CRMLS Broker Report

Volume 2025 Edition 4

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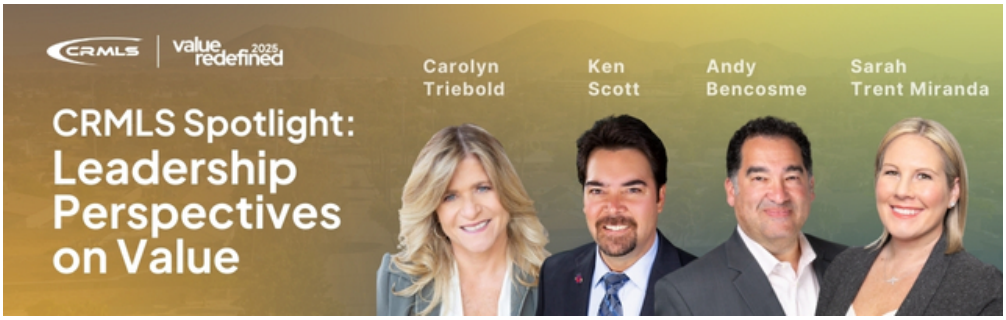
CRMLS Spotlight: Leadership Perspectives on Value



This year has been and continues to be about redefining value across the real estate industry. To help illuminate the value of the MLS from an executive perspective, we are hosting a webinar featuring CRMLS leaders to help guide brokers and office managers in our new era.

To discuss how CRMLS is responding to this current industry moment, our speakers will focus on leadership, the MLS, and looking towards the future.

Speakers include:

- CRMLS Chair: Carolyn Triebold
- CRMLS Co-Chair: Ken Scott
- CRMLS Treasurer: Andy Bencosme
- CRMLS Chief Relationship Officer: Sarah Trent Miranda

Registration is free, but space is limited – register today!

CRMLS Spotlight: Leadership Perspectives on Value
Wednesday, May 7 at 2PM PST

Register Here

Note: This event is for brokers and office managers only. Please do not share.

The MLS for Consumer Success Survey

We're launching the new" MLS for Consumer Success" initiative that will provide you with valuable consumer-facing materials such as flyers and social posts. To best serve your needs, we'd like you to answer this short survey about what would be most helpful for you to offer your clients.

Take Survey

N.A.R. Multiple Listing Options for Sellers

Last month, the National Association of REALTORS (NAR) adopted a new MLS policy called **Multiple Listing Options** for Sellers. The primary aim of this policy is to allow sellers that are publicly marketing their properties to delay their properties from being available through Internet Data Exchange (IDX) and syndication for a specific period of time. NAR is allowing MLSs to implement this policy at their discretion by September 30. For more information on NAR's announcement, click here.

Key Takeaways

- The CRMLS Board of Directors has voted to NOT create a new listing status or make any changes to current listing statuses to accommodate the new NAR policy
- The existing CRMLS data distribution system already provides almost all the same choices to sellers as the new NAR policy.
- Transparency (meaning being open, honest and clear) is the primary hallmark of CRMLS. Implementing a new status would only complicate things and create confusion for our agents and brokers.

After careful consideration of the potential impact that a new listing status could have on our brokerage community and agents, the CRMLS Board of Directors has voted to NOT make any status changes nor offer any limitations to IDX/syndication in response to this NAR policy.

Why is CRMLS Choosing Not to Make Any Changes?

Simply put… there is no need. This new policy does not provide any additional seller choices or options, is not clear, not easy to understand or explain, and we don't need to complicate things.

Because of the way our current statuses operate, there is no need for us to create a new status to accommodate this new policy. Adding a new listing status would be an undue burden to CRMLS users and the industry:

- Since the compensation lawsuits in 2024, agents and brokers have had to adapt to multiple seismic changes to remain compliant with the law. We don't feel it's necessary or in their best interest to create additional listing statuses to utilize.
- Introducing a new status could create confusion for CRMLS users who are also members of other MLSs, as they would need to learn and navigate different statuses that may not align across systems.
- A new status could also force our vendors to accommodate hundreds of different changes to remain compliant with each new MLS policy.

In short, implementing a new status would be a disservice to our users due to:

- Increased compliance confusion
- Redundant or overlapping statuses
- Additional hurdles to day-to-day business operations
- Lack of clear communication to clients about where their listings will appear online

What Will CRMLS Do Instead?

