



State of the MLS and Redefining Value

February 12, 2025



PRESENTED BY

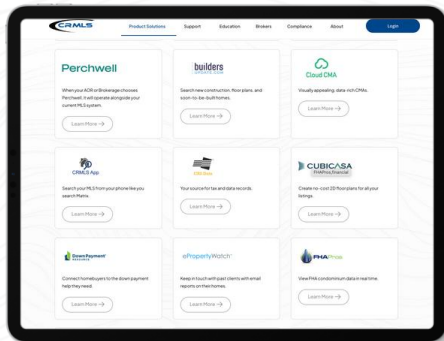
ART CARTER

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**

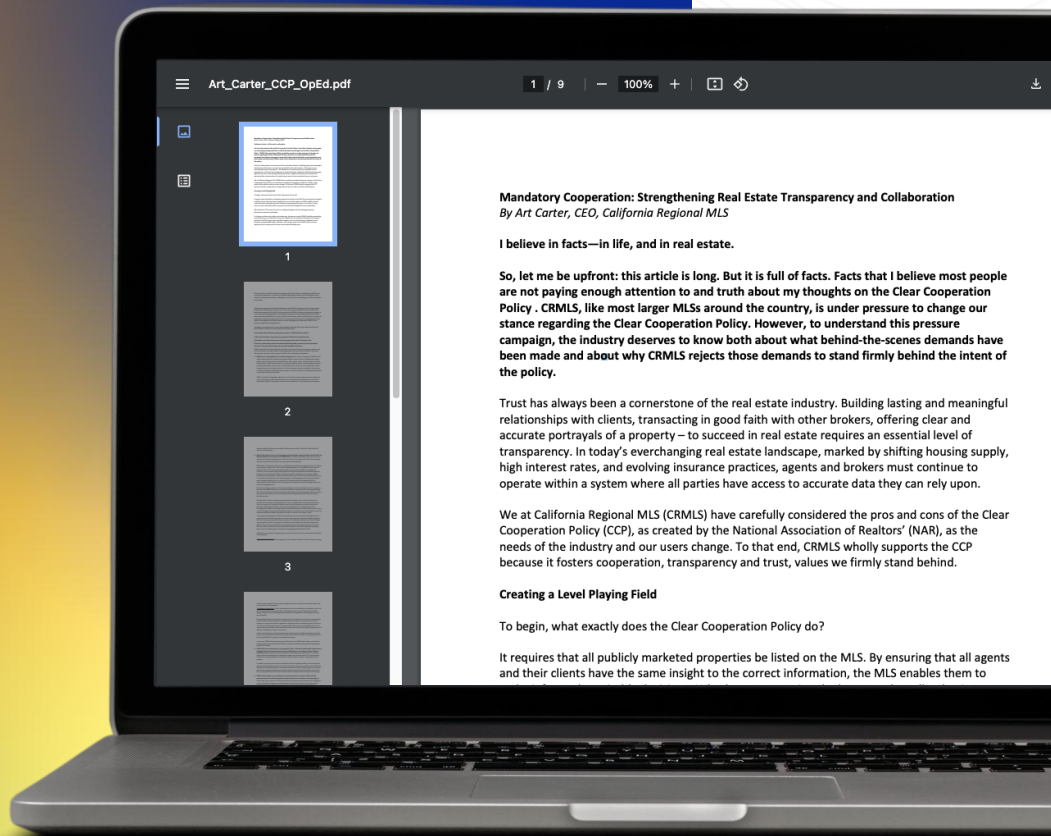


When presented with research showing off-MLS homes sell for less money, that **73%** **increased** to **92%**

