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FOR IMMEDIATE RELEASE

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**Reciprocal Data Access Agreement Expands MLS Coverage
Across Northern California for Homebuyers and Sellers**

65,000+ agents granted full MLS access privileges to MLSListings, Inc.; Bay Area Real Estate Information Services, Inc.; Bay East Association of REALTORS®; Bay East Regional Data, Inc.; Contra Costa Association of REALTORS®; MetroList Services, Inc. and San Francisco Association of REALTORS®

SUNNYVALE, Calif. – April 5, 2010 – Seven MLS organizations have announced a landmark reciprocal data-access agreement to share property and listing information representing 21 counties and 65,000+ subscribers in northern California without paying any additional MLS fees.

The MLSs involved in this agreement include Bay Area Real Estate Information Services Inc.; Bay East Association of REALTORS®; Contra Costa Association of REALTORS®; East Bay Regional Data, Inc., MLSListings, Inc.; MetroList Services, Inc. and the San Francisco Association of REALTORS®.

“Reciprocal access between all of these MLSs broadens the scope of market information available to agents and brokers and demonstrates the value regional MLS organizations can bring to the real estate community through collaboration of existing resources,” said Jim Harrison, President and CEO of Sunnyvale-based MLSListings, Inc.

Real estate agents and brokers who belong to any one of the these MLSs can sign-on to their primary MLS and through the secure single sign-on process go directly to any of the participating MLSs. Brokers and agents have the ability to add and maintain listings, run



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searches and use all of the basic functions through this unique reciprocal agreement within any of the participating MLSs.

This unprecedented shared reciprocal access agreement provides consumers an even broader range of services when working with a real estate professional. Agents and brokers have expanded access to information and other tools to make the listing and buying of a home a more robust transaction.

“This is great news for brokers and agents and the consumers they serve”, added Harrison. “The proven track record of the MLS to serve their local communities and their capacity to quickly and efficiently share information marks a new beginning in raising the level of services to their constituency.” Brokers and agents will continue to obtain locally delivered services as they do now from their local MLS or MLS of their choice.

About the MLSs

MLSListings Inc. is a not-for-profit, California mutual benefit corporation formed in 2007 by a consortium of eight Northern California REALTOR[®] associations (Santa Clara, Santa Cruz, Silicon Valley, San Mateo, Monterey, Watsonville, San Benito and Central Valley associations of REALTORS[®]). Currently, MLSListings represents more than 20,000 MLS subscribers, in 6,000 firms, in an area covering 28,000 miles representing more than \$70 billion in annual real estate transactions. For more information, please visit www.mlslistings.com.

The **Bay East Association of REALTORS[®]** is a professional trade association serving more than 5,770 real estate professionals throughout the San Francisco Bay Area by providing programs and services to enhance their ability to conduct business with integrity and competence. **Bay East** covers: Castro Valley, Dublin, Fremont, Hayward, Livermore, Pleasanton, Newark, San Leandro, San Lorenzo, Sunol, and Union City. For more information about the Bay East Association of REALTORS[®], go to www.bayeast.org.

Located in Central Contra Costa County, the **Contra Costa Association of REALTORS[®]** has been serving its members since 1921. The Association and its MLS are dedicated to providing the most innovative and highest quality services, programs, and products to positively impact the success of its 4,100 members and MLS subscribers who provide real estate brokerage services to clients throughout the East Bay and beyond. **CCAR** covers Alamo, Blackhawk, Canyon, Clayton, Clyde, Concord, Danville, Diablo, Lafayette, Martinez, Moraga, Orinda, Pacheco, Pleasant Hill, San Ramon, and Walnut Creek. For more information about the Contra Costa Association of REALTORS[®], visit www.ccartoday.com.



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East Bay Regional Data, Inc., is a California corporation owned by the Alameda Association of REALTORS[®], the Berkeley Association of REALTORS[®], the Delta Association of REALTORS[®], the Oakland Association of REALTORS[®], and the West Contra Costa Association of REALTORS[®]. **East Bay Regional Data, Inc.**, resulted from the desire of professional real estate associations in Alameda and Contra Costa counties to provide their members with access to a broader market for listing and selling real estate by providing a single, centralized MLS system. East Bay Regional Data, Inc. was incorporated in September 1991 and began to provide services to MLS subscriber members in April 1992. Through EBRDI, more than 4,500 licensed real estate brokers, agents, and appraisers receive online access to comprehensive listing information in Alameda and Contra Costa counties and beyond. For more information about EBRDI, go to www.ebrdi.com.

Bay Area Real Estate Information Services, Inc., (BAREIS MLS[®]) was created on October 22, 1997. The organizations that founded BAREIS MLS[®] are the Marin Association of REALTORS[®], Napa Association of REALTORS[®], Northern Solano Association of REALTORS[®], Solano Association of REALTORS[®], and the Sonoma County Multiple Listing Service. The Mendocino County MLS joined the effort in 2001, and the Coastal Co-op MLS in 2005. BAREIS MLS[®] now serves approximately 8,500 members in five counties, including Marin, Mendocino, Napa, Solano, and Sonoma.

Headquartered in Sacramento, **MetroList Services, Inc., (MetroList[®])** is the largest multiple listing service in Northern California. Formed in 1985, **MetroList[®]** is 50 percent owned by the California Real Estate Brokers, Inc. and by the Sacramento Association of REALTORS[®], Placer County Association of REALTORS[®], El Dorado County Association of REALTORS[®], Lodi Association of REALTORS[®], and the Yolo County Association of REALTORS[®]. **MetroList[®]** acts as a seamless real estate information network serving more than 20,000 real estate professionals in seven counties, including El Dorado, Merced, Placer, Sacramento, San Joaquin, Stanislaus, and Yolo.

The San Francisco Association of REALTORS[®] (SFAR) was founded in 1905. It antedates both the National Association of REALTORS[®] and the California Association of REALTORS[®] and was active in the formation of both of these organizations. **SFAR** provides sophisticated business-related products and services to its more than 4,500 REALTOR[®] members in San Francisco and the northern peninsula.

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