



State of the MLS and Redefining Value

February 12, 2025



PRESENTED BY



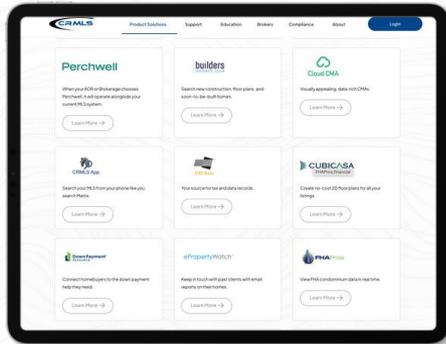
ART CARTER

Chief Executive Officer
California Regional MLS



2025 is a REDEFINING YEAR

CRMLS has launched the Value Redefined campaign which consists of:



Targeted communications highlighting products that showcase your value as an agent/broker



Focused Transparency



New webinar:
Redefining the Value You Offer to Clients in 2025

Clear Cooperation Policy: The Consumers Weigh In

A study conducted by 1000Watt in November 2024 shows:



Respondents viewed the policy as **good** by a factor of **5.5 to 1**



When presented with hypothetical off-MLS and on-MLS scenarios, **73%** of all respondents chose **on-MLS**

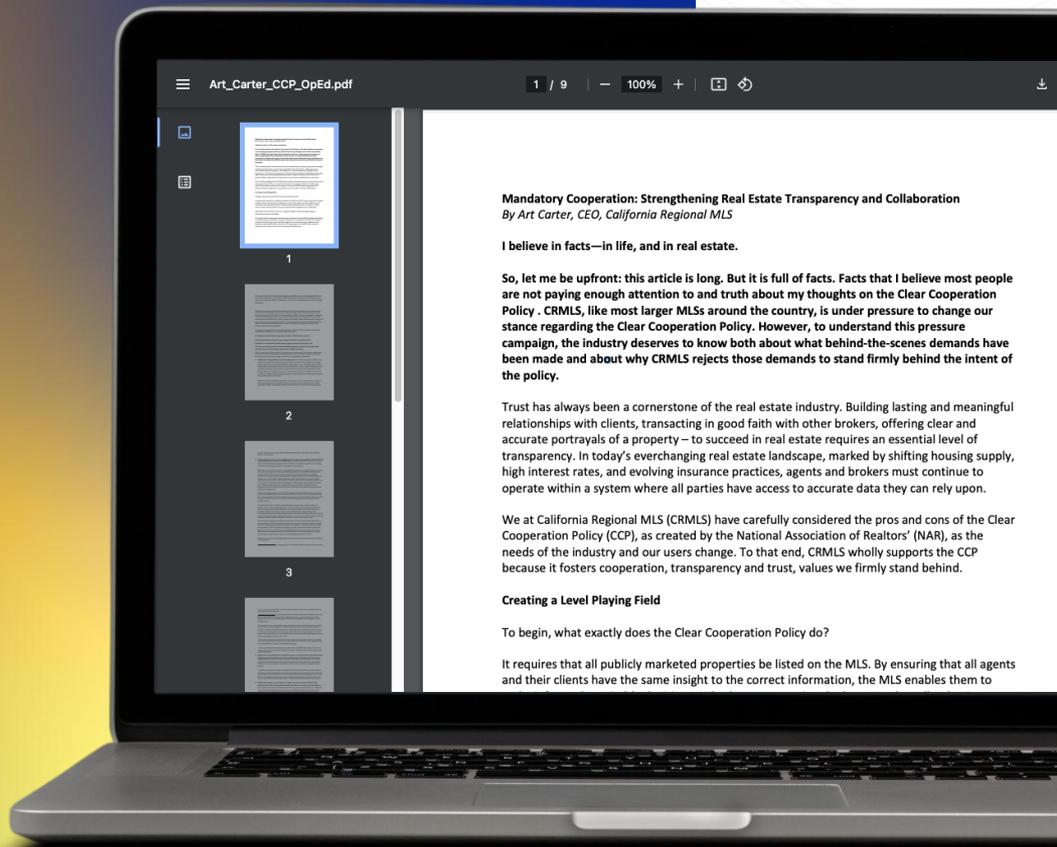


When presented with research showing off-MLS homes sell for less money, that **73%** **increased** to **92%**

MANDATORY COOPERATION: Strengthening Real Estate Transparency And Collaboration



Scan to download
my full op-ed



PRESENTED BY

ED ZORN

VP & General Counsel
California Regional MLS



Legal Updates

A wooden gavel is positioned diagonally across the frame, resting on a wooden surface. The gavel has a dark, polished head with a rounded top and a handle that tapers towards the end. The background is a blurred, light-colored surface, possibly a desk or table, with some papers or documents visible. The overall lighting is soft and even, highlighting the texture of the wood.

