

*For Immediate Release*

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## **The Four Largest Northern California MLSs Begin Direct Reciprocal Access**

56,000 agents granted full MLS access privileges to San Francisco Association of REALTORS®, Bay Area Real Estate Information Services, Inc., MetroList Services, Inc., and MLSListings, Inc.

**NORTHERN CALIFORNIA (February 10, 2009)** — Four Northern California MLSs including the Quattro consortium of San Francisco Association of REALTORS® MLS, Bay Area Real Estate Information Services, Inc. (BAREIS MLS®) and MetroList Services, Inc. (MetroList®), in cooperation with MLSListings, Inc., today announced that their combined group of 56,000 real estate agents have direct access to all four MLSs by paying fees to only one MLS.

“This is a continuation of a process to improve service to real estate agents in Northern California while reducing total fees paid for MLS access. These four MLSs are industry leaders willing to commit to perform and to do so on budget, and at no additional cost to their subscribers,” said Tom Beede, President and CEO of MetroList.

Real estate agents and brokers who belong to any one of the four 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 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.

For brokers and agents it means greater access to data and tools to provide more

**Four Northern California MLSs Begin Direct Reciprocal Access**  
**Page 2**

services to their buyers and sellers without the need to pay additional fees or join more than one MLS. "This is great news for brokers and agents and the consumers they serve", said Mike Lyon, CEO of Lyon Real Estate. "The proven track record of the MLS to serve their local communities and their capacity to quickly and efficiently share data marks a new beginning in raising the level of services to their constituency."

In 2009, Bay East Association of REALTORS® MLS, Contra Costa Association of REALTORS® MLS and East Bay Regional Data, Inc. will begin participating in this landmark agreement.

Brokers and agents will continue to obtain locally delivered services as they do now from their local MLS.

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**About Quattro**

Through an information-sharing agreement, San Francisco Association of Realtors, Bay Area Real Estate Information Services, Inc. and MetroList Services, Inc. provide live, real-time reciprocal MLS access to each other's systems. In addition, data is merged into a common data set in Quattro. Authorized individuals have the ability to directly access Quattro for a single, combined data feed offering operational efficiencies not possible before. Quattro provides real estate professionals with access to property listings in 15 California counties (El Dorado, Napa, Solano, Lake, Placer, Sonoma, Marin, Sacramento, Stanislaus, Mendocino, San Francisco, Yolo, West Merced, San Joaquin and North San Mateo) and more than 18 thousand square miles serving a population of 5.6 million people.

**About Bay Area Real Estate Information Services, Inc. (BAREIS MLS®)**

Bay Area Real Estate Information Services, Inc. is **an independent Broker Owned MLS** created on October 22, 1997. The organizations that founded BAREIS 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 9,800 members in five counties, including Marin, Mendocino, Napa, Solano, and Sonoma.

**About MetroList Services, Inc. (MetroList®)**

Headquartered in Sacramento, MetroList Services, Inc. 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.

**About San Francisco Association of REALTORS® (SFAR)**

The San Francisco Association of REALTORS® 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 North San Mateo County.

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**About MLSListings Inc**

MLSListings Inc formally launched in 2007 after considerable effort to consolidate the region's MLS systems. MLSListings is designed to more effectively meet the current and future MLS needs of the region's real estate professionals. Specifically, MLSListings provides a smart and simple solution to meet the challenges of conducting business across a large geographical area in which multiple MLS organizations with disparate rules, fee structures, and procedures inhibit the manner in which brokers and agents can effectively meet the needs of homebuyers. MLSListings formally acquired RE InfoLink and Central Valley MLS in 2007 and continues to work with neighboring MLS providers to enhance service to its customers. MLSListings represents nearly 20,000 MLS subscribers. MLSListings is governed by the brokerage community, and owned by Santa Clara, Santa Cruz, Silicon Valley, San Mateo, Monterey, Watsonville, San Benito and Central Valley associations of REALTORS®.

**About Bay East Association of REALTORS®**

Since 1947, the Bay East Association of REALTORS® has been providing MLS services to real estate professionals in Southern Alameda County. Agents, brokers and appraisers who belong to the Bay East MLS have access to comprehensive property information for homes in Castro Valley, San Lorenzo, San Leandro, Hayward, Newark, Union City, Fremont, Sunol, Pleasanton, Dublin and Livermore. Serving over 6,400 MLS users, the Bay East Association of REALTORS® offers, education programs, professional development, and emerging technologies that enable agents and brokers to provide quality real estate service.

**About Contra Costa Association of REALTORS®**

The Contra Costa Association of REALTORS®, located in Central Contra Costa County, has been serving its members since 1921. The central county includes the communities of Alamo, Blackhawk, Clayton, Clyde, Concord, Danville, Diablo, Lafayette, Martinez, Moraga, Orinda, Pacheco, Pleasant Hill, Rossmoor, San Ramon and Walnut Creek. The Association is dedicated to providing the most innovative and highest quality services, programs, and products to positively impact the success of its 4,000 members who provide real estate brokerage services to clients throughout the East Bay and beyond.

**About East Bay Regional Data, Inc.**

East Bay Regional Data 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 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 was incorporated in September 1991 and began to provide services to MLS subscriber members in April 1992. Through East Bay Regional Data, licensed real estate brokers, agents and appraisers receive on-line access to comprehensive listing information about current, pending and off market properties listed by other EBRDI Participants.