



SUBSCRIBER NEWS

News about a potential sale of REcolorado to a private equity firm has made national headlines. While we support a vision for decoupling the MLS from Realtor association ownership, selling your most valuable tool to a private equity firm is a questionable way to achieve that and may bring added uncertainty. In fact, separation between the MLS and associations is why we actively engaged with DMAR and SMDRA earlier this year to acquire 100% ownership of REcolorado and maintain it as one of the strongest, best, and largest broker MLS's in the country but now DMAR and SMDRA want to sell it to private equity.

We disagree with their approach and are dedicated to keeping REcolorado a broker-focused business partner and will continue to pursue all options to make certain your MLS remains a locally owned organization that is operated in your and your clients' best interest.

Here's why continued local ownership with quality and integrity matters:

- **Data Security:** Protecting your data is paramount. As a local, subscriber-owned organization, we understand the importance of safeguarding your information.
- **Market-Driven Policies:** Our policies, developed with your input, give you options to support your individual clients while also ensuring you have consistent, comprehensive data powering your products and insights.
- **Reinvesting in the Future:** Keeping local ownership of REcolorado means we can continue to reinvest in our MLS business to continue bringing you the best services and support.
- **Award-Winning Expertise:** For years, REcolorado and its team have been recognized as award-winning industry leaders. We have built strong strategic partnerships throughout the industry to bring you the solutions you need now and into the future.