PRESENTED BY

AMY A. ULLOA-ZÚÑIGA

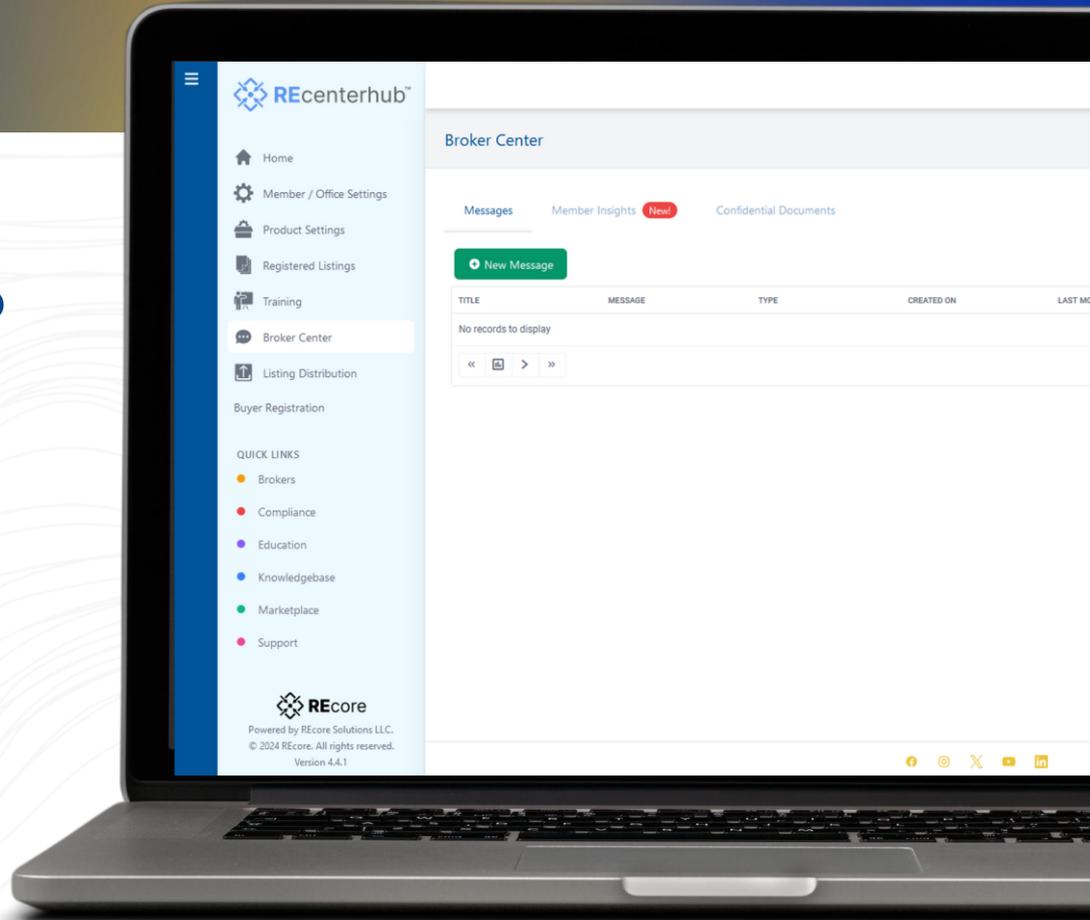
Director of Broker Resources
& Member Engagement
California Regional MLS



Broker Center

Arrived on Thursday, 1/16

- **Targeted System Messages and Alerts:** Configure system messages and alerts for your agents.
- **Article Management:** Brokers can add articles to share updates, news, and important information.
- **Broker Resource Material Integration:** Access documents and recordings directly from the Broker Center.



Thrive '25: Redefined

Empowering you with redefined, personalized brokerage insights to increase profitability





POWERED BY CRMLS

ARE YOU GOING TO THRIVE?