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



PRESENTED BY

AMY A. ULLOA-ZÚÑIGA

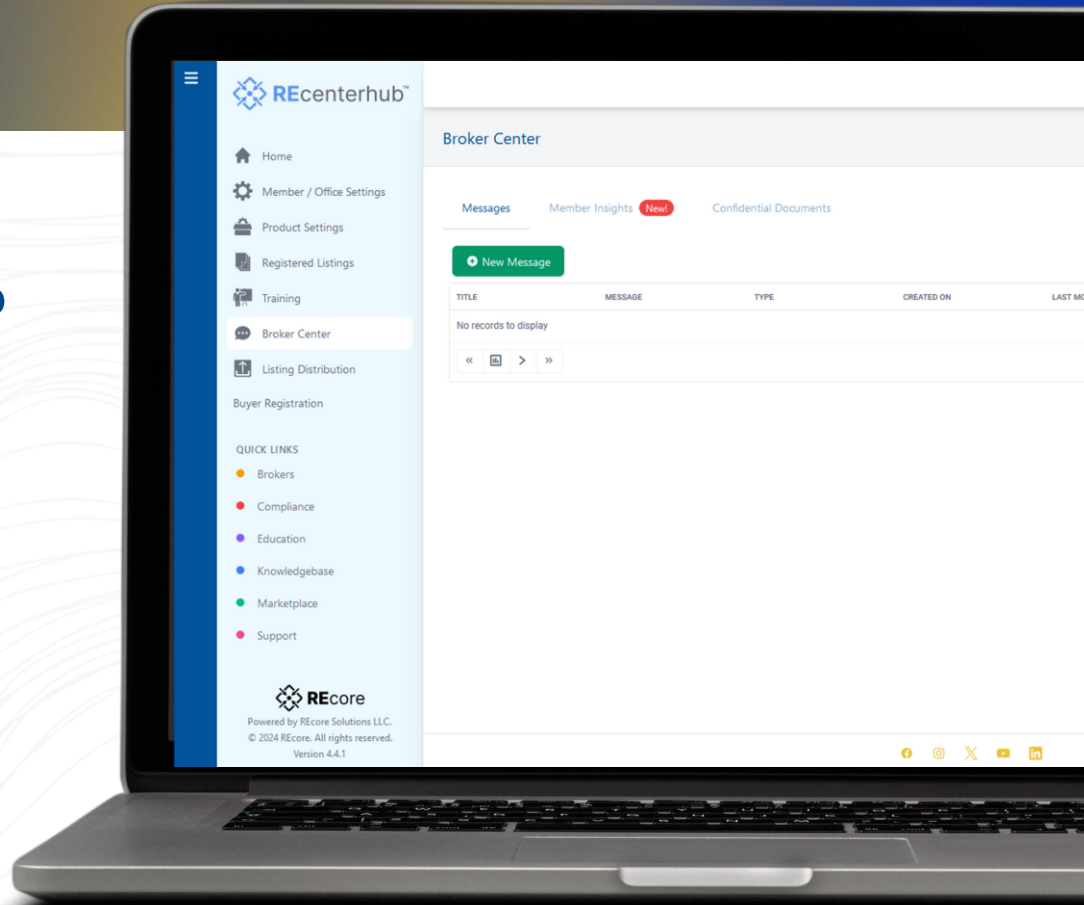
Director of Broker Resources
& Member Engagement
California Regional MLS



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

A photograph of a group of people networking at the event. A man wearing a cowboy hat is engaged in conversation with several women. The setting appears to be an outdoor or semi-outdoor area with string lights.



POWERED BY CRMLS

ARE YOU GOING TO THRIVE?



