

**FOR RELEASE JANUARY 16, 2012**

**Oakland Association of REALTORS®  
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## **Seven MLSs Agree to Cooperate With Lockbox Access Group of Northern California MLSs Strengthen Regional Ties**

Seven Northern California Multiple Listing Services and their sixteen affiliated Association of REALTOR® organizations (including the Oakland Association of REALTORS®), announced a cooperative program for 60,000 real estate professionals participating in Northern California data share agreements to access lockboxes throughout Northern California. The agreement concludes 3 years of negotiations.

The seven Multiple Listing Services entered into regional data sharing and exchange arrangements in 2008 that provide membership-level access to each other's MLS systems throughout Northern California. Members from the Bay East Association of REALTORS® MLS, Contra Costa Association of REALTORS® MLS, EBRDI (including the Oakland Association of REALTORS®), MLSListings®, the San Francisco Association of REALTORS® MLS, BAREIS MLS® and MetroList® benefit from the exchange arrangement.

The reciprocal arrangement allows MLS members to receive a cooperative code and electronic key privileges from the participating organizations without having to be a member of the cooperating agency. Membership in a primary participating MLS confirms professional status to other MLSs in the Northern California marketplace.

All of the participating MLS organizations utilize the SUPRA lockbox system, which helped resolve technical issues in providing access.

Local and regional MLSs provide great value to the real estate community because they account for local conditions, governance and practices in their databases and provide users with information and tools they need to compete successfully in a broader regional market. The reciprocal efforts in Northern California have been driven by changes in the real estate market that revealed a need to have both locally-focused and customized MLS services, as well as access to multi-regional data.

#### **About Bay Area Real Estate Information Services, Inc. (BAREIS MLS®)**

Bay Area Real Estate Information Services, Inc. is an independent MLS created on October 22, 1997. The organizations that founded BAREIS are the Marin Association of REALTORS®, Napa Association of REALTORS®, Northern Solano Association of REALTORS®, Solano Association of REALTORS® and the Sonoma County Multiple Listing Service. The Mendocino County MLS joined the effort in 2001 and the Coastal Co-op MLS in 2005. BAREIS MLS® now serves approximately 8,500 members in five key counties, including Marin, Mendocino, Napa, Solano, and Sonoma.

#### **About MetroList Services, Inc. (MetroList®)**

Headquartered in Sacramento, MetroList Services, Inc. is the largest multiple listing service in Northern California. Formed in 1985, MetroList® is 50 percent owned by the California Real Estate Brokers, Inc. and by the Sacramento Association of REALTORS®, Placer County Association of REALTORS®, El Dorado County Association of REALTORS®, Lodi Association of REALTORS®, and the Yolo County Association of REALTORS®. MetroList® acts as a seamless real estate information network serving more than 20,000 real estate professionals in seven counties, including El Dorado, Merced, Placer, Sacramento, San Joaquin, Stanislaus and Yolo.

### **About San Francisco Association of REALTORS® (SFAR)**

The San Francisco Association of REALTORS® was founded in 1905. It antedates both the National Association of REALTORS® and the California Association of REALTORS® and was active in the formation of both of these organizations. SFAR provides sophisticated business-related products and services to its more than 4,000 REALTOR® members in San Francisco and Northern San Mateo County.

### **About MLSListings, Inc. (MLSListings®)**

MLSListings® formally launched in 2007 after considerable effort to consolidate the region's MLS systems. MLSListings is designed to more effectively meet the current and future MLS needs of the region's real estate professionals. Specifically, MLSListings® provides a smart and simple solution to meet the challenges of conducting business across a large geographical area in which multiple MLS organizations with disparate rules, fee structures, and procedures inhibit the manner in which brokers and agents can effectively meet the needs of homebuyers. MLSListings® formally acquired RE InfoLink and Central Valley MLS in 2007 and continues to work with neighboring MLS providers to enhance service to its customers. MLSListings® represents nearly 20,000 MLS subscribers. MLSListings is governed by the brokerage community, and owned by Santa Clara, Santa Cruz, Silicon Valley, San Mateo, Monterey, Watsonville, San Benito and Central Valley Associations of REALTORS®.

### **About Bay East Association of REALTORS®**

Since 1947, the Bay East Association of REALTORS® has been providing MLS services to real estate professionals in Southern Alameda County. Agents, brokers and appraisers who belong to the Bay East MLS have access to comprehensive property information for homes in Castro Valley, San Lorenzo, San Leandro, Hayward, Newark, Union City, Fremont, Sunol, Pleasanton, Dublin and Livermore. Serving over 6,400 MLS users, the Bay East Association of REALTORS® offers education programs, professional development, and emerging technologies that enable agents and brokers to provide quality real estate service.

### **About Contra Costa Association of REALTORS®**

The Contra Costa Association of REALTORS®, located in Central Contra Costa County, has been serving its members since 1921. The central county includes the communities of Alamo, Blackhawk, Clayton, Clyde, Concord, Danville, Diablo, Lafayette, Martinez, Moraga, Orinda, Pacheco, Pleasant Hill, Rossmoor, San Ramon and Walnut Creek. The Association is dedicated to providing the most

innovative and highest quality services, programs, and products to positively impact the success of its 4,000 members who provide real estate brokerage services to clients throughout the East Bay and beyond.

### **About East Bay Regional Data, Inc. (EBRDI)**

East Bay Regional Data is a California corporation owned by the Alameda Association of REALTORS®, the Berkeley Association of REALTORS®, the Delta Association of REALTORS®, the **Oakland Association of REALTORS®** and the West Contra Costa Association of REALTORS®. East Bay Regional Data resulted from the desire of professional real estate associations in Alameda and Contra Costa counties to provide their members with access to a broader market for listing and selling real estate by providing a single, centralized MLS system. East Bay Regional Data was incorporated in September 1991 and began to provide services to MLS subscriber members in April 1992. Through East Bay Regional Data, licensed real estate brokers, agents and appraisers receive on-line access to comprehensive listing information about current, pending and off market properties listed by other EBRDI Participants.

### **BAY AREA RECIPROCAL AGREEMENT FAST FACTS**

Seven MLSs completed reciprocal access to the other participating MLSs in first quarter of 2009, and added reciprocal key access in the first quarter of 2012.

### **Participating MLSs**

Bay Area Real Estate Information Services, Inc. (BAREIS MLS®)

MetroList Services, Inc. (MetroList®)

San Francisco Association of REALTORS® (SFAR)

MLSListings Inc

Bay East Association of REALTORS®

Contra Costa Association of REALTORS®

East Bay Regional Data, Inc.

### **County Coverage Area**

Alameda

Contra Costa

El Dorado

Marin

Mendocino

Merced

Monterey

Napa

No. San Mateo

Placer

Sacramento

San Benito

San Francisco

San Joaquin

San Mateo  
Santa Clara  
Santa Cruz  
Solano

Sonoma  
Stanislaus  
Yolo

**Number of Northern California Counties Served**

21

**Real Estate Agents Served**

More than 60,000

**Multiple MLS memberships required**

None – Must be a member of one of the participating MLSs to access the others.