



value
redefined²⁰²⁵

VALUE REDEFINED



Introducing CRMLS 2025: Value Redefined

**Our new campaign refocuses the MLS
on helping our users communicate their worth**

Last year saw seismic changes for real estate. We spent months responding to the sudden demands of a new post-commissions lawsuit world and navigating the following uncertainty. However, in this new year, we're off the back foot and ready to assist our users in a more proactive way, especially when it comes to showing the intrinsic value you bring to any real estate transaction or relationship.

Hear from CEO Art Carter as he introduces [CRMLS 2025: Value Redefined](#).



This year will be about a renewed commitment to helping you convey your unique value and expertise as a real estate professional in this new world of doing business. It'll be different, but it won't be difficult. That's because you've always had value, it's just that the way you must convey it to clients, from good first impressions and everything that follows, has changed.

In order to best support our users and be equitable with consumers, we're laying out clear statements of our values and intent.

FOCUSED TRANSPARENCY: No secrets, no withholding information, no tricks. CRMLS values being clear and comprehensive with both you and consumers.

BROKER-FIRST PHILOSOPHY: The MLS is a broker collective and thrives along with its brokerage community. CRMLS does all it can to guide brokerages and provide what they need.

USER-ORIENTED MINDSET: Every agent has the power to help themselves with help from CRMLS. The products, support services, and education team CRMLS offers are there to enhance your experience, add to your skills, and increase your knowledge.

PROACTIVE VISION: With the old ways of doing things behind us, it's time to look towards tomorrow. CRMLS can help build a better industry with its foresight and novel solutions.

Together with our users, we aim to forge a new path past the hurdles of 2024

to build the real estate industry we want to see. Whether you're a buyer or seller agent, you have value to bring to every step of the transaction, and we want you to join us as we redefine value for a new era.

You'll be seeing plenty more of Value Redefined coming soon, but for now we want to say we're excited to show you what we have in store for 2025. You can learn more in our press release and newest blog post.

Happy new year, everyone. We've redefined our values for a new era of you.

California Regional MLS

2025 Is the Year to Redefine Values

Radical Transparency

Broker-First Philosophy

User-Focused Mindset

Proactive Vision

We've Got You Covered

Education

CRMLS offers a variety of resources to educate you on our products and services. Click above to visit the CRMLS training center.

Support

If you need MLS support, please click above or call us at (800) 925-1525. Our Customer Care team will be happy to assist.

Compliance

We keep your listing data safe, clean, and accurate. Click above to chat live with a CRMLS Compliance representative.

We Want to Hear From You!

Send any feedback about your CRMLS user experience to feedback@crmls.org



909.859.2040
15325 Fairfield Ranch Road, Suite 200, Chino Hills CA 91709

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