June 8–9, 2025



Paséa Hotel, Huntington Beach, CA



WWW.THRIVEBROKERSUMMIT.COM



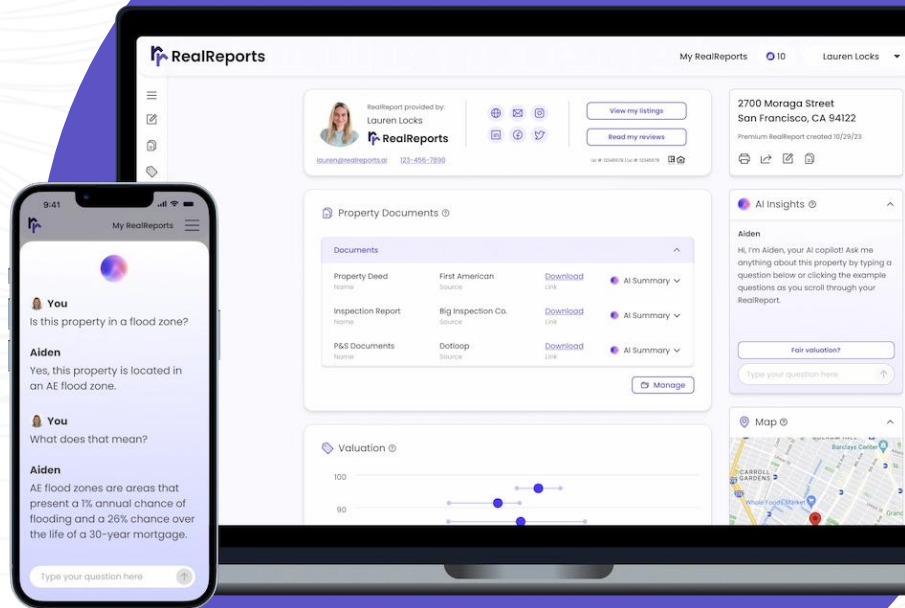
New Association Co-op Product

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

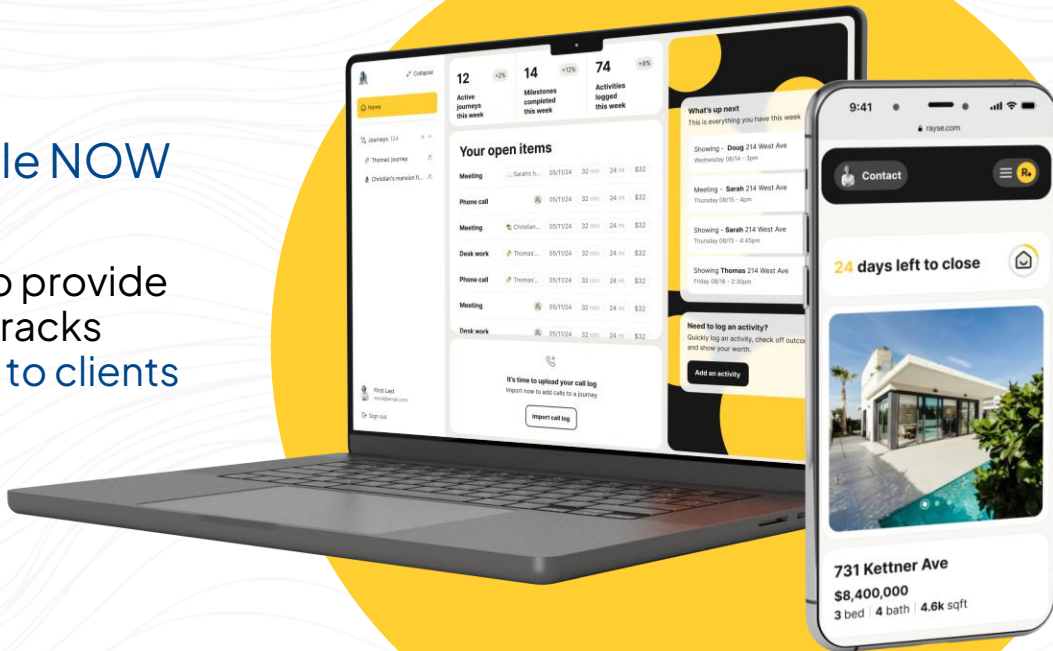




Broker-Directed and Available NOW

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.**

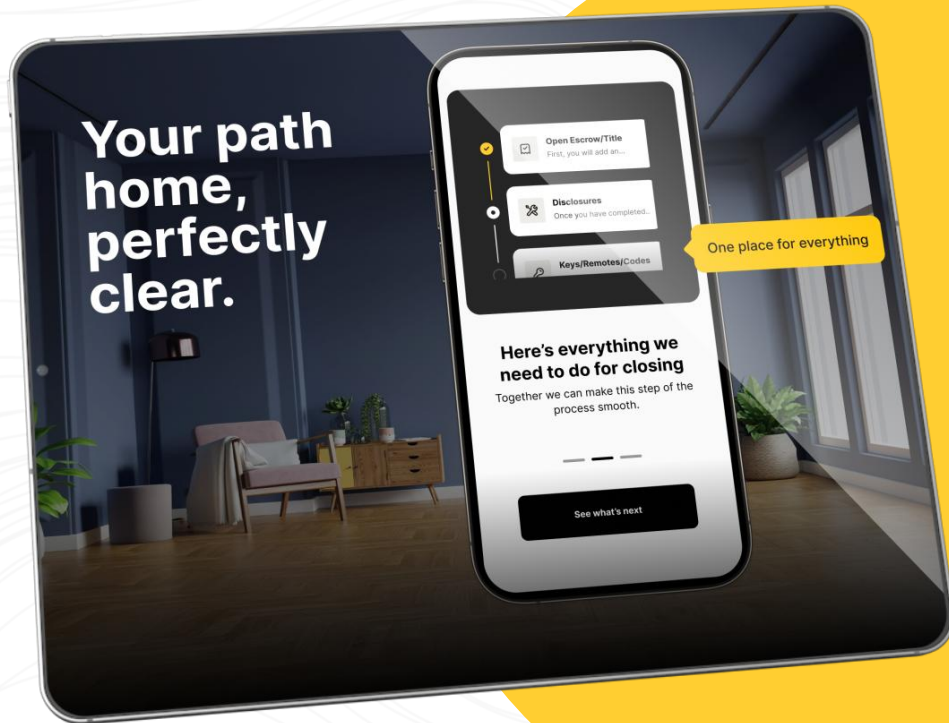
Vital for Brokers and agents in the post-NAR settlement world.





