



NORCAL MLS ALLIANCE Expands to 26 Counties, Bolsters Industry-Leading Data Sharing MLS Platform

Among Other New Features, Coming Soon, Open House and Broker Tour Data Now Synchronized Across Participating Multiple Listing Service (MLS) Partners

SEPTEMBER 15, 2021 | The NORCAL MLS ALLIANCE (www.norcalmlsalliance.com) today announced that it has achieved significant progress in providing its thousands of Northern California real estate brokers, agents, and appraisers one-stop access to robust property listing data across 26 counties*, coupled with sophisticated mobile marketing and transactional tools to streamline the home buying and selling process.

“What we have launched to date is groundbreaking,” said **Dave Wetzel, Chief Executive Officer of MLSListings Inc.** “Our Northern California group of MLSs has spent years doing a deep dive into the features which are most valuable to real estate professionals. We didn’t look at merely moving data back and forth between our MLS systems, we identified what agents really need from the exchanged data in order to serve their clients at the highest level and then we ensured these features are live on our platform.”

In a recent development, participating MLS systems now exchange pre-market “coming soon” or “members only” listings, disclosure packages, and details of listings that are not typically included in MLS data shares such as Accessory Dwelling Unit (ADU) information.

“With housing the way it is in California, ADU information is of growing importance and now fully exchanged in the NORCAL MLS ALLIANCE,” said **Tricia Thomas, Chief Executive**

Officer of the Bay East Association of REALTORS®. “We are proud to be empowering agents from across Northern California to help their clients wherever they are looking to buy and for whatever type of real estate they seek.”

Importantly, the NORCAL MLS ALLIANCE allows agents to do business using the tools their local MLS provides no matter where the data originated.

“Our brokers, agents, and appraisers being able to log on to their native MLS system and now access a new world of data and resources is a huge step forward,” said **DaVina Lara, Chief Executive Officer of bridgeMLS.** “In my years of experience with MLS systems, I have seen great collaborations, the NORCAL MLS ALLIANCE is unmatched for what it delivers.”

To expand the reach further, MetroList Services Inc. recently added the Sutter-Yuba Association of REALTORS® MLS into its platform. “We are pleased to report updates on some of our latest refinements to the MLS data share system and welcome new MLS subscribers from the Butte, Colusa, Sutter and Yuba Counties into our growing NORCAL MLS ALLIANCE family,” said **Bill Miller, Chief Executive Officer of MetroList Services, Inc.**

Since launching in January 2021, NORCAL MLS ALLIANCE leadership and their teams have been working continuously to further integrate data from five different technology platforms, resolve data inconsistencies and optimize data accuracy across the entire system.

New NORCAL MLS ALLIANCE system features include the following:

- **“Coming Soon”** feature which enables subscribers to add properties to the MLS that are not yet ready for “Fully On Market” listing status.
- **Disclosure Package** links are now clearly shared between MLS systems so all subscribers can see packages for all listings.
- **Combined MLS Data** is now available via several statistical platforms including Terradatum, Trendgraphix, MarketStats/InfoSpark and Aculist.

- The new **ShowingTime Link Share** feature allows some users to publish/share property showing schedules systemwide. It is not yet available across all MLS systems.
- The new **Broker Tour Data Sharing** feature enables users to publish/view broker tour route information that was previously inaccessible across platforms.
- The new **ADU Data Share** feature enables users to publish/share information regarding accessory dwelling unit data.
- Up to a dozen third-party services/mobile applications have also been added.

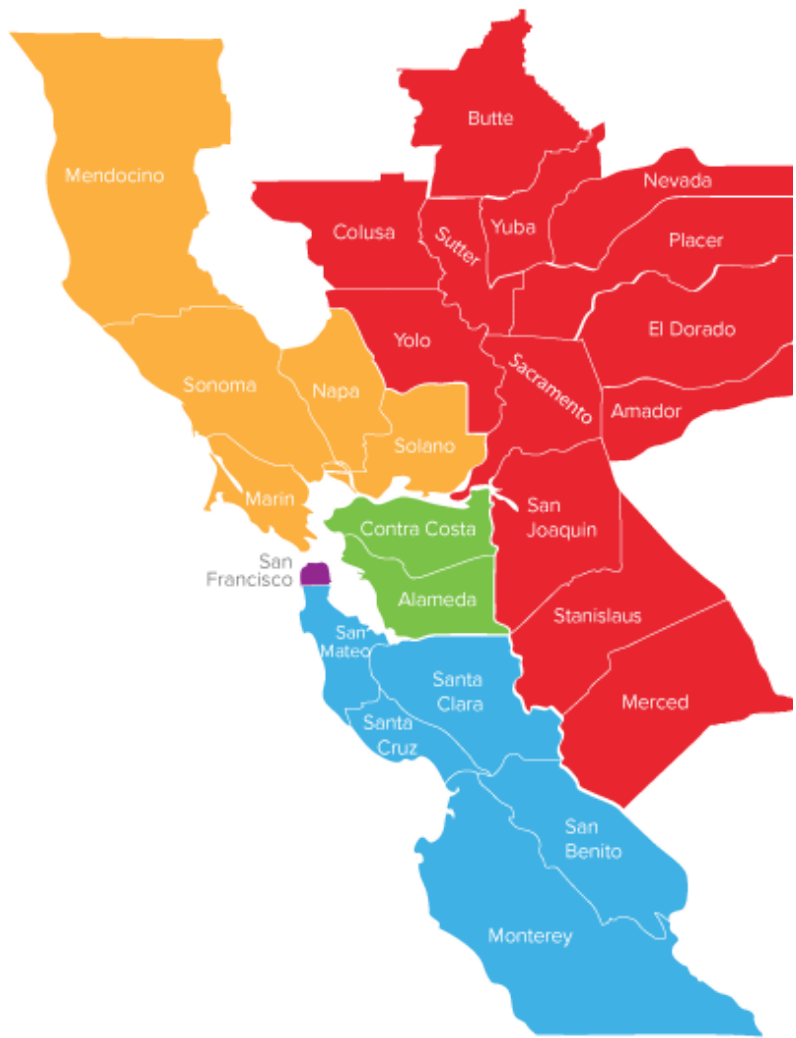
“Ensuring that our robust data from 26 Northern California counties amplifies the effectiveness of our third-party application partnerships has been another priority,” said **Sheiren Diaz, Chief Executive Officer of the Contra Costa Association of Realtors®**. “We look forward to expanding these integrations and adding new third-party partnerships across the NORCAL MLS ALLIANCE in the months ahead.”