CRMLS can achieve the policy's aims and maintain transparency without

introducing any new statuses. We will instead rely upon the Active status, which already accommodates this policy. CRMLS is exploring additional features that may be used alongside the Active status to support the NAR policy.

What Led to the New NAR Policy?

To understand why we have refused, we must explain where the impetus for this new policy came from:

- NAR was under increasing pressure from powerful, national brokerages to drop the Clear Cooperation Policy (CCP).
- Dropping the CCP would allow those brokerages to publicly market the listing while keeping their listings out of public circulation, essentially creating private listing networks.
- In an effort to maintain CCP as-is and to placate those complaining brokerages, NAR created this Multiple Listing Options for Sellers policy.

What Does the New NAR Policy Do?

The policy introduces a new category of exempt listings called “delayed marketing exempt listings.” Based on the NAR policy, this “new” listing category must be:

1. placed in the MLS for cooperation,
2. available for all MLS users to search and send to their customers,
3. be available for showings,
4. open for submitting offers, and
5. placed in the CRMLS VOW data feed, but
6. shall not be in the IDX or syndication data feed.

Based on this list of requirements CRMLS already has a listing status that complies with the first five requirements: Active. As it is, Active provides all the NAR policy required elements.

While Active listings also go into the IDX and syndication data feeds, a listing broker already has the option to opt out of both syndication and IDX for all the listings in their office. If a seller has any privacy concerns, or so chooses for any reason, the seller can instruct their broker to opt their home out of all Internet distribution.

The only element of this new rule not being implemented by CRMLS is a listing-specific IDX or syndication opt-out. It is critical to note that Zillow.com and Redfin.com both receive a VOW feed from CRMLS and it is expected that Homes.com will soon request a VOW. All three of these portals will have all the listings in this new category. Since these brokerages have the ability to operate a VOW, this policy is rendered nearly ineffective. So, the actual result of this NAR policy is to allow a listing onto these three major portals but deny that same listing to the almost 30,000 CRMLS agent and broker IDX websites and Realtor.com (which does not operate a VOW). Is this really any seller’s intention?

As a broker cooperative, CRMLS does not support private listings or soloing information. These practices will inevitably lead to an imbalanced and unfair marketplace. In addition, our current listings statuses already support the spirit of the new policy.

How to use our current statuses to achieve the aims of the new NAR policy:

- Open Listing: For sellers who want to keep their listing off the MLS and

still publicly market.
- No Cooperation Listing (Office Exclusive): For sellers that do not want to publicly market.
- Coming Soon: For sellers who want to delay showings to allow time to prepare a property.
- Active: For sellers who want to put their listing in the MLS for cooperation and receive quality offers faster than any of the above options.

The CRMLS Board of Directors has determined after careful review and a clear understanding of the current listing distribution processes that the new NAR policy is ineffective and an unneeded addition for our purposes. It's time to stop unnecessarily changing up the rules and to let agents and brokers get back to work.

We aim to have our user's best interest at the forefront of all decisions we make. Thank you for your continued support during times of change.

CRMLS Spotlight: Perchwell, The Modern MLS System

Join CRMLS and Perchwell for a live demo of the platform that's redefining real estate workflows. See how top brokerages are using Perchwell to streamline operations, boost productivity, and increase the value they can offer clients. Whether you're a broker or office manager, this session will show you what's possible-how to get started.

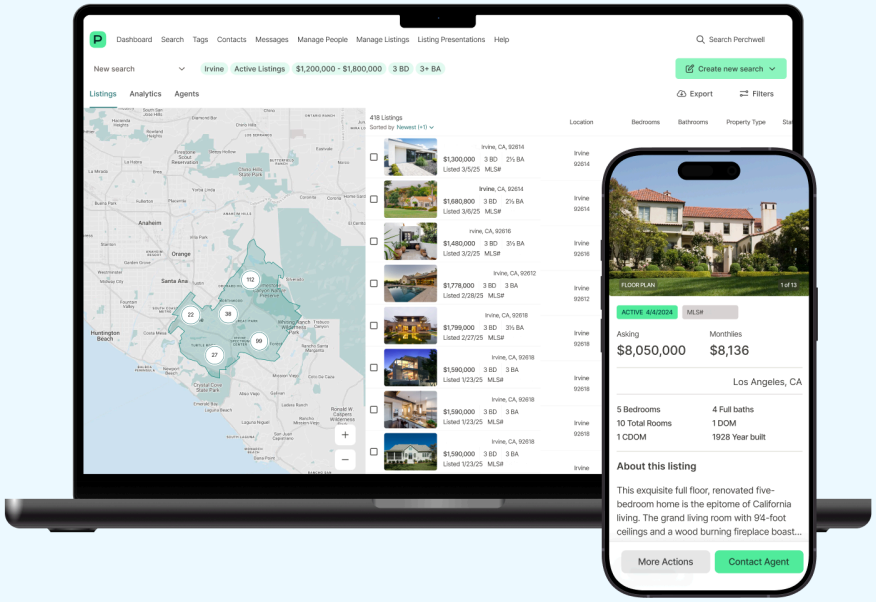
Save your spot now. Registration is free, but space is limited-register today!