June 8–9, 2025



Paséa Hotel, Huntington Beach, CA



WWW.THRIVEBROKERSUMMIT.COM



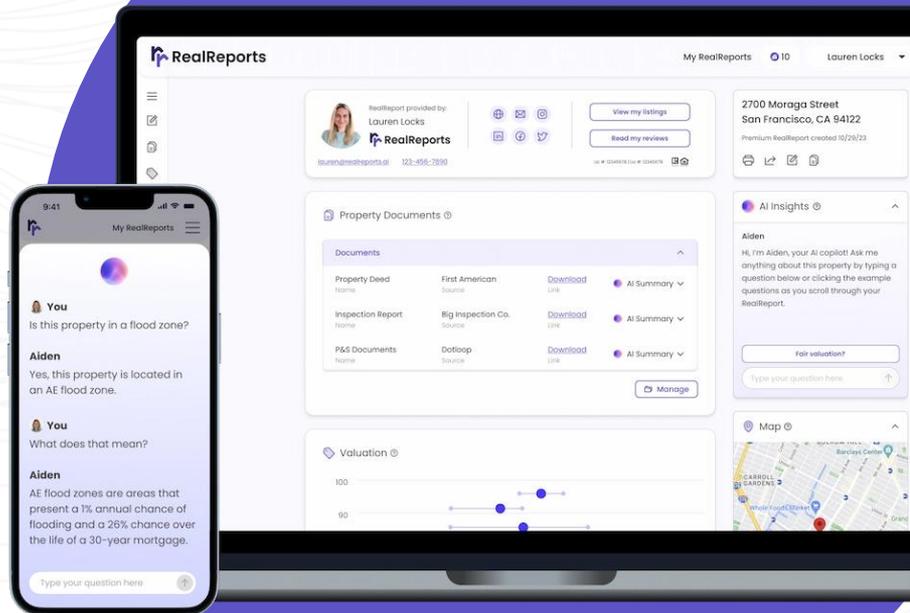
New Association Co-op Product

If you are interested, please reach out to your Association.

The AI-powered Property Report

Prove your value to clients, generate leads, and close deals with comprehensive data for every property in the US.

- Capture lead information anytime someone views your RealReport™
- Identify top prospects with real-time insights and lead activity
- Boost your marketing by sharing on your website, social media, and listing materials

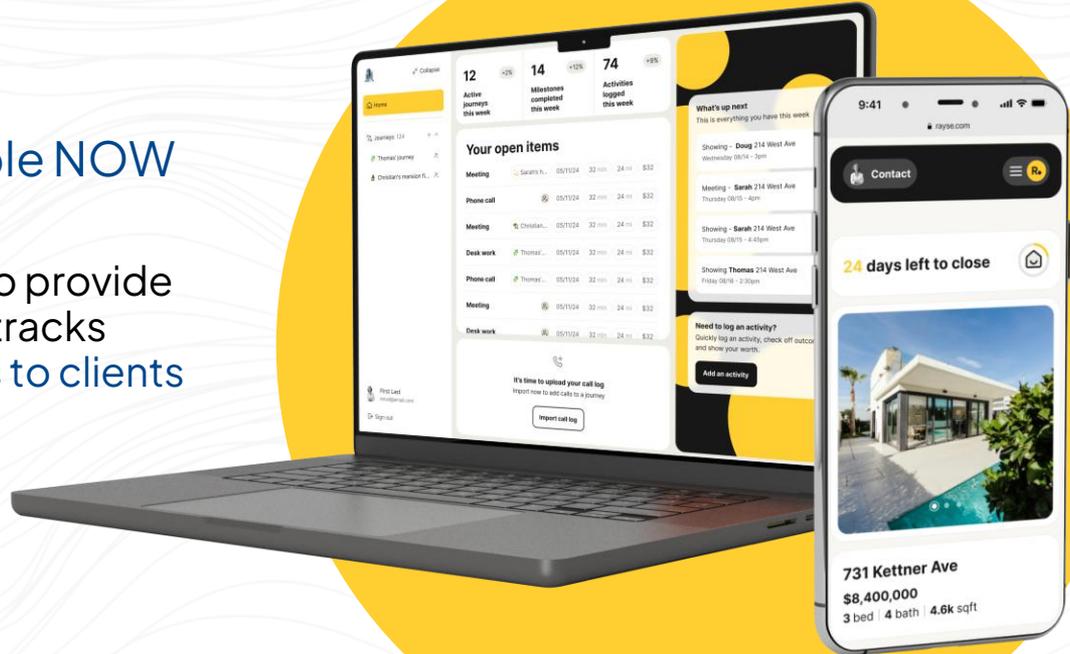


Rayse.

Broker-Directed and Available NOW

The first platform for brokerages to provide to their agents that automatically tracks agent activity and shows progress to clients through milestones in real-time.

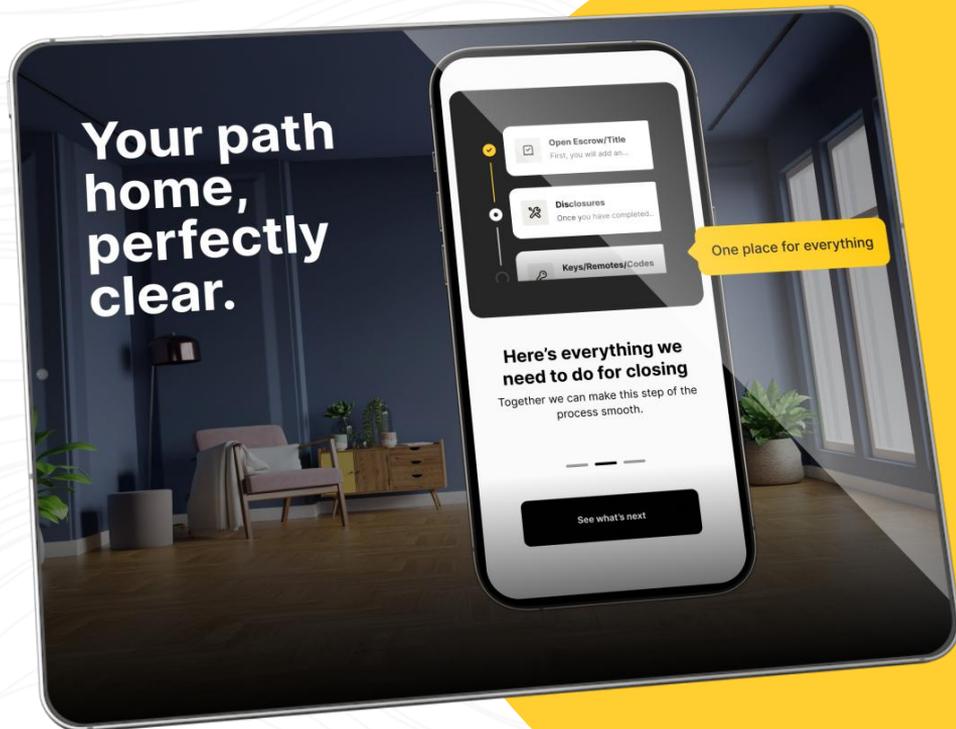
Vital for Brokers and agents in the post-NAR settlement world.





