

## **THREE MLSs AGREE TO SHARE REAL-TIME PROPERTY LISTING INFORMATION**

“Quattro” will aggregate listing information for more than 40,000 real estate professionals.

**NORTHERN CALIFORNIA** — In a move considered to be a significant development for the real estate industry in Northern California, three well-known multiple listing services (MLSs) have agreed to share real-time property listing information for the benefit of the more than 40,000 real estate professionals they serve. The three MLSs are the Bay Area Real Estate Information Services, Inc. (BAREIS) in the North Bay, MetroList Services, Inc. (MetroList®), serving the Northern California Central Valley and San Francisco Association of REALTORS®, (SFAR), serving San Francisco and the northern peninsula.

The information-sharing venture marks a milestone in cooperation between these three MLSs and will provide practitioners with one-stop Internet access to real-time property listing information covering a vast geographic area of Northern California, from Daly City northward to Marin, Sonoma and Napa Counties, and eastward to Sacramento over to the crest of the Sierra Nevada. The new information-sharing venture will greatly enhance the ability of real estate professionals to more effectively serve their clients in the areas served by the three MLSs.

“This MLS data share venture is noteworthy to the brokerage community because it will provide access to substantially more data in an efficient and easy-to-use manner,” said Matthew Borland, president of the SFAR and managing partner of Zephyr Real Estate.

Quattro, the name of the new service, will merge listing information from the three MLSs into a common data set and enhance the ability of real estate brokerages to download listing information from the three MLSs into their proprietary software programs. Individual real estate agents will benefit, as well, by no longer having to subscribe to three MLSs to access listing information for the geographical area served by Quattro. Through a mutual data access agreement, agents will be allowed full, real-time reciprocal access to the three MLSs, as well as access to Quattro, the merged data set, with only a single log-on required.

“Quattro is proof that individual MLSs in a short period of time can cooperate to enhance user services through reciprocal data access and sharing arrangements without spending endless hours attempting to solve issues related to ownership structures and governance,” said Tom Beede, president and CEO of MetroList Services, Inc.

## **Three Large Northern California MLSs Partner to Share Real-Time Property Listing Information**

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Rapattoni, the data service provider for the three MLS organizations, has been selected to develop the special software needed to facilitate the new service. "This is an entirely new approach to accessing, controlling and distributing the MLS data from multiple MLS sources" said Beede, "and the selection of Rapattoni to be our technology partner will play a key role in our effort."

"The BAREIS organization is totally dedicated to the success of this effort," said Darla Stever, chair of the board of BAREIS. "Changes in the market place have driven the need for expanded data for multi-regional brokers and agents, and diffusing the impact of traditional boundaries. We are keenly supportive of this project because it recognizes both the need to have a locally focused and customized MLS, and the need to have an expanded multi-regional data."

As part of the effort, the three MLS organizations will be implementing the Rapattoni Secure Logon system. "With the blending of the data from over 40,000 agents, and opening access to three MLS systems to all users, securing access to the data becomes a major priority," said Stever. "BAREIS will be the first MLS to roll out the Secure Logon process in late October, followed by MetroList and San Francisco."

The power of Quattro will now provide real estate professionals with access to property listings in 14 California counties and more than 18 thousand square miles serving a population of 5.6 million people.

The new service offerings will be online and available to BAREIS, MetroList and SFAR subscribers by early 2007.

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

Bay Area Real Estate Information Services, Inc. was created on October 22, 1997. The organizations that founded BAREIS are Marin Association of REALTORS<sup>®</sup>, Napa Association of REALTORS<sup>®</sup>, Northern Solano Association of REALTORS<sup>®</sup>, Solano Association of REALTORS<sup>®</sup> 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 now serves approximately 11,700 members in five counties: Marin, Mendocino, Napa, Solano, and Sonoma.

#### **About MetroList Services, Inc.**

MetroList Services, Inc. is the largest multiple listing service in Northern California headquartered in Sacramento, the state's capital. Formed in 1985 by the Sacramento Association of REALTORS<sup>®</sup>, the Placer County Association of REALTORS<sup>®</sup> and the El Dorado County Association of REALTORS<sup>®</sup>, MetroList's ownership group has grown to include the Lodi Association of REALTORS<sup>®</sup> and the Yolo County Association of REALTORS<sup>®</sup>. MetroList acts as a seamless real estate information network serving more than 25,000 real estate professionals in seven counties: El Dorado, Merced, Placer, Sacramento, San Joaquin, Stanislaus and Yolo.

#### **About San Francisco Association of REALTORS<sup>®</sup> (SFAR)**

The San Francisco Association of REALTORS<sup>®</sup> was founded in 1905. It antedates both the National Association of REALTORS<sup>®</sup> and the California Association of REALTORS<sup>®</sup> and was active in the formation of both of these organizations. SFAR provides sophisticated business-related products and services to its more than 5,000 REALTOR<sup>®</sup> members in San Francisco and the northern peninsula.

**BAY AREA REAL ESTATE INFORMATION SERVICES, INC.**  
**METROLIST SERVICES, INC.**  
**SAN FRANCISCO ASSOCIATION OF REALTORS®**

# **FAST FACTS**

## **Name of New Service**

Quattro

## **Quattro Property Listing County Coverage Area**

El Dorado	No. San Mateo	Solano
Marin	Placer	Sonoma
Mendocino	Sacramento	Stanislaus
Merced	San Francisco	Yolo
Napa	San Joaquin	

## **Population Served**

5,604,138

(Population based on the U.S. Census Bureau 2005 population estimates)

## **Geographic Area**

18,409 square miles

## **Real Estate Agents Served**

More than 40,000