

**MLSListings Inc.**  
*Fact Sheet*  
*Updated January 2011*

**Overview:** The leading developer and provider of multiple listing services to real estate agents and brokers in the Greater San Francisco, San Jose/Silicon Valley, Santa Clara County, Santa Cruz County, San Benito County and Monterey County areas. Provides comprehensive on-line real estate information resources, including information about property listings, real estate transactions, real estate agents, brokers and offices, tax data and foreclosure information. This information is presented via a customized software engine supported by a 24/7 call center.

The MLSListings.com website reaches tens of thousands of home-seeking consumers every week. Home buyers use MLSListings.com to search for property, agents, open houses, and Realtor office links and view virtual home tours.

**Business:** MLSListings Inc. is a not-for-profit, backed by a consortium of REALTOR® associations in Northern California counties (including Santa Clara, San Mateo, Santa Cruz, San Benito, San Joaquin, Stanislaus and Monterey). All profits are re-invested into new technologies, products and services.

**Customers:** 18,000 subscribers, agents and brokers, in 6,000 firms.

**History:** Founded in 2007 through a consolidation between RE Infolink and Central Valley MLS. MLSListings, Inc. continues to work with neighboring MLS providers to create a seamless consolidated database of properties for sale or rent across all of Northern California – as well as tax records and other property data covering the entire state. Most recently, MLSListings has teamed with the national firm, Tarasoft Corporation, to deliver Matrix, a powerful new Web 2.0 platform for its clients.

**Products:** *Matrix for MLSListings* -- A fast Web 2.0 platform that features new search (including statewide tax records), advanced CMA tools and customer relationship management (CRM) tools. Matrix uses the Listing Management module MLSListings built for itself and integrates well into the Pro.MLSListings.com product.

*MLSListings.com* – A dynamic web site that features virtual home tours, as well as constantly updated (every 15 minutes) information on real estate listings, open houses, agents and offices.

*Pro.MLSListings.com* -- A fully-evolved MLS Platform custom built by MLSListings for its customers

*CA.MLSListings.com*-- This powerful and comprehensive site supplies data from four cooperating multiple listing services in a single system built by MLSListings, Inc. for only its subscribers to use.

**Service:** *Service reliability* of greater than 99 percent – the highest in the industry.

*24X7 call center* support program

Real time compliance management

Web-based and hands-on training resources

**Management:** *Jim Harrison* -- RCE, CAE, is the President and Chief Executive Officer

**Directors:** *Robert Bailey* of Bailey Properties is Chairman of the Board. The remainder of the board consists of 14 of the region's most respected and veteran real estate executives.

**Contact Information:** Jim Harrison,  
[Jharrison@mlslistings.com](mailto:Jharrison@mlslistings.com)