Rayse Buyer's Presentation

Creating an introduction to an entirely new agent & client relationship - clear articulation of value within a modern experience.



PRESENTED BY

ZACH GARCIA

Director of Technical Operations
California Regional MLS



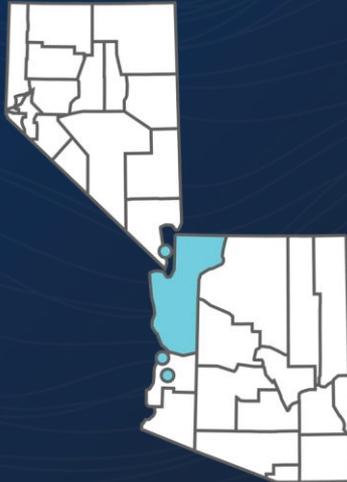
IntraMatrix Reciprocal Access: Northwest MLS, WARDEX

2/4 Launch Date

WARDEX MLS Coverage Areas

Locations in

- Arizona
- Nevada



NorthWest MLS Coverage Areas

Locations in

- Oregon
- Washington



National Data Shares



- Bright MLS
- BeachesMLS
- Stellar MLS

REImagineHome

Instant virtual staging empowers you to elevate your value

REImagineHome AI is an innovative AI-based platform designed for virtual staging, emptying furnished spaces, landscaping, redesigning furnished rooms & rendering exterior structures.



