



Why MLS Organizations should add Aligned Showings

In today's dynamic real estate industry, MLS organizations are seeking solutions that prioritize transparency, independence, and trust. Scheduling software plays a critical role in helping agents connect with buyers, and it's important to choose tools that align with the needs and goals of the real estate community.

Aligned Showings was designed to empower MLS organizations with a reliable, innovative, and data-secure alternative, ensuring members have access to tools that support their success. Here are the key benefits why Aligned Showings stands out as the ideal choice for your organization.

1. Data Privacy and Ownership

- With Aligned Showings, MLS organizations retain full control over their data without concerns about third-party usage that could disrupt broker and agent businesses.
- Protecting sensitive buyer and seller information ensures the integrity and trust of the MLS organization.

2. Independence from Conflicting Interests

- Aligned Showings is built by MLS organizations for MLS organizations, ensuring alignment with the mission to support the real estate community without competing priorities.

3. Transparent Business Model

- Aligned Showings charges a clear and fair fee, based on usage, ensuring the software remains focused on serving its customers without leveraging data or user engagement for external agendas.

4. Support for MLS-Led Innovation

- By choosing Aligned Showings, MLS organizations are investing in a solution built by their peers, fostering innovation and reducing reliance on external platforms with different goals.

5. Freedom from Hidden Agendas

- Aligned Showings exists solely to enhance the efficiency of scheduling and support the MLS community, ensuring there are no ulterior motives beyond delivering value to its users.

6. Customization and Flexibility

- Aligned Showings offers customization options tailored specifically to the needs of MLS organizations, ensuring seamless integration with existing workflows.

7. Better Agent and Broker Trust

- Agents and brokers may be more inclined to use and trust a solution developed with their best interests in mind, free from concerns about external influences.

8. Predictable Costs

- A paid solution ensures sustainability and consistent development. Free products often carry hidden costs, such as limitations in service or reduced innovation.

9. Reliability and Accountability

- Aligned Showings is accountable solely to its MLS customers, prioritizing support, innovation, and enhancements that align with the needs of the MLS community.

10. Enhanced Competitive Positioning

- Offering Aligned Showings demonstrates a commitment to empowering MLS organizations and their members with tools that enhance success without compromising independence.