

# It's Like a Commercial MLS, Only Different!

That's an easy way to describe the all-new, commercial information exchange, or CIE, that launched on May 1.

Midlands Regional CIE ([www.MRCIE.org](http://www.MRCIE.org)) is a new joint venture between the Lincoln MLS and the Omaha Area MLS, filling a niche for commercial brokers across the region; in Nebraska, and adjoining states. Both the Lincoln and Omaha-Area residential MLSes have been around since the mid-1950s, and the newly expanded commercial service seemed like a natural extension to better serve the marketplace.

Midlands Regional CIE provides an affordable, but powerful, listing system that is designed to eliminate the fragmentation of the commercial real estate market. Unlike an MLS, individual commercial practitioners can join regardless of their REALTOR® status; with or without other licensees in their firm.

The system is affordable -- \$75 per month per licensee; only \$50 per month for REALTOR® members.

Even better, those that subscribe today, pay no fees through October 31, provided they commit to an additional six months at the regular rate. With the promotion, the sooner you subscribe, the more free-access time you take advantage of, and the sooner you take advantage of the system's robust features.

Like the MLS, this new commercial system allows brokers to own and control their listing data. But unlike an MLS, Midlands Regional CIE does not contain offers of compensation. Commercial practitioners using the system will continue to compensate based on individual arrangements made with each other.

## NATIONAL NETWORK

In addition, being part of the Lincoln–Omaha–Council Bluffs region, Midlands Regional CIE connects as part of a larger, national network. According to Derick Lewin, an Associate Broker at PJ Morgan Real Estate, “this is even more exciting, being able to automatically provide access to 40-plus markets, like San Antonio, New Orleans, Tampa Bay, and more.”

“Midlands Regional CIE will positively impact the region, resulting in more exposure for commercial properties in the Omaha–Lincoln region, locally reaching large numbers of agents not currently participating in other national platforms due primarily to cost,” said Lewin.

Unlike other commercial listing services, this one is affordable. Given time, Midlands Regional CIE could provide a permanent solution to the ever-rising costs of LoopNet and CoStar, but it needs participation from brokers and agents alike for that to occur. Lewin added, stating, “If Midlands Regional is adopted and utilized by many agents and brokerages quickly, the sooner it will become a viable alternative.”

## INTRODUCING CATYLIST

Midlands Regional CIE operates on the Catylist platform, which was built from the ground-up for commercial real estate 15 years ago. This updated, proven and tested system receives rave reviews from commercial brokers around the nation, giving the Board of Directors a certain amount of confidence as to the effectiveness of the system.

Catylist President and CEO, Ron Marten is a CCIM designee himself, with a vision of market-regions tied into a national database. MRCIE will not only encompass Lincoln and Omaha, but will also serve greater Nebraska and contiguous states, to provide an affordable solution to the market-fragmentation currently facing the industry.

The Catylist system is very intuitive, making it easy for agents and customers to find your listings. It also provides mapping, GIS data-layers, statistical reports, and demographic reports. To top it off, the Catylist system has a sleek, easy-to-use design adaptable for smartphones and tablets.

The REALTOR® organization sees benefit in uniting commercial practitioners and other segments of the industry for long-term relevance and public policy issues. Working together all real estate professionals have much to gain.

For more information go to: [www.MRCIE.org](http://www.MRCIE.org).



# Search Commercial Property for Sale or Lease in Lincoln, Omaha, Council Bluffs

Enter Location, Property Type or Keyword

Q Search

**FOR COMMERCIAL BROKERS ONLY!**

**JOIN MIDLANDS REGIONAL CIE NOW AND  
PAY NO FEES THROUGH OCTOBER 31\***

*\*When you agree to six additional months service at the regular rate.*



## ELIMINATE COMMERCIAL FRAGMENTATION

Midlands Regional CIE consolidates commercial property data into an efficient regional search, allowing brokers to effectively increase the speed and reach of marketing efforts.



## LOW-COST REGIONAL SOLUTION

Networked nationally.

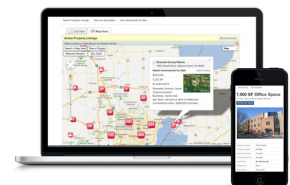


## OWN AND CONTROL YOUR DATA

Your property data is valuable. With Midlands Regional CIE, you own the data and you control it.



**CREATING A  
CONNECTED  
MARKETPLACE**



Catylist

**DISCOVER MORE AT [MRCIE.ORG](#)**

# MIDLANDS REGIONAL CIE *creating a connected marketplace!*

**Midlands Regional CIE** is connecting individual commercial brokers in the Lincoln-Omaha region on an efficient, cost effective platform uniquely designed for commercial real estate. Participating brokers share property data and eliminate fragmentation in the region utilizing the Catylist online network. Big and small companies alike can take advantage of resulting efficiencies and focus more resources serving clients.



## INDIVIDUAL MEMBERSHIP

Joining Midlands Regional CIE allows you to join with individual membership, meaning your entire company does not need to join.



## CUTTING EDGE PLATFORM

Commercial brokers acting now can become charter subscribers in the area's first regional property database built exclusively for commercial real estate.



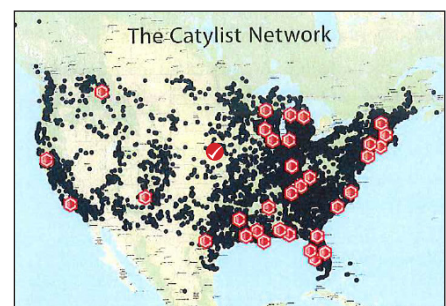
## ELIMINATE COMMERCIAL FRAGMENTATION

Midlands Regional CIE consolidates commercial property data into an efficient regional search, allowing brokers to effectively increase the speed and reach of marketing efforts.