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



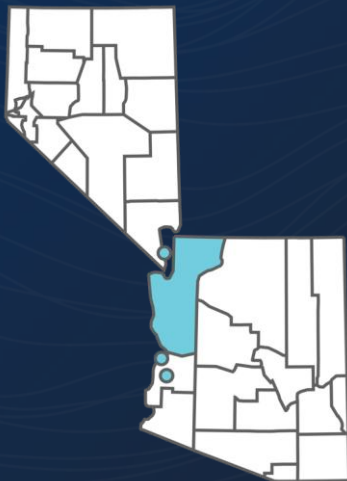
IntraMatrix Reciprocal Access: Northwest MLS, WARDEX

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

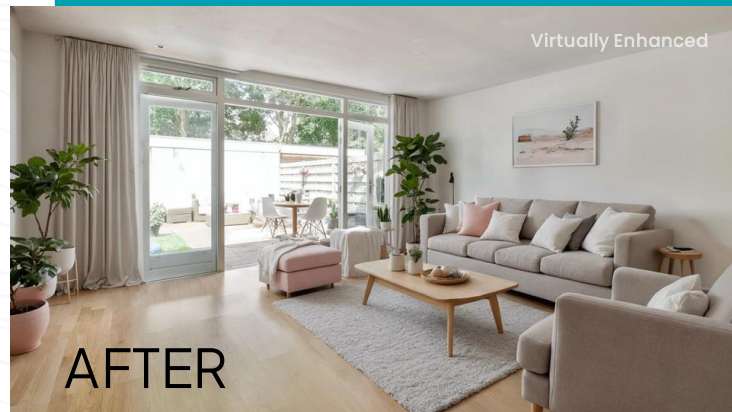
REImagineHome

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.

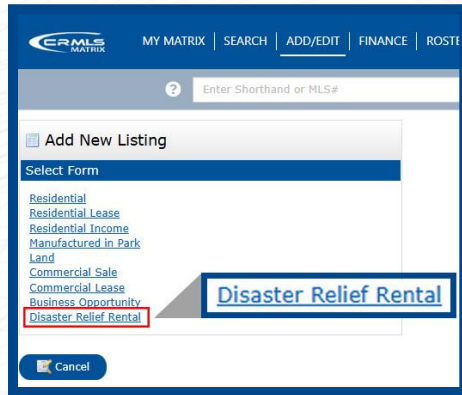


Learn more today



Disaster/Fire Relief Rental

Access the Disaster/Fire Relief Rental directly in your system



CRMLS MATRIX MY MATRIX | SEARCH | ADD/EDIT | FINANCE | ROSTER

Enter Shorthand or MLS#

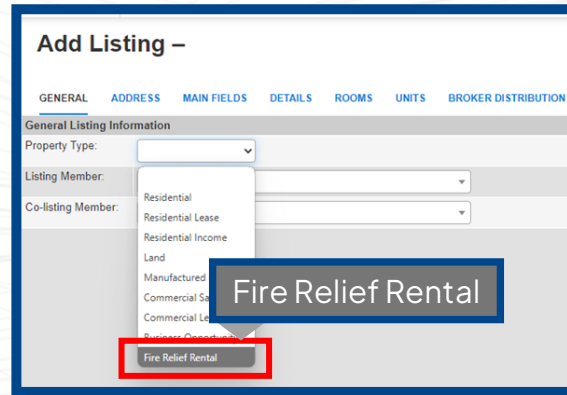
Add New Listing

Select Form

- Residential
- Residential Lease
- Residential Income
- Manufactured in Park
- Land
- Commercial Sale
- Commercial Lease
- Business Opportunity
- Disaster Relief Rental**

Cancel

Matrix



Add Listing –

GENERAL ADDRESS MAIN FIELDS DETAILS ROOMS UNITS BROKER DISTRIBUTION

General Listing Information

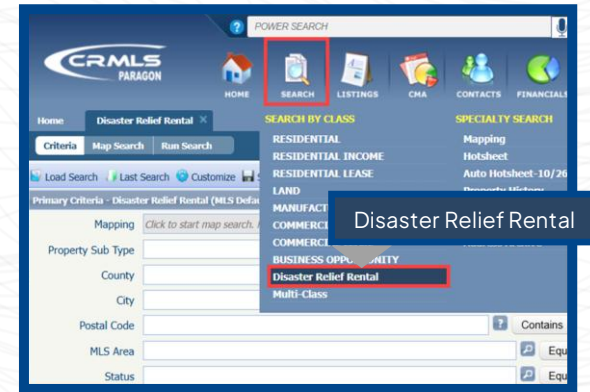
Property Type: [dropdown]