Learn more today



BEFORE

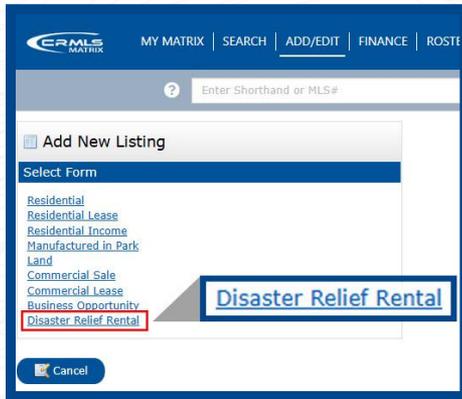


Virtually Enhanced

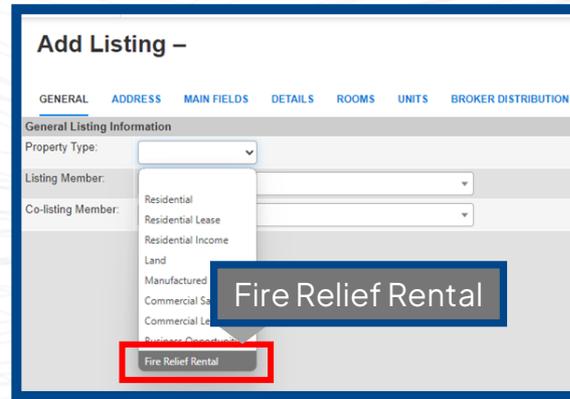
AFTER

Disaster/Fire Relief Rental

Access the Disaster/Fire Relief Rental directly in your system



Matrix



Flexmls



Paragon

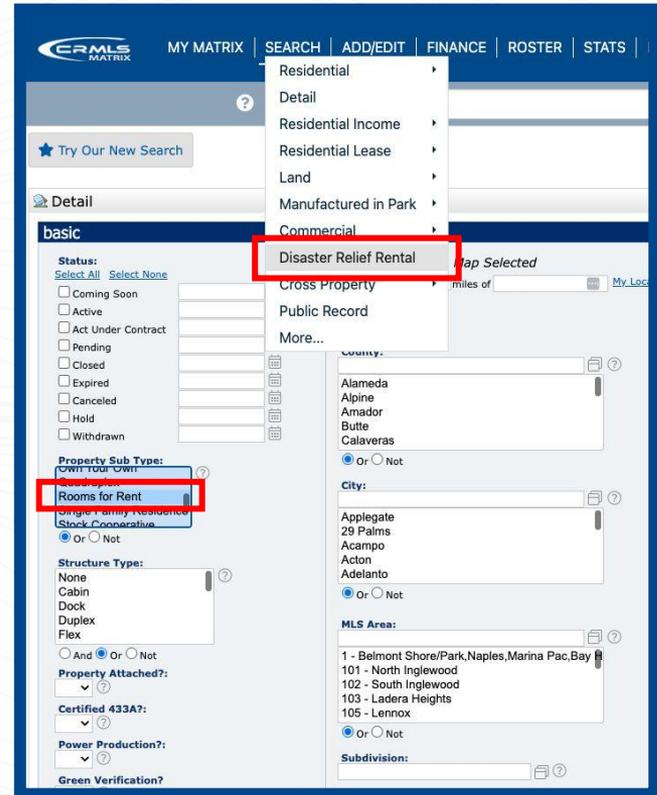


Visit the Emergency Resources page on our website

Disaster/Fire Relief Rental (cont.)

How to Access Matrix Example*

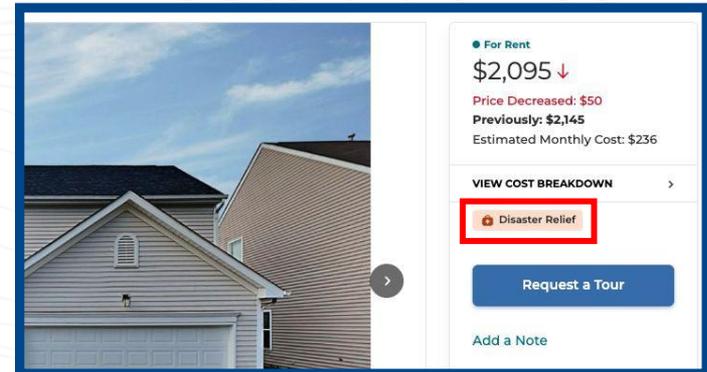
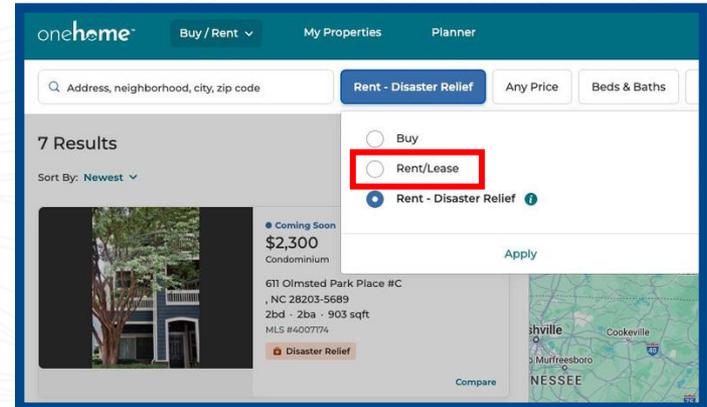
- Agents will be able to add a listing & perform a search with a new Property Type, Disaster Relief Rental listings. This can include any Property Sub Type (single family, condos, duplex, etc...).
- A new Property Sub Type of Rooms for Rent has been created, in case someone would like to list a room in their home for rent.
- Agent can email these listings to OneHome users.



Disaster/Fire Relief Rental (cont.)

How To Access OneHome

- Listings emailed by agents will show a “Disaster Relief” label on property cards and property details.
- Consumers will be able to perform their own search. Under the Buy and Rent/Lease radio buttons in our search experience, a new radio button called Rent - Disaster Relief will be shown.
- Performing a search here will return all active properties with Property Type = Disaster Relief Rental and any Property Sub Type.

