



PRESS RELEASE

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NORCAL MLS Alliance Launches One-Stop Access to Property Listing Data for Northern California Real Estate Professionals

Seven Regional Multiple Listing Services Form NORCAL MLS Alliance Share Data Access

SAN FRANCISCO, CA - January 20, 2021 | Northern California real estate brokers, agents, and appraisers now have one-stop single-login access to thousands of listings throughout 22 counties* spanning from the Greater Bay Area and Silicon Valley, reaching as far south as Monterey County, and up through the Central Valley to Sacramento and Nevada. Seven leading California MLSs** comprising the NORCAL MLS Alliance (www.norcalmlsalliance.com) collaborated to create a new and efficient way to provide MLS users with easy access to property listings throughout a vast geographic area with one simple login from their respective MLS platforms. What this means for homebuyers and sellers is expanded property listing search options and more marketing exposure for their properties.

The NORCAL MLS Alliance grew from the existing MLS reciprocal access model and will continue to evolve as technology improves and additional regional MLSs sign on to provide their members and subscribers with greater access to MLS data. When fully implemented this seven-member-alliance will benefit more than 55,000 brokers and agents.

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“This collaboration, along with new innovations in MLS technology enables us to provide our members and subscribers with easier access to a familiar platform and comprehensive data from neighboring markets,” said Walt Baczkowski, Chief Executive Officer of the San Francisco Association of REALTORS®. “The simplicity of a single login, single pay MLS membership/subscription gives real estate professionals comprehensive access to more data.”

“This alliance is a win-win for local MLSs and their participants and subscribers as it builds on a collaborative history of data sharing initiatives and also allows each individual MLS to continue providing localized governance and services,” added Baczkowski.

Brokers and agents will experience significant benefits from the new expanded data system while continuing to utilize familiar technologies from their home MLS systems. Additionally, they will reduce the number of data feeds (including IDX) necessary to run their businesses and eliminate the need for multiple entry of listings into various regional MLS systems, saving time and money.

The NORCAL MLS Alliance unites four separate MLS operating systems and databases—Rapattoni, Black Knight’s Paragon, dynaConnections’ connectMLS System, and CoreLogic’s Matrix systems—in which each respective MLS maintains its existing platforms and protocols. While the transition will be a complex technical feat, NORCAL MLS Alliance staff have spent months testing, planning, and preparing for a smooth and successful launch on January 20, 2021. Lockbox and key systems, rules and protocols will not change, and coverage areas will maintain separate key codes.

*Alameda, Amador, Contra Costa, El Dorado, Marin, Mendocino, Merced, Monterey, Napa, Nevada, Placer, Sacramento, San Benito, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma, Stanislaus and Yolo counties.



****About NORCAL MLS Alliance** (www.norcalmlsalliance.com)

Seven leading MLSs in Northern California created the NORCAL MLS Alliance to ensure real estate professionals have the greatest access to MLS data in and near the areas they do business. They include the following:

BAREIS MLS® (www.bareis.com) is the broker-owned multiple listing service assisting real estate professionals throughout the beautiful Marin, Sonoma, Napa, Solano and Mendocino counties in Northern California.

Bay East Association of REALTORS® (www.bayeast.org) The Bay East Association of REALTORS® is a professional trade association serving more than 5,700 residential and commercial real estate professionals throughout the San Francisco Bay Area by providing programs and services to enhance their ability to conduct business with integrity and competence. Bay East offers access to the Multiple Listing Service, professional development training, advocacy to protect private property rights, and promote homeownership and a variety of networking opportunities and events.

bridgeMLS (www.bridgемls.com) is the leading MLS Source in the Northern California/Bay Area Region with access to 10+ MLSs, providing more than 80% state coverage. Serving close to 3,500 members of Bridge Association of REALTORS® and Delta REALTORS®. The bridgeMLS mission is to promote cooperation and compensation by providing accurate and comprehensive data through innovative technology services.

Contra Costa Association of REALTORS® (www.ccartoday.com) Established in 1921, the Contra Costa Association of REALTORS® (CCAR) and the CCAR Multiple Listing Service (MLS) provide CCAR members with innovative products and resources to help them excel in their businesses and serve the community with integrity, professionalism and state-of-the-art real estate technology. CCAR and MLS headquarters are centrally located in Contra Costa County with offices in Walnut Creek and Richmond. CCAR serves over 4,000 members in 28 local cities and beyond.

MetroList Services Inc. (www.metrolistmls.com) is the official Multiple Listing Service (MLS) and technology provider to more than 22,000 real estate brokers and agents in Amador, El Dorado, Merced, Nevada, Placer, Sacramento, San Joaquin, Stanislaus, and Yolo Counties. MetroList acts as a seamless real estate information network and has been in operation for more than 30 years, is the second-largest MLS in the State of California and serves a geographic market area covering over 10,000 square miles. MetroList operates ten regional administrative centers that provide a full range of value-added tools, resources, and services to help real estate professionals in their businesses.

MLSListings Inc. (www.mlslistings.com) is recognized as a premier multiple listing service in the nation. Based in the heart of Silicon Valley, MLSListings both understands the unique Bay Area-specific needs of its subscribers and possesses the required talent pool and agility to respond quickly to their local needs. MLSListings provides real estate professionals and consumers with accurate data that is updated every five minutes. Facilitating more than \$70 billion in annual real estate activity, the MLSListings platform is the intersection of comprehensive real estate data and the transaction for the northern California marketplace.

San Francisco Association of REALTORS® (SFAR) (www.my.sfrealtors.com) represents more than 4,500 REALTORS® in San Francisco who are committed to fairness, honesty, integrity, and promoting the rights of homeowners. We provide wide-ranging educational opportunities and industry-leading technology, including SFARMLS, to our members; advocate at the local, state, and national levels for legislation supporting our members and their business; and actively give back in the San Francisco community through the SFAR Foundation and the Welcome Home Project. Please contact our team at SFAR to learn more.

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