



# MLS Strategies that Support Participating Brokers

**PARTNERS IN SUCCESS**

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## **Six Key Criteria Establishing MLS Participants (*the customer*)**

- ★ A real estate broker
- ★ Licensed by the state licensing/regulatory body
- ★ Procures listings by contract with home sellers
- ★ Represents purchases by home buyers
- ★ Creates and curates listing content in the MLS
- ★ Is governed by MLS rules and regulations

## Data Privileges of the Participant

- ★ Access to the MLS system and services by participants (brokers) and subscribers (agents)
- ★ Right to display full MLS compilation (VOW)
- ★ Right to display partial MLS compilation (IDX) if opted into broker reciprocity
- ★ Unbridled use of their own listing content

# What are the permitted uses of MLS Content?

- ★ Working/interacting with sellers and potential sellers; buyers and potential buyers
- ★ Preparing Valuations (appraisals, CMA's, BPO's, etc.)
- ★ Developing analyses and statistics for in-house administrative purposes, for marketing the firm, and for engaging in comparative advertising.
- ★ Advertising their own – and other participants' listings – currently this is know as IDX

# What is the Purpose of MLS?

- ★ A facility for the orderly correlation and dissemination of listing information so participants can better serve their clients, customers and the public.
- ★ A means to make unilateral compensation offers to other participants for their service in procuring buyers/tenants.
- ★ A method to enhance broker-to-broker cooperation (in the furtherance of REALTORS® ethical duty to cooperate.
- ★ A method to accumulate data to enable preparation of appraisals, CMAs, BPO's and other valuations.

# Data Copyright

- ★ Broker is the copyright owner of individual listing content
- ★ Broker extends use of data to MLS upon entry
- ★ MLS owns the copyright to the MLS compilation for purposes of sharing with other participants and subscribers as defined by the rules and regulations outlined under contract with participants.

# Industry Data Issues Facing MLSs and Participants Today

- ★ Listing Syndication
- ★ IDX Policy Reform
- ★ MLS Consumer-Facing Websites

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# **Listing Syndication**

# Listing Syndication

- ★ Practice of transporting a participant's listing content to a third-party publisher
- ★ Rights outlined in the publisher's terms of use
- ★ Left to their own devices, participants have lost control of their data.
- ★ MLS' are guilty as an accomplice to the Syndication Crime
- ★ Gregg Larson likes to mock the agents and brokers but hey, who gave them the gun?
- ★ MLS' market ListHub and Point2 as benefits and that they are even free!

# The Syndication Trap

- ★ Starts out as free promotion, free leads
- ★ Companies build shiny websites to attract consumers to view listings
- ★ As consumer audience grows, brokers and agents are trapped into paying to play

# Listing Syndication Problems

- ★ Terms of use are not equitable to participant
- ★ No control over data quality by participant
- ★ Competition on participant's listings
- ★ Charge fees to participants
- ★ Poorly identify participant
- ★ Repurpose and re-syndication of participant data without consent
- ★ Syndicators use no follow links = NO SEO Benefit

# How MLS Can Help Participants

- ★ Negotiate data license fees for participants
- ★ Negotiate data use policy for participants
- ★ Broker opt-in when providing syndication service
- ★ Set standard for limited set of syndicated data to drive traffic
- ★ Require broker and agent to be clearly identified
- ★ All leads/links go to procuring broker or agent only
- ★ Enforce compliance



# IDX Policy Reform

# IDX Outlined

- ★ IDX, broker reciprocity, or broker listing exchange is for MLS participants and sometimes MLS subscribers if authorized by the participant
- ★ IDX is intended for purpose of providing service to a consumer in the buying or selling process
- ★ IDX data may not be republished to a third party by any participant or subscriber

# Are Franchise Organizations Participants?

★ Franchisors are not MLS participants, and do not qualify under broker reciprocity – they are publishers and should be syndication applicants.

*The Footnote: “Each office Independently Owned and Operated”*

# IDX is Not a Syndication Method

- ★ Franchisors are syndicators
- ★ IDX Indexing: Franchisors are getting IDX data feeds to create 3<sup>rd</sup> party sites to be indexed
- ★ Brokers/Franchisee sites are not being indexed – Wasn't that the intent?

