

Four NorCal MLSs Come Together to Create the Most Complete MLS Data Share in Northern California

MetroList Services, Inc., Bay Area Real Estate Information Services, Inc., MLS Listings Inc, and San Francisco Association of REALTORS[®] formally agree to data aggregation and full reciprocity.

Northern Calif. (April 21, 2008) – Quattro and MLSListings Inc announced today they are forming an alliance to create the most complete MLS data share and reciprocal agreement in Northern California. Quattro, the award winning 2007 MLS data sharing initiative, is comprised of **MetroList Services, Inc. (MetroList[®])**, San Francisco Association of REALTORS[®] (SFAR), and Bay Area Real Estate Information Services, Inc. (BAREIS MLS[®]).

The four participating MLSs include 54,700 brokers and agents from 19 Northern California counties covering a market area of more than 29,000 square miles with a population 8.7 million.

Full reciprocal access data sharing allows users of a participating MLS to access the other participating MLSs and to use all of the features of those MLSs without having to pay additional subscriber or reciprocal fees. This cooperative agreement takes advantage of the unique character and rich data found in each participating MLS by enabling users to access all of the MLSs operating in their market area so they can better serve clients.

“It’s a natural progression,” said Jim Harrison, President and CEO of MLSListings Inc. “MLS data aggregation represents significant progress in providing Northern California subscribers with a single location to search for all MLS data in the marketplace, and to have a single source for data feeds, as well. Brokers and agents throughout the state have been asking for this for a long time. This partnership is an example of how MLS data aggregation can be accomplished through negotiation and the expertise of current MLS service providers.”

In addition to full reciprocal access data sharing, the agreement allows each participating MLS to maintain separate aggregated databases containing the data from all four MLSs. Users that prefer to see all of the data in a single location can use either one of the aggregated databases and avoid having to access each participating MLS separately. Another added benefit is that brokers who maintain proprietary software systems for use by their agents are able to download data from the four aggregated databases in a single data stream instead downloading data from each MLS individually.

“It’s clear that the door is wide open for more collaboration in our industry,” said Jim Fabris, CEO of the San Francisco Association of REALTORS[®]. “Our MLSs share the same philosophy and have the necessary experience. We also know what our broker and agent communities want, so we expect an expanding alliance.”

Brokers and agents will continue to obtain locally delivered services as they do now from their “home” MLS or MLS of their choice. The data aggregation and reciprocal access project is expected to be complete sometime in the third quarter of 2008.

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

Bay Area Real Estate Information Services, Inc. was 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 10,200 members in five counties, including Marin, Mendocino, Napa, Solano, and Sonoma.

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 the northern peninsula.

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®.

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