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MLSListings Partners with dashCMA

MLSListings Subscribers Get Free Trial of dashCMA Modern Pricing Tool

Silicon Valley, CA. February 13, 2020 — MLSListings, the locally-based MLS serving the Bay Area, Silicon Valley, and California coastal regions, today announced its partnership with dashCMA. dashCMA is a comparative market analysis (CMA) software tool designed to equip real estate professionals with modern pricing perspectives in a simple, user-friendly format, quickly and easily. dashCMA empowers agents to illustrate and display their pricing strategy in a matter of minutes, with just a few clicks. With one search, dashCMA shows the perspective of 25+ searches from leading competitors, arming agents with a single dashboard view laying out their pricing approach. dashCMA enables agents to better serve sellers and build client trust by presenting the most effective, strategic value for their properties.

"MLSListings is committed to offering our subscribers a robust set of tools for success and dashCMA's innovative solution is an excellent option for them to consider," said Dave Wetzel, interim CEO of MLSListings. "We are pleased that MLSListings subscribers can take dashCMA out for a test drive with a no-risk, free trial."

MLSListings subscribers can sign up for a free trial of dashCMA by visiting https://dashcma.com/. No credit card and no obligation are required to get started.

"dashCMA is built for an agent by an agent. I was ready for a solution to the traditional model that was both time and labor-intensive. I wanted to be able to generate a report in minutes, not hours, that could clearly display my pricing strategy in a single view," said Karen Abram, CEO and founder of dashCMA. "The inspiration for dashCMA comes from an Albert Einstein quote: 'If you can't explain it simply, you don't understand it well enough' and that embodies pricing strategy for every agent."

About MLSListings Inc.

MLSListings Inc. 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. For more information on MLSListings, visit https://www.mlslistings.com.

About dashCMA

dashCMA is an innovative pricing tool for the modern real estate agent. dashCMA allows the agent to support and illustrate their pricing strategy in minutes, not hours. With one search, dashCMA shows the perspective of 25+ searches from leading competitors. dashCMA equips the agent with a modern pricing perspective that their competition isn't showing, helping them win more listings, win more accepted offers, but more importantly, win their client's trust.