Listing Member: [dropdown]

Co-listing Member: [dropdown]

Fire Relief Rental

Flexmls



CRMLS PARAGON

HOME SEARCH LISTINGS CRA CONTACTS FINANCIAL

Home Disaster Relief Rental

Criteria Map Search Run Search

Load Search Last Search Customize

Primary Criteria: Disaster Relief Rental (MLS Defa

Mapping Click to start map search

Property Sub Type

County

City

Postal Code

MLS Area

Status

SEARCH BY CLASS

- RESIDENTIAL
- RESIDENTIAL INCOME
- RESIDENTIAL LEASE
- LAND
- MANUFACT
- COMMERC
- COMMERC
- BUSINESS OPPORTUNITY
- Disaster Relief Rental**
- Multi-Class

Mapping HotSheet Auto HotSheet-10/26

Disaster Relief Rental

Paragon



Visit the Emergency Resources page on our website

Disaster/Fire Relief Rental (cont.)

How to Access

Matrix Example*

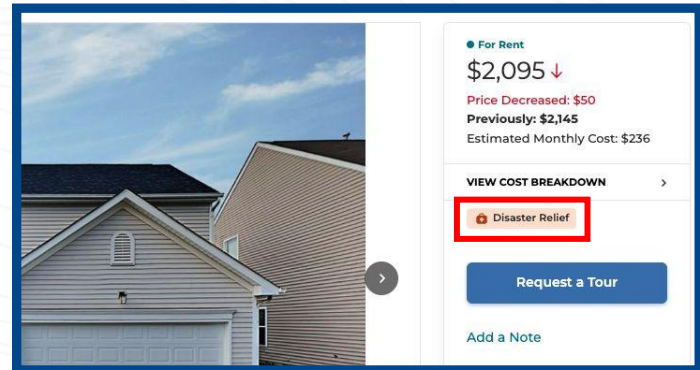
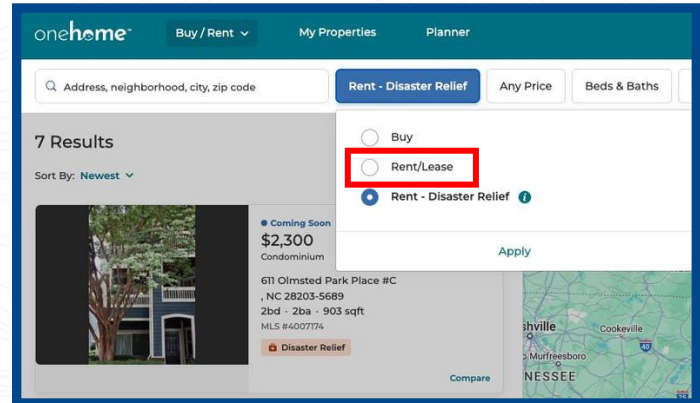
- Agents will be able to add a listing & perform a search with a new Property Type, Disaster Relief Rental listings. This can include any Property Sub Type (single family, condos, duplex, etc...).
- A new Property Sub Type of Rooms for Rent has been created, in case someone would like to list a room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

The screenshot displays the CRMLS Matrix software interface. At the top, there is a navigation bar with links: MY MATRIX, SEARCH, ADD/EDIT, FINANCE, ROSTER, and STATS. Below this, a dropdown menu for 'Property Type' is open, showing options: Residential, Detail, Residential Income, Residential Lease, Land, Manufactured in Park, Commercial, and Disaster Relief Rental (highlighted with a red box). The main interface area is divided into sections. On the left, under 'basic', there is a 'Status' section with checkboxes for 'Coming Soon', 'Active', 'Act Under Contract', 'Pending', 'Closed', 'Expired', 'Canceled', 'Hold', and 'Withdrawn'. Below this is the 'Property Sub Type' section, where 'Rooms for Rent' is highlighted with a red box. Other sections include 'Structure Type' (None, Cabin, Dock, Duplex, Flex) and 'Property Attached?' (And, Or, Not). On the right side, there are fields for 'County' (Alameda, Alpine, Amador, Butte, Calaveras), 'City' (Applegate, 29 Palms, Acampo, Acton, Adelanto), 'MLS Area' (1 - Belmont Shore/Park, Naples, Marina Pac, Bay, 101 - North Inglewood, 102 - South Inglewood, 103 - Ladera Heights, 105 - Lennox), and 'Subdivision'.