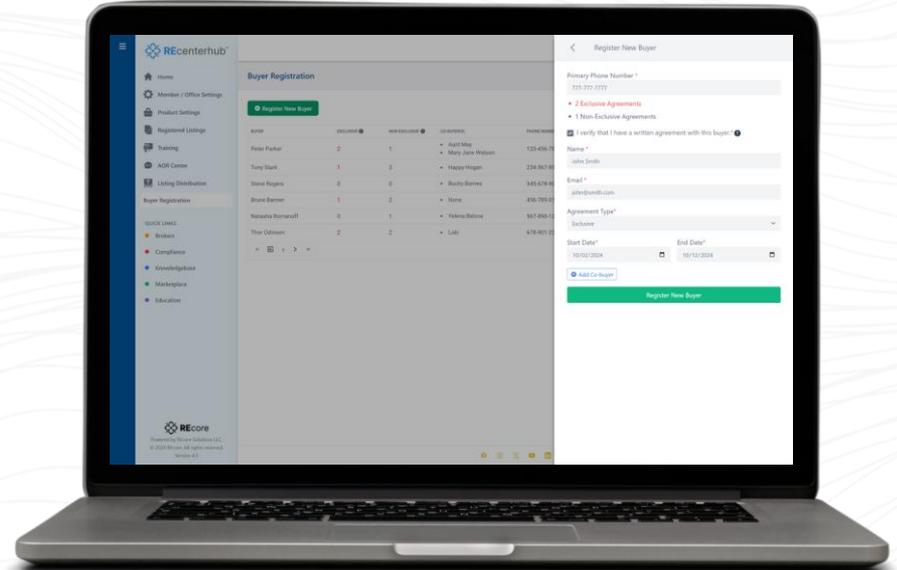
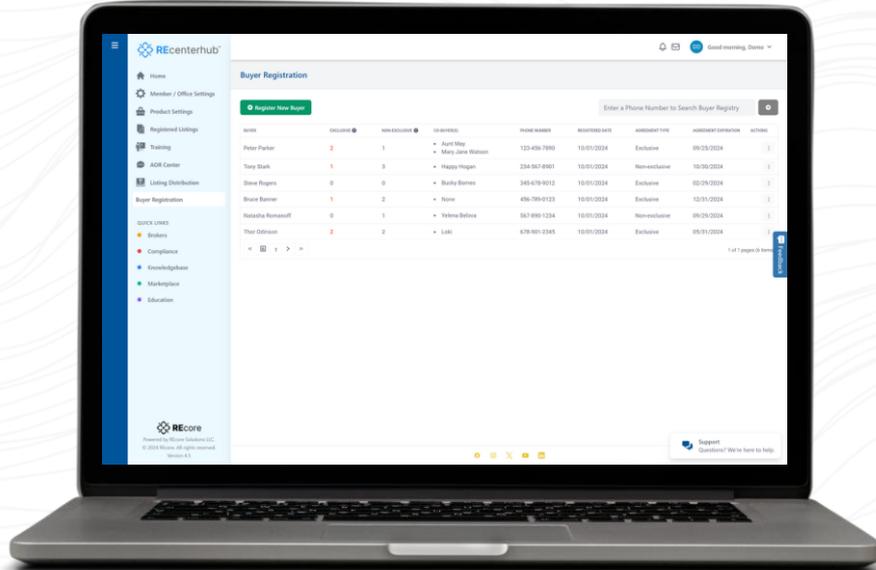


A photograph of a person's hands using a laptop, overlaid with a semi-transparent blue filter. The left hand is on the trackpad, and the right hand is holding a white stylus over the keyboard. The text 'MLS BuyerList' and 'Launching in 2025' is overlaid on the left side of the image.

MLS BuyerList

Launching in 2025

Addressing Compliance, Protecting Agents, and Streamlining Workflows



A man in a dark shirt is standing and pointing at a whiteboard in a meeting room. Several other people are seated around a table, looking towards him. The whiteboard contains a table with columns for 'In progress', 'Todo', 'Done', and 'Planned'. The text on the whiteboard is faint but appears to be a project management or task list. The overall scene is dimly lit with a blue tint.

PropList New Add/Edit Platform Coming in 2025

PropList, the new AI-driven Add/Edit platform will replace the current Add/Edit in Matrix, Paragon, and Flexmls in 2025.

Artificial intelligence will assist with:

- Optimization of photo quality
- Detecting possible violations
- Keeping images in compliance

PropList



Search by MLS#, listing agent, office, address, or city.

Single Family ▾ Active ▾ Last 30 days ▾

10 ▾ Recently Edited ▾ Z-A ↓ ☰ ⓘ

Welcome to Add/Edit

Please select from the filters above to browse properties
or click the blue + circle (lower right) to enter a new listing.

« « 1 2 » »