## CONNECT NATIONALLY

Participants in the Midlands Regional CIE become connected with a growing national network that includes 40 markets already utilizing the Catylist system.



## OWN AND CONTROL YOUR DATA

Your property data is valuable. With Midlands Regional CIE, you own the data and you control it.

**DISCOVER MORE AT [MRCIE.ORG](http://MRCIE.ORG)**

PUBLIC ACCESS		PAID SUBSCRIPTION
Mobile Access	Sleek, responsive design.	Full access to the Catylist CIE for all <b>smartphones and tablets</b> including Android, iPhone and iPads.
Online Listings	Not available.	Create listing presentations, <b>viewable by everyone</b> and distributed automatically to our wide network of partnering sites.
Prospects/ Leads	Not available.	Search and view posted needs/wants, and <b>track hits and views</b> on your property listings.
Property Search	Access listings via sophisticated polygon mapping.	<b>Access listings</b> via sophisticated polygon mapping, plus create catalogs and create searches.
Sales & Lease Comparables	Not available.	Access to <b>recent sale and lease transactions</b> in your market.
Alerts & Notifications	Not available.	<b>Receive notifications</b> of properties, comparables, CIE activity, and posted industry news tailored to your preferences.
Reports & Brochures	Simple print listing.	Print or email <b>customized reports</b> and brochures with options such as maps, company branding, demographics & attachments.
Professional Profile	Not available.	Create a detailed, search engine optimized <b>online resume</b> , highlighting your expertise, listings, recent transactions and more.
Market Statistics	Not available.	Access to <b>local market statistics</b> (average lease rates, trends, etc.).
Export Options	Not available.	<b>Export your data</b> or search results any time in XML, CSV, XLS, KML.
Email Marketing	Not available.	Immediately forward property listings to your colleagues.
Price	FREE	\$50 - \$75 per month.

# Midlands Regional Commercial Information Exchange

## Member Application and Agreement

Applicant Name

Broker's Name (if different than applicant)

Applicant email Address

Company Name

License Number

Company Address

Residence Address

City

State

Zip

City

State

Zip

Company Website

Office Desk Phone: \_\_\_\_\_

Office Main Phone: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

Applicant requests service as a:		Monthly Fee	Membership Type Description
<input type="checkbox"/>	REALTOR® Member	\$50.00	Holds REALTOR® Membership
<input type="checkbox"/>	Non REALTOR® Member	\$75.00	Does not hold REALTOR® Membership

- Applicant grants permission to Midlands Regional Commercial Information Exchange, LLC (MRCIE), to withdraw monthly service fees on, or soon after, the first business day of each month from a checking or savings account designated by Applicant\*. By activating service, applicant agrees to pay for a minimum of six months service before terminating.
- \* A VOIDED CHECK MUST BE INCLUDED WITH THIS APPLICATION.**
- After six months of service, if applicant wishes to discontinue MRCIE service, written notice must be received at the Midlands Regional CIE membership office, 8231 Beechwood Drive, Lincoln, NE 68510, by the last business day of the month or applicant will be charged for the following month. No refunds or proration of fees will be given.
- Applicant agrees to be bound by MRCIE Rules as may be amended in the future including the duty to arbitrate. Current MRCIE Rules are available at [www.MRCIE.org](http://www.MRCIE.org). Applicant agrees to pay the fees as noted above, or as may be adjusted from time to time by MRCIE. Applicant will receive 30-day notification prior to changes in monthly fees taking effect.
- Applicant affirms that Applicant (1) holds a valid real estate salesperson or broker's license or a real estate appraiser's license, and (2) is actively engaged in the business of real estate sales, leasing, brokerage, or appraisal.
- Applicant accepts responsibility for the accuracy of all information entered into MRCIE and authorizes its display on websites authorized by MRCIE.
- Applicant agrees to protect, defend, indemnify, and hold harmless Midlands Regional Commercial Information Exchange, LLC, the REALTORS® Association of Lincoln and Midlands Multiple Listing Service, and the Omaha Area Board of REALTORS® and Great Plains Regional Multiple Listing Service (parent corporations of Midlands Regional CIE, LLC) and their respective directors, officers, employees, agents and assignees (collectively "Indemnities") of and from all liability, loss, expenses, and damages, arising from any cause of action, claim, suit or judgment against Indemnities by any third party based upon (1) inaccuracy of any information supplied to MRCIE by Applicant, (2) any unauthorized use of Applicant's MRCIE access password, (3) any unauthorized use of MRCIE database by Applicant, or (4) submission of any material or information to MRCIE that infringes any proprietary or intellectual property right of any third party by Applicant. Applicant shall pay any legal expenses that may be incurred by Indemnities in the defense of any such claim. Applicant's obligation to indemnify Indemnities shall survive termination of Applicant's MRCIE membership.
- Applicant authorizes communication by mail, email, electronic messaging, fax, or telephone.

Signature of Applicant

Date

The undersigned broker for the above Applicant consents to the above Applicant becoming a Member of MRCIE and agrees to be bound by MRCIE rules as they are created and amended from time to time.

Signature of Applicant's Broker

Date

*Submit application form to membership office: Midlands Regional CIE, 8231 Beechwood Drive, Lincoln, NE 68510*

04/01/2017