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.



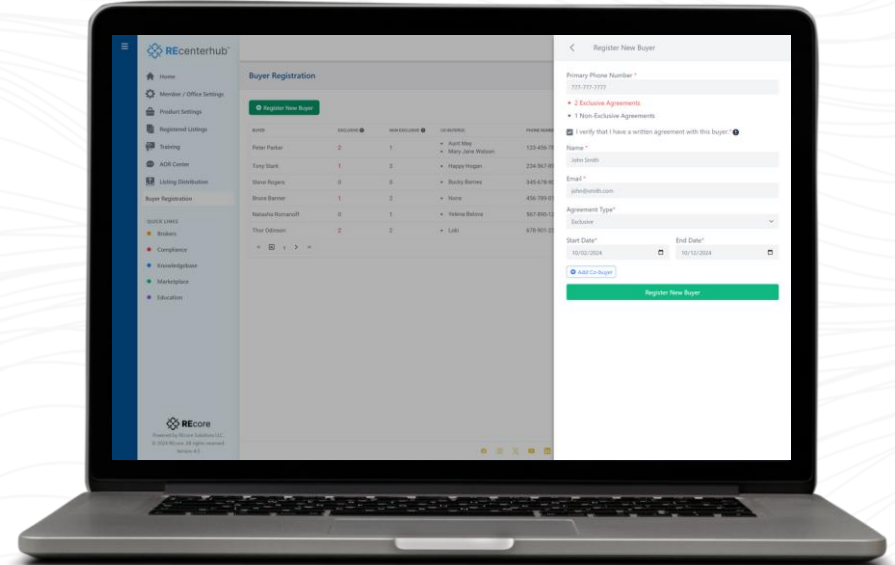
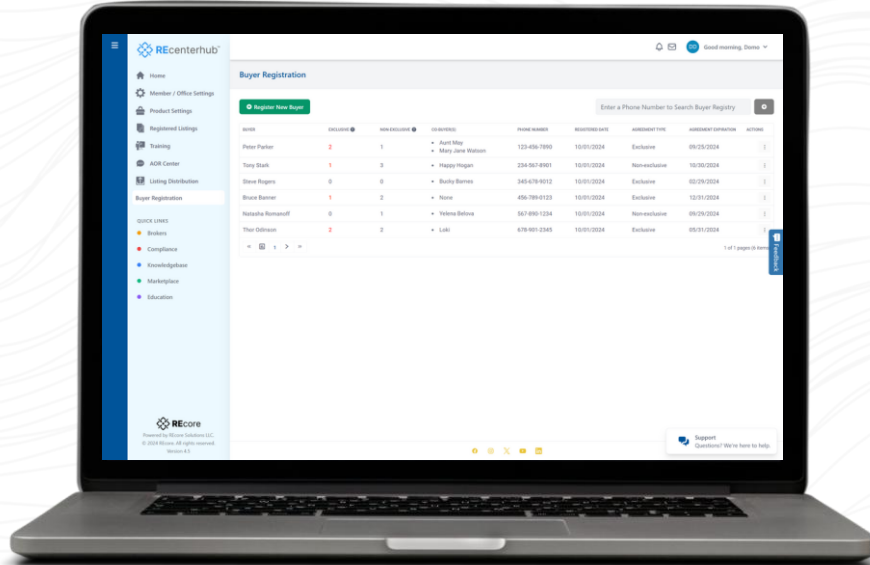
A background image showing a person's hands interacting with a laptop. The left hand is on the trackpad, and the right hand is holding a pen over the keyboard. The entire image is covered with a semi-transparent blue overlay.

MLS BuyerList

Launching in 2025



Addressing Compliance, Protecting Agents, and Streamlining Workflows





PropList

New Add/Edit Platform

Coming in 2025

The background is a solid blue color with a subtle network pattern of white dots and lines. Large, semi-transparent letters 'Ai' are visible in the upper left. Various icons are scattered across the background, including a telephone handset, a heart with the number 25, and a speech bubble.