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**MLS Consumer Website**

# MLS Consumer Websites?

- ★ Competition is alive and well in the land of Real Estate Websites: Google search “Homes for Sale” 5/31/2011 – 342,000,000 results
- ★ Do we really need more sites with listing content?
- ★ MLS Public Sites support the argument of MLS as a public utility
- ★ Anti-Competitive in Competitive Markets

## Choosing sides in a competitive business environment

- ★ Public facing websites are not to the benefit of all...
- ★ In a fragmented market they help keep competition fragmented and in a competitive market they hurt those who have invested to compete. (Anti-Competitive)
- ★ Yes, in fact they DO level the playing field
- ★ Not all Business models or sizes are created equal
- ★ MLS Public sites help those who can't help themselves

# Take Back the Consumer

Most Popular Websites in Business and Finance - Real Estate ranked by Visits Share

Month of April 2011

Report Details

Custom Chart Add To Dashboard Export

	Websites (4,258 returned)	Total Visits	Visits Share	Rank Mar 11	Rank Feb 11	Rank Jan 11
<input type="checkbox"/>	1 Realtor.com	25,778,684	6.50%	1	2	3
<input type="checkbox"/>	2 Yahoo! Real Estate	24,118,747	6.10%	2	1	1
<input type="checkbox"/>	3 Zillow	21,913,932	5.52%	3	3	4
<input type="checkbox"/>	4 Trulia.com	18,825,818	4.75%	4	5	5
<input type="checkbox"/>	5 AOL Real Estate	11,703,106	2.91%	8	16	18
<input type="checkbox"/>	6 Rent.com	9,534,240	2.41%	5	6	6
<input type="checkbox"/>	7 Homes.com	8,611,546	2.18%	6	8	7
<input type="checkbox"/>	8 MSN Real Estate	6,992,855	1.74%	7	7	9
<input type="checkbox"/>	9 ZipRealty	6,076,090	1.53%	9	9	8
<input type="checkbox"/>	10 FrontDoor Real Estate	6,027,289	1.51%	57	4	2
<input type="checkbox"/>	11 Apartment Guide	5,913,417	1.49%	10	10	10
<input type="checkbox"/>	12 MyNewPlace	4,709,704	1.19%	12	11	11
<input type="checkbox"/>	13 Rentals.com	4,538,275	1.15%	15	12	13
<input type="checkbox"/>	14 RE/MAX Real Estate	4,485,968	1.13%	11	14	15
<input type="checkbox"/>	15 Weichert.com	4,397,333	1.11%	16	20	19
<input type="checkbox"/>	16 Apartments.com	4,355,033	1.10%	13	13	12
<input type="checkbox"/>	17 ForRent.com	4,059,923	1.03%	14	15	14
<input type="checkbox"/>	18 LoopNet	3,724,897	0.94%	18	18	16
<input type="checkbox"/>	19 Listingbook Services	3,637,374	0.92%	19	21	23
<input type="checkbox"/>	20 HomeAway	3,422,979	0.87%	17	17	17

Only one Broker in the top 20



# Step 1. Analyze Locally

Most Popular Websites in **Business and Finance - Real Estate** ranked by Visits from DMA® San Diego, CA  
4 Rolling Weeks ending May 21, 2011

Report Details ▾

Custom ▾ Chart ▾ Add To Dashboard ▾ Export ▾

<input type="checkbox"/>	Websites (100 filtered results)	Segmented Visits ▾	Segmented Rate
<input type="checkbox"/>	1 Zillow	8.68%	1.41%
<input type="checkbox"/>	2 Yahoo! Real Estate	7.55%	1.07%
<input type="checkbox"/>	3 Trulia.com	5.29%	1.01%
<input type="checkbox"/>	4 Realtor.com	5.07%	0.72%
<input type="checkbox"/>	5 Rent.com	3.19%	1.26%
<input type="checkbox"/>	6 ZipRealty	3.14%	1.95%
<input type="checkbox"/>	7 Redfin	2.79%	3.09%
<input type="checkbox"/>	8 AOL Real Estate	2.33%	0.80%
<input type="checkbox"/>	9 FrontDoor Real Estate	2.01%	0.79%
<input type="checkbox"/>	10 California Association of Realtors	2.00%	11.41%
<input type="checkbox"/>	11 ForRent.com	1.78%	1.67%
<input type="checkbox"/>	12 MSN Real Estate	1.61%	0.70%
<input type="checkbox"/>	13 Homes.com	1.59%	0.67%
<input type="checkbox"/>	14 Apartment Guide	1.59%	0.91%
<input type="checkbox"/>	15 RatePlug	1.50%	14.17%
<input type="checkbox"/>	16 MyNewPlace	1.25%	1.08%
<input type="checkbox"/>	17 Listingbook Services	1.01%	1.07%
<input type="checkbox"/>	18 Apartments.com	0.97%	0.78%
<input type="checkbox"/>	19 LoopNet	0.93%	0.92%
<input type="checkbox"/>	20 HotPads.com	0.91%	0.96%

10 20 100

Not a single broker in San Diego is in the top 20 websites used by consumers locally.

The MLS can support local brokerages with a strong MLS consumer-facing website that refers consumers and traffic to participant websites.

