

Press Release

For further information contact:

Marketing & Communications, UtahRealEstate.com

Phone: 801-676-5400, Email: marketing@utahrealestate.com



UtahRealEstate.com Welcomes REALTORS® from Carbon and Emery Counties

The Latest MLS Consolidation in Utah Helps Bring Local REALTORS® Together

SALT LAKE CITY, UT – UtahRealEstate.com, Utah’s largest regional Multiple Listing Service, recently welcomed the Carbon Emery Chapter of the Utah Central Association of REALTORS® to its MLS on February 23, 2016. This consolidation makes UtahRealEstate.com one of the most comprehensive statewide MLSs in the nation, serving approximately 94% of Utah’s REALTORS®.

To foster greater cooperation and professionalism, the National Association of REALTORS® passed new ‘Core Standards’ last year, which encouraged many smaller organizations to partner with large associations to provide their members with best-in-class services and products. After carefully evaluating the benefits and ensuring that their members could keep their autonomy as a small, hyper-local organization, the Carbon/Emery Board of REALTORS® voted to join the newly formed Utah Central Association of REALTORS® as the Carbon Emery Chapter.

“The REALTORS® in Carbon Emery already have the existing relationships with each other, but the increased possibilities with the MLS will hopefully give them a broader reach for their sellers.” said Peter Christiansen, CEO of the Utah Central Board of REALTORS®.

Brad Bjelke, CEO of UtahRealEstate.com, said “We are very pleased to welcome the Realtors® from Carbon and Emery counties to UtahRealEstate.com. This progressive decision helps expand the benefits of UtahRealEstate.com further south in the state and provides all of our members a greater consolidation of data to assist their clients. UtahRealEstate.com prides itself on being broker-centric, encouraging regionalization, and we strive to bring the best technology available to our members, while also providing best in class support and training.”

UtahRealEstate.com plans to continue opening its doors and services to associations and MLSs looking for a more streamlined and uniform way to promote cooperation and compensation. One of the advantages that UtahRealEstate.com offers potential partners is that its technology is flexible and allows the MLS to accommodate the needs of local markets.

“We understand the brokers’ requests to our industry to consolidate information so that there is greater access to consistent and accurate MLS data,” stated Brad Bjelke. “At UtahRealEstate.com we are responding to these brokers’ needs, and we have a compelling story to share with any association or MLS that wants to expand and better serve its members.”