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FOR IMMEDIATE RELEASE

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MLSListings, Inc. Announces 2011 Board of Directors

Veteran Santa Cruz Real Estate Broker Robert J. Bailey Appointed Chairman

SUNNYVALE, Calif. (January 7, 2011) – MLSListings, Inc. (MLSListings) today announced its 2011 board of directors, including the election of Chairman Robert J. Bailey, managing broker for Bailey Properties, one of the largest real estate services company in Santa Cruz County.

Bailey joined the MLSListings board of directors in 2008 as a director. He currently serves on the National Association of REALTORS® as Vice Chair, Public Policy Coordinating Committee, and is a member of the Political Action Advisory Group. He also serves on the FNMA Housing Impact Advisory Council and the Broker Advisory Council for REALTOR.COM, the world's largest on-line real estate search engine. Robert served as the 2002 President of the California Association of REALTORS®, and is a recipient of its Honorary Director for Life Award.

“Robert Bailey is an outstanding leader in the real estate industry,” said Jim Harrison, MLSListings, Inc. President and CEO. “He will be a valuable asset as MLSListings moves forward with its commitment to provide agents and brokers with the most extensive, powerful and reliable multiple listings service model in the real estate industry.”

Other 2011 Officers of the Board of Directors for MLSListings include Jeff Barnett, Alain Pinel Realtors, Chairman Elect; Lisa Keith, Red Hawk Real Estate, Secretary; John Pinto, Realty World/ John V. Pinto & Associates, Treasurer; and Bill Aboumrad, Legacy Real Estate, Immediate Past Chairman.

Board members include Mike James, Coldwell Banker Residential Brokerage; Larry Knapp, Lyon Real Estate; John Leahy, Realty World Land of Liberty; Karl Lee, Realty World Results Pros; Jim Myrick, Keller Williams Silicon Valley; Larry Spiteri, Better Homes Realty; Robert Stelzer, Keller Williams Palo Alto; John Thompson, Intero Real Estate Services; Julia Truesdale Keady, Alain Pinel Realtors; and Dave Walsh, Alain Pinel Realtors.



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MLSListings relies on the guidance of the industry's most experienced and successful leaders in helping shape the policies, products and services that meet the changing needs of its membership, and advance new initiatives that address and contribute to the evolution of real estate professional services. In 2010 these initiatives included:

- the customization and integration of the Tarasoft's Matrix application into MLSListings' core business platform, bringing substantial new features to enhance client interaction, advanced search capabilities and related professional tools
- a strategic alliance with the National Association of REALTORS® (NAR) to bring the REALTORS Property Resource™ (RPR) to its membership, which combines timely MLS data with tax and other historical property data for the most accurate home valuation tool available to the market
- the partnership with six neighboring MLSs to share listing data across 20 counties at no additional cost to subscribers
- the partnership with the California Association of Realtors (CAR) to test an Agent Ratings pilot program for real estate professionals, designed by independent consumer review agency Quality Service Certification (QSC). The program will provide brokers and agents in Northern California with an independent, credible customer rating system, populated by real client reviews and marketable to the general public via the broker or agent's own website, email signature and other channels, as well as the QSC consumer website and referral network
- the creation of a new customer-facing WordPress site for enhanced transparency, timely information updates and a community forum for users to provide feedback and engage in dialogue about the direction of the company

About MLSListings, Inc.

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 18,000 MLS subscribers, in 6,000 firms, in an area covering 28,000 square miles representing more than \$70 billion in annual real estate transactions. For more information, please visit www.mlslistings.com.

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