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

hilarly

\$0

Advertise this listing with AdBuilder™



6648381

8439 12th Ave S
Bloomington, MN 55425-1713

Active

hilarly

\$0

Advertise this listing with AdBuilder™



6648002

copyCloneDelete 45866
MN

Active

armis

\$0

Navigate to Listing



6647989

copyCloneDelete 52669
MN

Active

armis

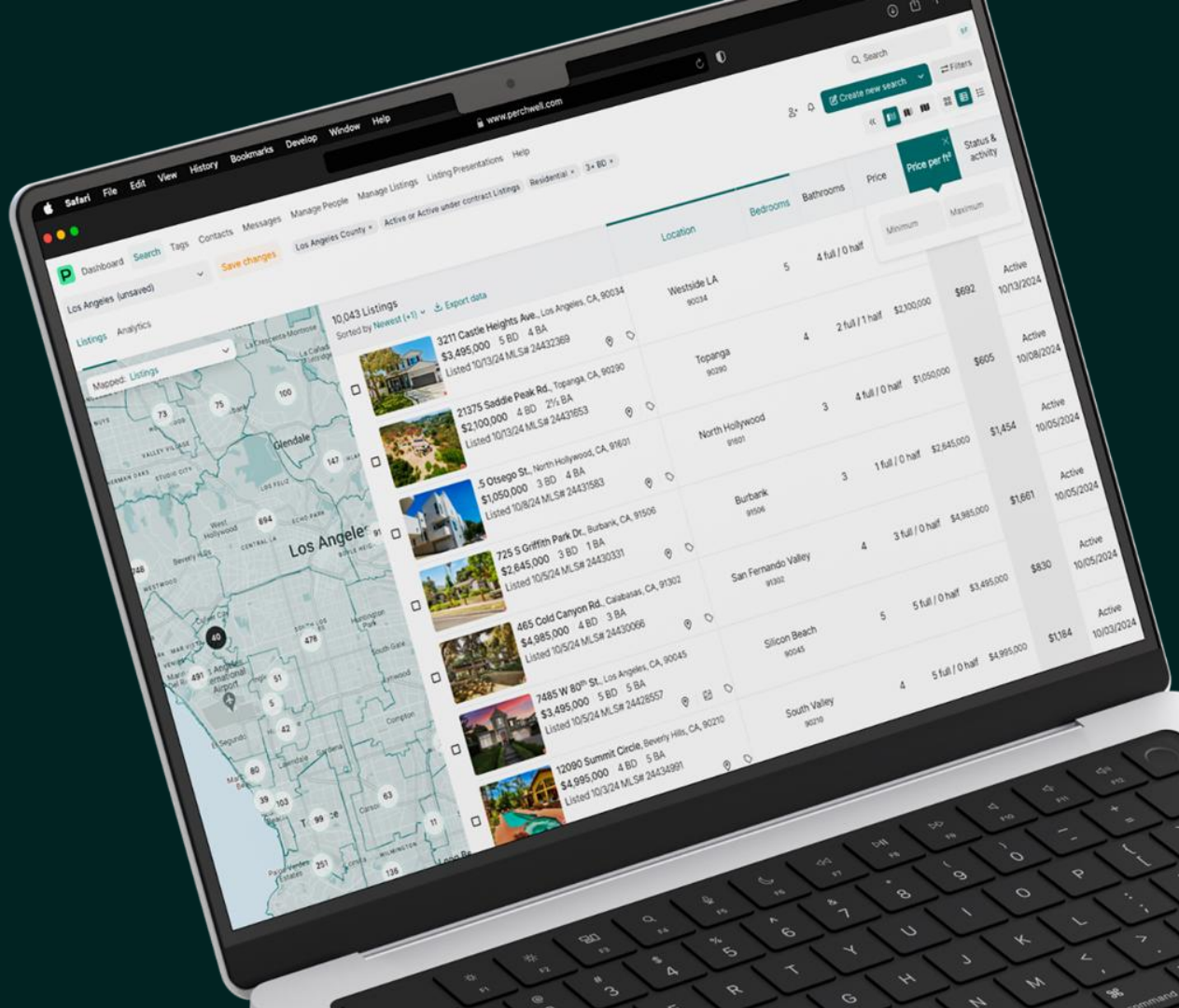
\$0

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



Interest rate

4.5%

Down payment

20% (\$600,000)

