

The Value of MLS



Making the Market Work

The MLS is a community of real estate professionals that work together to make real estate transactions happen, using shared information and rules to which they all agree.

Working in real estate is rewarding, but also demanding. You will worry about deals, clients, deadlines and an abundance of details. The MLS exists so you don't have to worry about a few really important things. In many ways, the MLS makes the real estate market work.

The Value of the MLS

The MLS system delivers confidence, connection, and community.

Confidence

The MLS safeguards market information so you can do your job confidently. You can count on the data within the MLS being reliable and timely; you can count on the rules guiding participation, cooperation, and compensation being enforced.

Connections

The MLS creates connections between professionals with properties to sell and those with clients who may buy them.

Community

The MLS is a dynamic community of professionals who work together on agreed upon terms. The magic of the MLS lies in competitors working together to create an efficient marketplace.

Buyers and Sellers

Consumers benefit from the MLS. When you explain this to them, it enhances your value. Sellers who list with you, an MLS member, know their home will be placed in front of nearly every real estate professional currently working with active buyers.

This is more powerful than any marketing or advertising. Buyers working with you, an MLS member, know they will always have access to the most current and reliable picture of available properties and have assurances that agents representing sellers will work with you.

Did you know?

The very idea of a Multiple Listing Service is unknown outside the North America. Competitors working together to sell homes is something we take for granted here. In the rest of the world, real estate professionals deal with uncertainty, incomplete information and little to no enforcement of rules. Our MLS is a precious thing. It makes the market work!