# Step 2. Leave Success Alone

Most Popular Websites in Business and Finance - Real Estate ranked by Visits from DMA® Pittsburgh, PA  
4 Rolling Weeks ending April 30, 2011

Report Details ▾

Custom ▾ Chart ▾ Add To Dashboard ▾ Export ▾

	Websites (400 filtered results)	Segmented Visits ▾	Segmented Rate
<input type="checkbox"/>	1 Howard Hanna Real Estate Services	7.26%	1.04%
<input type="checkbox"/>	2 Realtor.com	7.14%	1.04%
<input type="checkbox"/>	3 Yahoo! Real Estate	5.88%	0.87%
<input type="checkbox"/>	4 Trulia.com	4.72%	0.94%
<input type="checkbox"/>	5 Zillow	4.71%	0.81%
<input type="checkbox"/>	6 Northwood Realty Services	3.84%	1.15%
<input type="checkbox"/>	7 AOL Real Estate	2.94%	0.93%
<input type="checkbox"/>	8 Homes.com	2.75%	1.20%
<input type="checkbox"/>	9 MSN Real Estate	2.17%	1.23%
<input type="checkbox"/>	10 Rent.com	2.15%	0.85%
<input type="checkbox"/>	11 FrontDoor Real Estate	1.92%	1.15%
<input type="checkbox"/>	12 RE/MAX Real Estate	1.85%	1.39%
<input type="checkbox"/>	13 ForRent.com	1.38%	1.27%
<input type="checkbox"/>	14 Coldwell Banker Real Estate	1.33%	1.96%
<input type="checkbox"/>	15 ActiveRain Real Estate Network	1.29%	3.42%
<input type="checkbox"/>	16 HomeAway	1.11%	1.21%
<input type="checkbox"/>	17 Apartment Guide	1.07%	0.67%
<input type="checkbox"/>	18 MyNewPlace	0.97%	0.77%
<input type="checkbox"/>	19 Century 21 Real Estate	0.87%	1.18%
<input type="checkbox"/>	20 Rentals.com	0.86%	0.70%

These two brokers represent more than 45% of buyer and seller sides in Pittsburgh.

They have invested deeply in establishing their online success.

Support them by diminishing the effectiveness of third party websites, do not add another competitor.

# Step 3. When Brokers are Winning, Turn Off Syndication

Before Turning Off Syndication

After Turning Off Syndication

Most Popular Websites in Business and Finance - Real Estate ranked by Visits from DMA® Milwaukee, WI  
4 Rolling Weeks ending November 6, 2010

Report Details

Custom Chart Add To Dashboard Export

Website	Segmented Visits
1 Yahoo! Real Estate	8.42%
2 Shorewest Realtors	7.50%
3 Realtor.com	6.46%
4 Rent.com	3.49%
5 Trulia.com	3.33%
6 Zillow	3.12%
7 Homes.com	2.10%
8 First Weber	2.08%
9 ForRent.com	1.88%
10 MSN Real Estate	1.83%
11 Apartments.com	1.71%
12 RE/MAX Real Estate	1.50%
13 MyNewPlace	1.49%
14 AOL Real Estate	1.33%
15 ZipRealty	1.27%
16 RealtyStore.com	1.20%
17 Coldwell Banker Residential Brokerage	1.18%
18 LoopNet	1.05%
19 Coldwell Banker Real Estate	1.00%
20 Apartment Guide	0.97%
21 listings.listhub.net	0.94%
22 Move.com	0.92%
23 www.mlswis.com	0.91%
24 US Department of Housing and Urban Development	0.88%

Most Popular Websites in Business and Finance - Real Estate ranked by Visits from DMA® Milwaukee, WI  
4 Rolling Weeks ending May 21, 2011

Report Details

Custom Chart Add To Dashboard Export

Website	Segmented Visits	Segmented Rate
1 Shorewest Realtors	10.76%	82.79%
2 Realtor.com	7.02%	0.76%
3 Yahoo! Real Estate	6.61%	0.72%
4 Zillow	4.70%	0.58%
5 Trulia.com	4.28%	0.62%
6 Rent.com	3.35%	1.01%
7 First Weber	2.99%	N/A
8 MSN Real Estate	2.43%	0.80%
9 AOL Real Estate	2.37%	0.62%
10 ForRent.com	2.11%	1.50%
11 Apartments.com	1.95%	1.19%
12 Apartment Guide	1.87%	0.82%
13 RE/MAX Real Estate	1.74%	1.14%
14 Homes.com	1.57%	0.50%
15 MyNewPlace	1.29%	0.85%
16 www.mlswis.com	1.27%	N/A
17 Coldwell Banker Residential Brokerage	1.26%	11.31%
18 FrontDoor Real Estate	1.23%	0.37%
19 Coldwell Banker Real Estate	1.21%	1.19%
20 Rentals.com	1.19%	0.73%

