



## **MLSListings Delivers CoreLogic's Prospects CRM as a New, Included Benefit to its ~17,000 Subscribers**

**Silicon Valley, CA** — May 9, 2023 - To help agents be more productive, save time and increase client engagement, MLSListings, the locally-based MLS serving the Bay Area, Silicon Valley and California coastal regions, just launched Prospects CRM®, a premium fully featured customer relationship management (CRM) tool from CoreLogic® as a new benefit to its ~17,000 subscribers.

Feedback from MLSListings subscribers has consistently shown that a CRM is among the top tools that agents prioritize to bolster their client follow-up and marketing efforts. Almost all productive real estate agents use a CRM, but there can be limitations, including lack of integration with multiple listing information and client insights, and the need to re-learn another CRM if they switch firms.

Moreover, agents are often required to pay upsell charges to use CRM features effectively. To address this need, MLSListings is offering Prospects CRM as an included benefit for its subscribers, available at no additional cost.

“We are bolstering our agent tech stack by making a top-shelf CRM solution available to our subscribers that offers easy onboarding and time-saving integrations with other CoreLogic solutions, including Matrix™ and the MLS-Touch® mobile app, said Dave Wetzel, President and CEO of MLSListings. “Prospects CRM gives our members a powerful new tool that will help them manage clients in the most efficient and effective way possible.”

Devi Mateti, President, Enterprise Digital Solutions at CoreLogic, points out that integrations with other productivity and marketing tools in the CoreLogic ecosystem set Prospects CRM apart from other CRM solutions. “CRM integration into essential agent workflows should be a core service provided by MLSs and MLSListings is taking the lead with this offering. They are once again raising the bar by bringing their subscribers the essential tools they need in 2023 and beyond.”

“With Prospects CRM, their database automatically sets up at login,” he added. “The integration with Matrix means contacts automatically sync with the CRM. If agents keep their contacts on their phone’s contact manager, the integration with MLS-Touch offers a one-click import of all contacts, seamlessly flowing through to their CRM. No one else offers agents a more integrated, connected, secure, and engaging CRM solution as powerful as this.”

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## About MLSListings

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, visit [www.mlslistings.com](http://www.mlslistings.com).

## About CoreLogic

CoreLogic is a leading global property information, analytics and data-enabled solutions provider. The company's combined data from public, contributory and proprietary sources includes over 4.5 billion records spanning more than 50 years, providing detailed coverage of property, mortgages and other encumbrances, consumer credit, tenancy, location, hazard risk and related performance information. The markets CoreLogic serves include real estate and mortgage finance, insurance, capital markets, and the public sector. CoreLogic delivers value to clients through unique data, analytics, workflow technology, advisory and managed services. Clients rely on CoreLogic to help identify and manage growth opportunities, improve performance and mitigate risk. Headquartered in Irvine, Calif., CoreLogic operates in North America, Western Europe and Asia Pacific. For more information, please visit [www.corelogic.com](http://www.corelogic.com).

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