

State-Wide MLS Strategic Plan



OUR BUSINESS STRENGTHS AND COMMITMENTS TO YOU

*Vision: To deliver strategic solutions to enable an orderly and cooperative real estate marketplace by focusing on **Data, Tools, and Services.***

Data

WE WILL: Deliver accurate, reliable, timely, and comprehensive real estate data and intelligence.

Tools

WE WILL: Provide user friendly technologies and products for real estate professionals and those they serve.

Services

WE WILL: Offer support, training, and resources to foster knowledge and utilization for all participants and subscribers.

OUR STRATEGIC FOCUS

STRUCTURE



Further evaluate and identify business oriented governance and operational structures.

EXPANSION



Create a comprehensive collaboration and expansion strategy.

RECOGNITION



Establish a State-Wide MLS brand and conduct a supporting promotional campaign.

INTELLIGENCE



Develop an advanced data intelligence and utilization strategy.

TECHNOLOGY



Assess and enhance core technologies to increase interoperability and efficiency.

YOUR BENEFITS

- Readily accessible products and services
- Clearly defined services/strengths specific to MLS
- Increased flexibility to adapt to industry changes/trends

- Expanded real estate marketplace provides new business opportunities and enhanced client service
- More products/ services at a reasonable cost
- Additional referral opportunities
- Access to multiple MLSs with one data entry

- Clear understanding of MLS's value/focus
- Enhanced consumer recognition
- Increased REALTOR® value
- Increased respect for timely MLS data
- Client recognition of importance of listing properties in MLS

- Interesting, interactive data formats
- Availability of aggregated data
- Additional revenue streams keep costs low and support advanced tools
- Advanced intelligence for clients
- Added efficiency in adapting to market shifts

- Access to leading technologies to increase business
- Core products reflect business needs
- User-friendly technology roadmap
- Streamlined offerings based on needs and value