



MetroList[®]
The True Source

FOR IMMEDIATE RELEASE
September 13, 2017

MetroList[®] Chooses Real Safe Agent

Sacramento, CA -- MetroList Services, Inc., an industry leading Multiple Listing Service, has selected the Real Safe Agent system for its more than 18,500 subscribers in its seven-county region. Real Safe Agent is a Safety system that empowers the entire real estate community to cooperate and collaborate to help keep each other safe.

“After several months of extensive research into real estate agent safety options, our staff and Board of Directors believe that Real Safe Agent and the behavioral science behind it, was by far the best choice to further help our subscribers stay safe while conducting their business,” said Bill Miller, CEO of MetroList Services, Inc.

MetroList[®] is the first MLS in California to adopt Real Safe Agent and joins several other MLS’s and Associations around the country that have already deployed the system; bringing the total number of brokers and agents with access to the new safety system to approximately 85,000.

The Real Safe Agent system represents a paradigm shift in agent safety, applying behavioral science and advance mobile technology to a community based model for the real estate professional. Susan Young, Real Safe Agent’s Vice President of Industry Relations commented, “It’s very exciting to see the way we are changing the industry using Real Safe Agent and our educational resources to provide brokers and agents the ability to build a safety oriented culture.”

In addition to the system’s collaborative and cooperative safety features for before and during showings, such as the Prospect Link, Accompany Me requests, Drop-in alerts, and Shake to Dial 911; Real Safe Agent includes features that allow organizations to give agents public kudos and implement safety awards.

September marks the month-long Safety Awareness campaign aimed at increasing the safety of real estate agents. “MetroList is continuously looking at opportunities, education, and tools to help keep our Subscribers safe,” added Miller. “We are pleased to offer Real Safe Agent as another free MetroList benefit to brokers and agents so that they have one more tool to help them stay aware of potential dangers and risks that they could otherwise avoid.”

MetroList® Chooses Real Safe Agent

Page 2

MetroList plans to deploy Real Safe Agent in mid to late Fall 2017.

The Real Safe Agent system is only available to Associations and MLSs to be deployed as a member benefit. In addition, there are no ads or additional purchases required or offered to agents.

###

About Real Safe Agent

Real Safe Agent is based in Austin, Texas and has introduced a revolutionary method for keeping real estate agents, college students, and other communities' safe. The patent pending system is rooted in behavioral science and empowers the communities it serves to cooperate and collaborate to keep each other safe. The company's website, <http://www.realsafeagent.com> contains a video that explains the system in greater detail.

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®, the Placer County Association of REALTORS® and the El Dorado County Association of REALTORS®, MetroList's ownership group has grown to include the Lodi Association of REALTORS®, the Yolo County Association of REALTORS®, and California Real Estate Brokers, Inc. MetroList acts as a seamless real estate information network serving more than 18,500 real estate professionals in seven counties: Sacramento, Placer, El Dorado, San Joaquin, Stanislaus, Merced and Yolo.

Contacts:

For Real Safe Agent

Susan Young
Real Safe Agent
937-418-7299 | susan@realsafeagent.com

For MetroList®

Michael Alcalay
Alcalay Communications
916-925-5080 or 916-531-2280 | michael@alcalaypr.com
MetroList-2017-f1