# Use MLS Consumer Site to Refer

Most Popular Websites in **Business and Finance - Real Estate** ranked by Visits from DMA® Cincinnati, OH  
12 Rolling Weeks ending May 21, 2011

Report Details ▾

Custom ▾ Chart ▾ Add To Dashboard ▾ Export ▾

Website (3,033 filtered results)	Segmented Visits	Segmented Rate
1 SibcyCline	12.35%	76.77%
2 Multiple Listing Service of Greater Cincinnati	5.88%	78.74%
3 Yahoo! Real Estate	4.31%	0.67%
4 Realtor.com	3.81%	0.55%
5 Trulia.com	3.27%	0.65%
6 Zillow	3.23%	0.55%
7 Rent.com	2.79%	1.08%
8 Apartment Guide	2.29%	1.42%
9 AOL Real Estate	2.23%	0.92%
10 Huff Realty	2.22%	N/A
11 Homes.com	1.76%	0.74%
12 Apartments.com	1.75%	1.46%
13 MSN Real Estate	1.61%	0.81%
14 Coldwell Banker West Shell	1.48%	N/A
15 GOsection8.com	1.39%	6.07%
16 ForRent.com	1.38%	1.26%
17 Cincinnati.com - HomeFinder - Classified Resale	1.31%	N/A
18 MyNewPlace	1.23%	1.00%
19 Rentals.com	1.17%	0.99%
20 FrontDoor Real Estate	1.13%	0.86%

CincyMLS.com  
MLS of Greater Cincinnati, Inc.  
Subsidiary of the Cincinnati Area Board of Realtors®  
Welcome to CincyMLS.com. **More than 5,000 REALTORS® ready to assist you.** Buying or selling a home in southwest Ohio or southeast Indiana, this is the place to be!

Navigation: CINCINNATI INFO, REALTOR ROSTER, MEMBERS SEARCH, CALCULATE MORTGAGE, LINKS TO OTHER SITES, SPECIAL NEEDS

Buttons: OPEN, OPEN, Contact a REALTOR for a personal tour today!, Click here to search for a REALTOR now!

168 Member Companies Now Offer An MLS Search!

Broker Reciprocity allows participating Brokers to publish the listings of other participating Brokers on their company website. The data relating to the real estate for sale on these websites come in part from the Broker Reciprocity program of the MLS of Greater Cincinnati, Inc. Real estate listings held by brokerage firms other than the listing Company are marked with the Broker Reciprocity logo or Broker Reciprocity house icon. Not all member Brokers participate in Broker Reciprocity.

Use Power to REFER Traffic

**168 Member Companies Now Offer An MLS Search!**  
Click here to select a Member Company and search listings now!

Downstream Websites visited after **Multiple Listing Service of Greater Cincinnati**

Month of April 2011

Report Details ▾

Custom ▾ Chart ▾ Add To Dashboard ▾ Export ▾

Website (6 returned)	Clicks
1 SibcyCline	68.33%
2 www2.cabr.org	19.73%
3 www.cincymts.net	8.97%

## Drive Traffic to the Listing Broker

- ★ Cincinnati #2 site is the MLS and they do not have listing content.
- ★ Limited Data Sets with links to rich content drives traffic to the curators of the content and rewards them for their work.
- ★ 75% of leads go unanswered....
- ★ A better consumer experience comes from quality lead flow that is controlled by the broker versus emails sent off without accountability.

# Taking Back the Consumer Part II

★ Apple: The iPhone is one of the top selling mobile devices and for years was only available from AT&T

★ Southwest Airlines: Only place to get tickets is...  
Southwest.com

★ American Airlines too has started pulling tickets from aggregators

Leading firms and profitable firms understand what the consumer wants and captures those consumers.....

The Revolt Has Started

# COVE Broker Survey

# Firms to Achieve	20% of sales	40% of sales	60% of sales	80% of sales
Arizona Regional MLS	19	37	82	223
Austin Board of Realtors®	5	46	189	494
MIBOR BLC®	2	5	16	81
Carolina MLS	13	13	41	128
California RMLS	N/A	N/A	N/A	N/A
Heartland MLS	1	7	27	90
<b>Houston Association of Realtors®</b>	<b>8</b>	28	70	240
<b>Metro MLS Milwaukee, WI</b>	<b>1</b>	4	18	65
Metrolist	3	8	32	240
MRED	2	10	63	269

The leveling of the playing field



## **If you want to have a public site then join us...**

- ★ Get a Brokers License
- ★ Hire some agents
- ★ Take a risk and compete...

So if you wondered what the big brokers are thinking....

Now you know