Viewing 1-10 of 16 listings



6648382



585 Waycliffe Dr N
Wayzata, MN 55391-1385

Active

hilary

\$0

Advertise this listing with AdBuilder™



6648381



8439 12th Ave S
Bloomington, MN 55425-1713

Active

hilary

\$0

Advertise this listing with AdBuilder™



6648002



copyCloneDelete 45866
MN

Active

arms

\$0

Navigate to Listing



6647989



copyCloneDelete 52669
MN

Active

arms

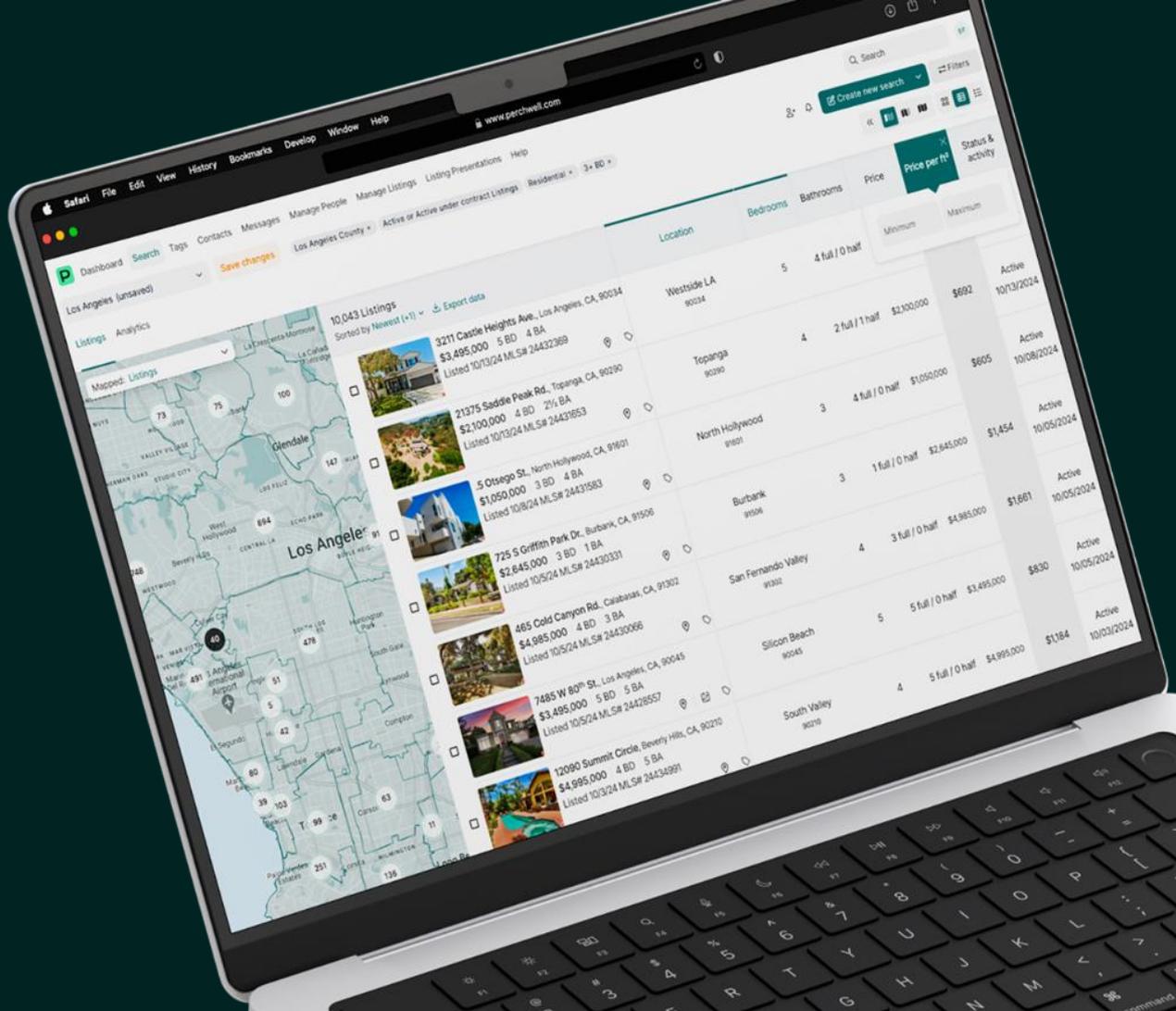
\$0

Navigate to Listing

Perchwell



Close more deals with market analytics, branded reports, and client collaboration – all in one place.



Web, iOS, and Android

Everything you
need at your
fingerprints –
anytime,
anywhere.



Property Details

Everything you need to know about a listing in a single place



3634-3636 Arizona St.
Residential | San Diego
\$3,000,000 | **\$9,660/mo** | 3 BD, 2 BA
Active Listed 01/05/24

Permits

09/08/2016	OT • 121369278	▼
02/10/2014	OT • 120381201	▼
11/13/2013	OT • 20392223	▼
10/12/2013	EQ • 9238472	▼
05/21/2009	EQ • 56263112	▼

Payment calculator

Monthly payment: **\$17,660**

- Mortgage • \$12,160
- Common • \$5,500
- Taxes • \$0

Lifetime mortgage payment: **\$2,400,000**

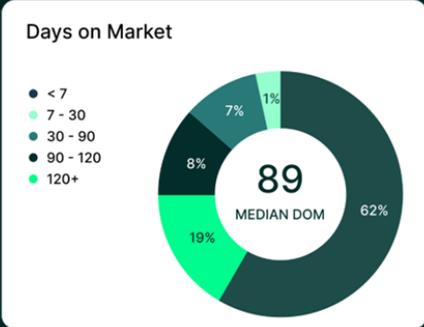
- Principal • \$2,400,000
- Interest • \$1,977,761

Interest rate: 4.5%

Sale price: \$3,000,000

Down payment: 20% (\$600,000)

