



MLS BUSINESS MODEL STUDY

NCAOR is currently analyzing our MLS Business Model and Subscriber Benefits in a forward-thinking effort to align ourselves to address the rapidly changing industry technology and provide the most competitive advantage for each of our subscribers so that they can be successful in their businesses.

Key Industry Factors Influencing Our Decision to Embark on a Study:

- MLS Technology and 3rd party innovations are creating industry disruptions at an everchanging pace.
- A 2-year downturn in the industry is forecasted due to rising interest rates and subscriber attribution.
- Consolidation of MLSs are continuing to increase in CA to better service members through superior buying power.
- Our N. CA Data Share will move forward with a new integrated platform in the 1st quarter of 2019.
- We are in a good financial position to consider viable business model options to better service members.
 - We can elect to remain an independent MLS and absorb costs for the new data share system.
 - We can collaborate with another MLS to reduce costs for such enhancements.
 - We can negotiate a purchase agreement with retention of local MLS service center.

Request: To help determine our options, we are asking for Participant/Subscriber feedback to determine what tools/services are used within NCAOR MLS, have been purchased independently or are desired.

PLEASE CHECK THE BOXES THAT APPLY & RETURN TO YOUR BROKER FOR A CHANCE TO WIN A FREE QTR. OF MLS SERVICES.

Participant/Subscriber Name: _____

MLS Tools and Services	Benefit of NCAOR MLS	Independently Purchased	Desired	Not Interested
<u>NCAOR TOOLS & SERVICES</u>				
TRENDVISION MLS data statistics, graphs & market reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
REALIST CoreLogic Realist provides up-to-date tax records for MLS listings.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CLOUD CMA Create amazing one-click Comparative Market Analysis packages.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RPR – REALTOR PRROPERTY RESOURCE Comprehensive data, powerful analytics and client-friendly reports. Provide REALTORS with MLS integrated data and a mobile app offering information on 166 million parcels in the U.S.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RE TECHNOLOGY Brokers and Agents Source for R.E. News and Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SYNDICATIONS Distribution of your MLS data to major 3rd party sites: <i>Realtor.com, Zillow, Trulia, realestate.com Find, Homes.com and more.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
N. CA DATA SHARE Participation in single sign-on data share and offer of Compensation with: <i>MetroList, Sutter Yuba, BAREIS, Contra Costa, BayEast, Bridge and MLS Listings.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

RECIPROCAL WITH CRMLS

Reciprocal agreement and offer of compensation with CRMLS (CA Regional MLS)

**ZIPFORMS CONNECT**

Direct access from inside the MLS platform
To zipForms to zipForms

**SUPRA KEY CO-OP**

Cooperative Key Access Agreement with N. CA Data Share partners and CRMLS

**SUPRA EKEY BASIC**

Application turns your smartphone into a key

**SUPRA EKEY PRO APP**

Adds Searchable MLS data to your phone

**OTHER SERVICES****CORELOGIC CYBER SECURE MLS DASHBOARD**

Dashboard integration with MLS to provide safeguards against cyber crime

**CORELOGIC CHECKIT REPORT IT**

automated technology to improve listing accuracy

**CORELOGIC EPROPERTY WATCH**

Stay connected and generate leads with homeowners until they Are ready to sell, buy or make a referral.

**HOMESNAP APP**

Real-Time MLS Data on the go via public portal. Instant info & market changes on properties. Digital marketing network solution- google, Facebook, Instagram and waze

**REALSCOUT APP**

Collaborative Home Search-Listing alert and marketing platform, buyer data-driven listings tools, CMAs & prospecting tools.

**DISCLOSURES .IO**

Compile & organize disclosures, receive notifications, manage distribution when package is downloaded.

**LISTTRAC**

A client connections productivity tool that Allows Brokers to monitor listings across 3rd party sites.

**AGENT INBOX**

Secure all-in-one communications platform for talking, scheduling and dealing w/other agents.

**HOMESPOTTER APP**

Search & Communication system for agents & clients

**REALSAFEAGENT APP – Mobile Safety Alert System**