



MLS Cloud 2011

Generating Revenue Using MLS Public Websites

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Utahrealestate.com MLS

Utahrealestate.com – Framework

- URL is a portal to the MLS and also the public website – “footprint”
- 120 million impressions on public site in 2010
- Monthly unique visitors ranges between 215,000 – 250,000
- The public website is like an “advertising train” due to buy cycles
- Unique traffic flow + demographic specificity = REAL VALUE!

Utahrealestate.com – Process

- Began as 6 month pilot program Q2 of 2010
- Created Advertising Guidelines with Board of Directors
- Developed and issued an RFP to approximately 150 prospects
- 3 responses – evaluated, negotiated and finalized 6 month pilot

Utahrealestate.com – Success!

- Click through rate averages 1.1%
- Advertiser reached out to us to strengthen relationship
- Began negotiating longer term deal in Q4 of 2010
- December 2010 Board approval to grow ad program
- Actively selling additional ad zones, signed 3 new clients in 2011

Why Should REALTORS[®] Care?

- Substantial traffic to Utahrealestate.com – control it for REALTORS[®]
- Advertisers are real estate industry participants, “REALTOR[®] Team”
- Find a REALTOR[®] page receives 35,000 impressions per month
- REALTORS[®] have closed deals from Find a REALTOR[®] page

Utahrealestate.com – Summary

- Significant consumer visits to Utahrealestate.com
- Control consumer traffic on behalf of REALTORS[®]
- Monetize MLS assets
- What are other sources of non-dues revenue?