Term: 30 years



History

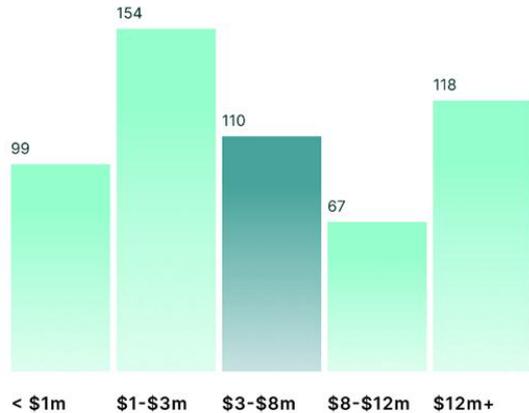
ACTIVE SALE 04/17/24

4-17-2024 4:41 PM EST	Active	\$3,000,000
4-03-2024 12:21 AM EST	Expired	\$3,000,000
10-16-2023 6:01 PM EST	Active	\$3,000,000
10-03-2023 12:31 AM EST	Expired	\$3,000,000
9-01-2023 1:16 PM EST	Price decrease	\$3,000,000 ↓ -14.29%
4-01-2023 10:15 AM EST	Active with Douglas	\$3,500,000

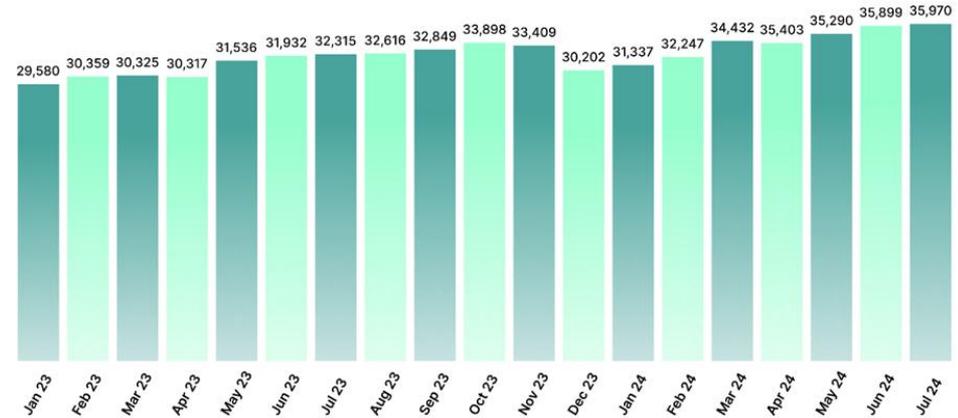
Analytics

Slice, dice, and visualize the market to become a local expert and trusted advisor

DOM By Price Segment



Monthly Market Inventory



Reports

Supercharge your brand
with CMAs and reports

Theme

Logo

Terra Vista
INTERNATIONAL REALTY

Colors

Font

Libre Baskerville

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https://present.perchwell.com/1029475

Terra Vista
INTERNATIONAL REALTY

ACTIVE

Property

546 Towne Avenue

Residential | San Fernando

\$799,000 | 3 BD | 2 BA | 3,052 ft²

Status: Active

Property type: Residential

Area: San Fernando

County: Los Angeles

Interior ft²: 3,052 ft²

Asking PPSF: \$261 / ft²

Perchwell

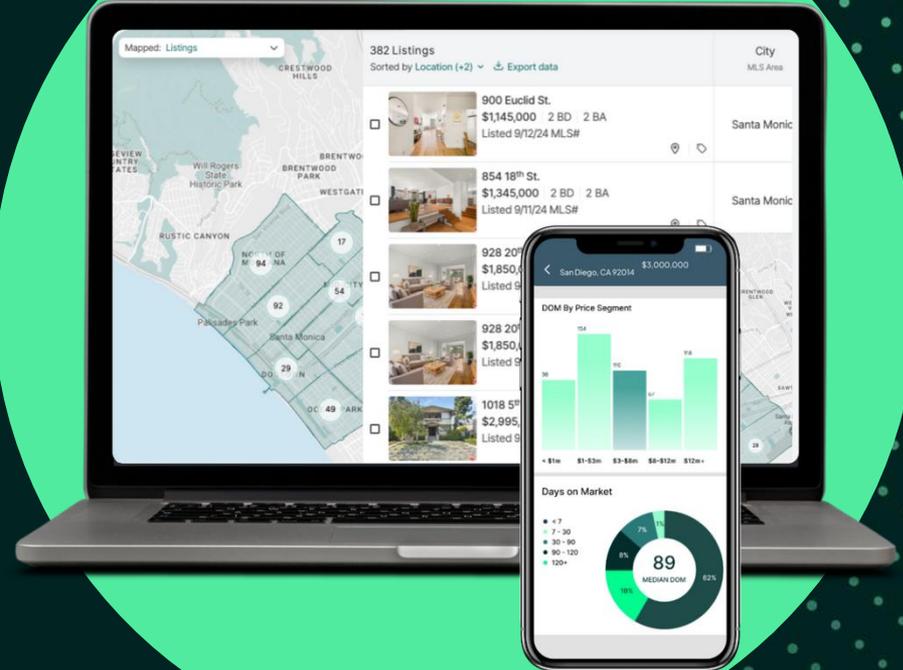
Available now for CRMLS-
participating AORs and Brokers

The next level of MLS front-end
systems built for the modern era.

- \$5/member/month through
June 1, 2025



Learn more today





Questions?

Thank you