Though it has taken time for all of the new features to roll out across the NORCAL MLS ALLIANCE, feedback is increasingly positive. “BAREIS members love being able to search for listings and manage all their clients in one system,” said **Karen Walter, President and Chief Executive Officer of BAREIS MLS**. “The ability to enter listings directly into BAREIS Plus for the entire Bay Area and Central Valley region has been very well received and eliminates many duplicate listings.”

“Combining data across numerous MLSs while maintaining autonomy is no small feat,” said **Walt Baczkowski, Chief Executive Officer of the San Francisco Association of Realtors®**. “While we are pleased with the progress of the NORCAL MLS ALLIANCE thus far, we also recognize that a project of this scale requires ongoing and significant effort of which we are jointly committed to completing.”

The NORCAL MLS ALLIANCE grew out of an existing MLS reciprocal access model and will continue to evolve as technology improves and additional regional MLSs sign on to provide their members and subscribers with greater access to property listing data.

* The expanded NORCAL MLS ALLIANCE includes Alameda, Amador, Butte, Colusa, Contra Costa, El Dorado, Marin, Mendocino, Merced, Monterey, Napa, Nevada, Placer, Sacramento, San Benito, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma, Stanislaus, Sutter, Yolo and Yuba counties.





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****About NORCAL MLS ALLIANCE (www.norcalmlsalliance.com)**

Seven leading MLSs in Northern California created the NORCAL MLS ALLIANCE to ensure real estate professionals have the greatest access to MLS data in and near the areas they do business. They include the following:

BAREIS MLS® (www.bareis.com) is the broker-owned multiple listing service assisting real estate professionals throughout the beautiful Marin, Sonoma, Napa, Solano and Mendocino counties in Northern California.

Bay East Association of REALTORS® (www.bayeast.org) The Bay East Association of REALTORS® is a professional trade association serving more than 5,700 residential and commercial real estate professionals throughout the San Francisco Bay Area by providing programs and services to enhance their ability to conduct business with integrity and competence. Bay East offers access to the Multiple Listing Service, professional development training, advocacy to protect private property rights, and promote homeownership and a variety of networking opportunities and events.

bridgeMLS (www.bridgемls.com) is a leading MLS Source in the Northern California/Bay Area Region with access to 10+ MLSs, providing more than 80% state coverage. Serving close to 3,500 members of Bridge Association of REALTORS® and Delta REALTORS®. The bridgeMLS mission is to promote cooperation and compensation by providing accurate and comprehensive data through innovative technology services.

Contra Costa Association of REALTORS® (www.ccartoday.com) Established in 1921, the Contra Costa Association of REALTORS® (CCAR) and the CCAR Multiple Listing Service (MLS) provide CCAR members with innovative products and resources to help them excel in their businesses and serve the community with integrity, professionalism and state-of-the-art real estate technology. CCAR and MLS headquarters are centrally located in Contra Costa County with offices in Walnut Creek and Richmond. CCAR serves over 4,000 members in 28 local cities and beyond.

MetroList Services, Inc. (www.metrolistmls.com) is the official Multiple Listing Service (MLS) and technology provider to more than 22,000 real estate brokers and agents in Amador, Butte, Colusa, El Dorado, Merced,

Nevada, Placer, Sacramento, San Joaquin, Stanislaus, Sutter, Yolo and Yuba Counties. MetroList acts as a seamless real estate information network and has been in operation for more than 30 years, is the second-largest MLS in the State of California and serves a geographic market area covering over 14,000 square miles. MetroList operates ten regional administrative centers that provide a full range of value-added tools, resources, and services to help real estate professionals in their businesses.

MLSListings Inc. (www.mlslistings.com) 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.

San Francisco Association of REALTORS® (SFAR) (<https://my.sfrealtors.com>) represents more than 4,500 REALTORS® in San Francisco who are committed to fairness, honesty, integrity, and promoting the rights of homeowners. We provide wide-ranging educational opportunities and industry-leading technology, including SFARMLS, to our members; advocate at the local, state, and national levels for legislation supporting our members and their business; and actively give back in the San Francisco community through the SFAR Foundation and the Welcome Home Project. Please contact our team at SFAR to learn more.

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