowerPoint, Publisher and Outlook; plus numerous educational opportunities and events at no additional charge. The trained and friendly staff members are also available to come to your office to train your staff.

You get integrated tax data at no additional charge.

CarolinaMLS has partnered with CoreLogic for the Realist tax database, the premier provider of tax information in the U.S., to provide integrated tax data for all 100 North Carolina counties and 46 South Carolina counties at no additional charge to members.

You get integrated, MLS-wide showing service.

CarolinaMLS offers ShowingTime as a member benefit to all Subscribers for all listings. ShowingTime makes showings easy for Subscribers by providing one phone number and one-click appointment scheduling. Subscribers can conveniently update showing statuses, manage and share feedback with clients, and more.

You get the benefit of numerous other MLS integrations.

The CarolinaMLS Matrix system leverages our relationship with Move, Inc. to provide the FIND tool, with NAR to provide Realtors® Property Resource (RPR), with 10K Research to offer their Statistical Analysis Module (SAM), and through Courthouse Retrieval to offer Covenants, Conditions and Restrictions for five local counties.

You can distribute/syndicate your listings.

Your CarolinaMLS provides a local Internet Data Exchange (IDX) program, a virtual office website (VOW) program, a Broker Download and other contracted download options. Plus, CarolinaMLS partners with Move/ListHub to provide data syndication to more than 50 real estate channels on the Internet.

Most importantly, your CarolinaMLS provides a comprehensive set of rules and policies that govern the display of listing data by all parties.

Member Participants decide if and when the firm's listings are distributed to third parties.

All third-party relationships involving the distribution of CarolinaMLS data are approved by the CarolinaMLS Board of Directors and governed by contract.

Your CarolinaMLS system is reliable and secure.

Your CarolinaMLS system has experienced very few outages in the last 10 years. When a problem has occurred, the CarolinaMLS and system vendor staffs have worked to solve the issue with very little total downtime. CarolinaMLS maintains numerous backups of all MLS data, both on- and off-site. At any given time, CarolinaMLS stands to lose no more than 15-20 minutes worth of data in a catastrophe. CarolinaMLS provides a secure, password-protected system for use only by you as Realtors® and your assistants, accessible from anywhere with Internet access.

Your history data is maintained by CarolinaMLS.

CarolinaMLS has nearly 15 years of listing history in its database, plus CarolinaMLS has comp books available in the office going back to the early '80s. Where else can you find history going back so far?

You can access CarolinaMLS via any device.

Matrix works on virtually every operating system and browser and works on your mobile device or tablet.

Your CarolinaMLS has rules — and enforces them.

Your CarolinaMLS has rules that fully comply with the National Association of Realtors® (NAR), and are established and enforced by the CarolinaMLS Board of Directors. CarolinaMLS staff members proactively monitor the CarolinaMLS database for inaccurate data and compliance with the rules. Staff members accept complaints from you as CarolinaMLS Subscribers, and work diligently to investigate and resolve them.

Here is a sample of some of the issues CarolinaMLS staff is ready to help you with:

- Someone is advertising your listing without your permission.
- Someone showed your property without an appointment.
- Someone entered incomplete or inaccurate listing information.
- Someone did not give you credit for your part in a transaction.
- Someone refused to honor the offer of cooperative compensation.
- Someone did not update the status of their listing in a timely manner.

Your CarolinaMLS and association educate the public about Realtors®.

Using our public website (www.CarolinaHome.com) and other avenues, the Marketing and Communications Department educates the public on the importance and value of using your services as a Realtor®.

Your CarolinaMLS offers you additional benefits.

CarolinaMLS Subscribers also enjoy a member discount at the Realtor® Store and the Mingle School of Real Estate, can attend exclusive CarolinaMLS and association events, have access to various publications, including a free Inman Select membership and the REAL Trends monthly newsletter, and more.