Lifetime mortgage payment

Visible only to you



Sale price

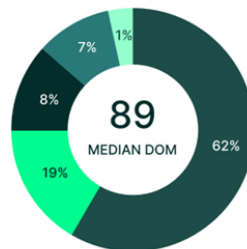
\$3,000,000

Term

30 years

Days on Market

- < 7
- 7 - 30
- 30 - 90
- 90 - 120
- 120+



History

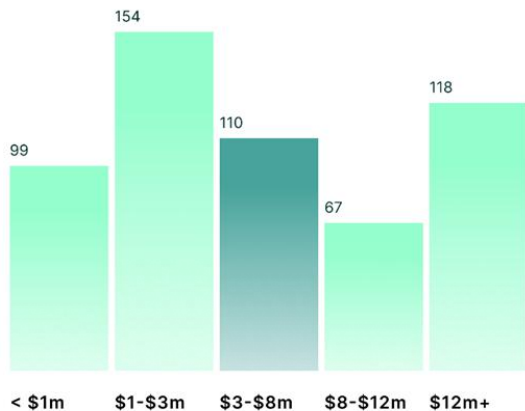
ACTIVE SALE 04/17/24

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

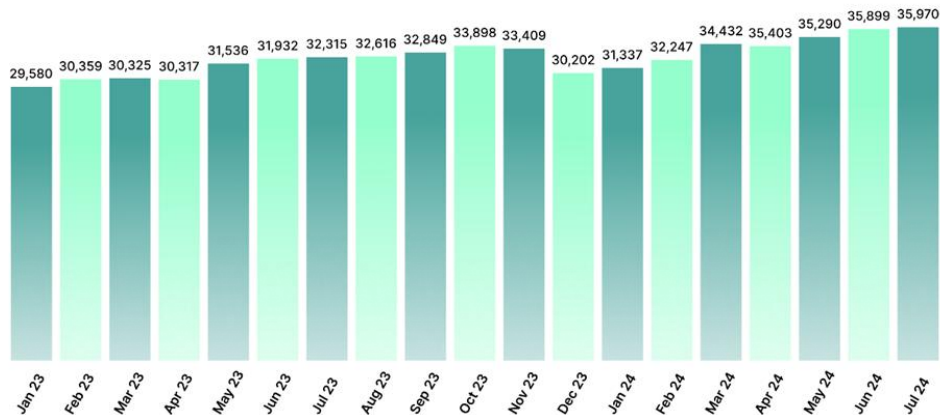
Analytics

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

TerraVista
INTERNATIONAL REALTY

Colors

Font

Libre Baskerville

Table of contents

Cover Page

Introduction7

Our Service✓

Your Property✓


Pricing strategy✓

Our Advantage✓

Listing Launch✓

Comparables

Listing Launch✓

P https://present.perchwell.com/1029475	
<i>TerraVista</i> INTERNATIONAL REALTY	
Property	<div><div>ACTIVE</div></div> <div><div>546 Towne Avenue</div><div>Residential San Fernando</div><div>\$799,000 3 BD 2 BA 3,052 ft²</div></div>
	<div>StatusActive</div> <div>Property typeResidential</div> <div>AreaSan Fernando</div> <div>CountyLos Angeles</div> <div>Interior ft²3,052 ft²</div> <div>Asking PPSF\$261 / ft²</div>

Perchwell

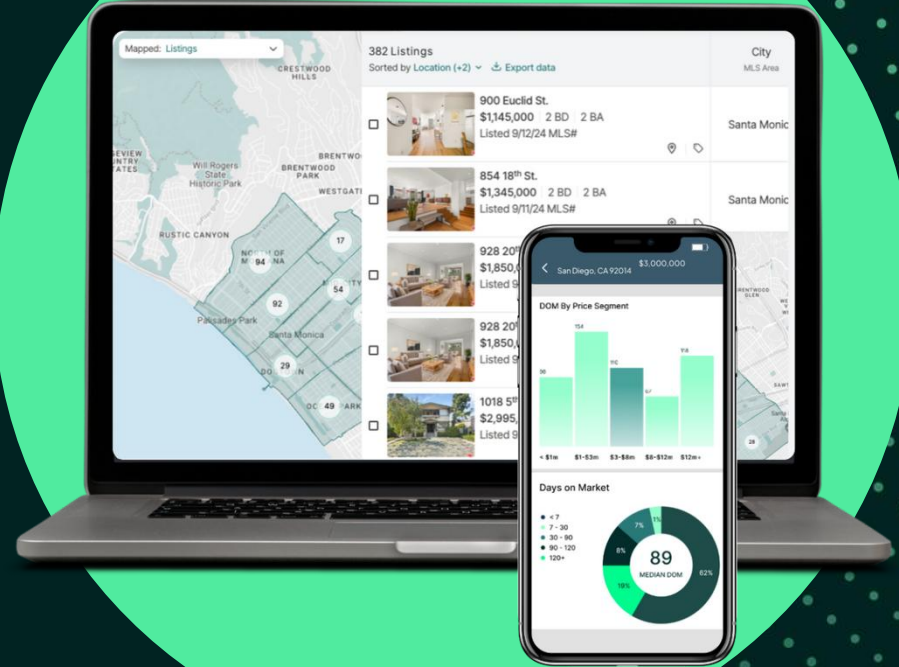
Available now for CRMLS-
participating AORs and Brokers

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