CRMLS Spotlight: Perchwell, the Modern MLS System
Wednesday, May 21 at 2PM PT

Register Here

Note: This event is for brokers and office managers only. Please do not share.

Book a one-on-one Perchwell demo to receive a $25 Starbucks gift card



Perchwell boasts powerful features like advanced search, client collaboration tools, real-time analytics, branded reports, and hyper-local visualizations. But that's just the beginning of what this thoroughly modern MLS platform can do for you.

See it in action by booking a demo with a Perchwell expert today! Once the demo is complete, you'll receive a $25 Starbucks gift card as a thank you.

Register for a Demo

When your brokerage opts in to Perchwell, it will work alongside your current MLS system to avoid abrupt transitions. This will give your agents time to gradually adjust to the new, modern interface while continuing their daily MLS tasks. View our website for more information.

Stats

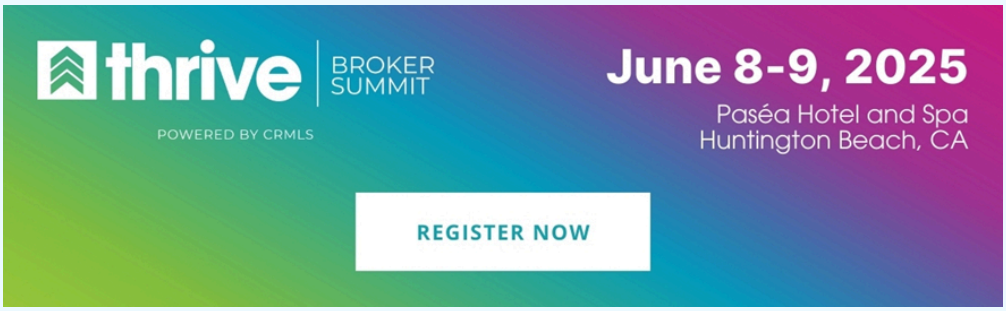
March 2025 Market Data

How is The Market Doing?

Closed Sales per month	Pending Sales per month
9,492	5,838
New Listings per month	**Registered Listings per month**
14,991	1,832

Source: California Regional Multiple Listing Service (CRMLS)

Don’t miss out on the all-star lineup of speakers and panelists



Register now for Thrive 25' at the Paséa Hotel and Spa in Huntington Beach where you’ll mix, mingle, and hear from industry leaders and influential brokers.

Session on Monday, June 9

Back by popular demand, Dr. Christopher Thornberg from Beacon Economics returns as our keynote speaker!

We are also happy to welcome back returning speakers: Phil Hawkins and Barbara Betts and for the first time at Thrive we'll have Greg Robertson and Keith Robinson.

Keep checking our agenda as we announce new sessions, panelists, and speakers.

Thrive Welcome Event on Sunday, June 8

Arrive & Thrive Stride Sponsored by Realtor.com

A casual seaside walk with CRMLS leadership to welcome speakers and attendees

Sip & Thrive Soirée Sponsored by SentriLock

An evening cocktail reception for all to mingle with speakers and attendees of Thrive ‘25!

We’ll see you in June for Thrive ‘25!

Compliance

Get to Know the Compliance Knowledgebase

The CRMLS Compliance Knowledgebase is a collection of guides, reference materials, FAQs, and How-To's available on the CRMLS Compliance website. Scroll through and search the topics to find answers and instructions for your most common inquiries.

This month we're highlighting the Compliance Knowledgebase article "Coming Soon FAQs" and specifically the requirement for at least one exterior photo on a listing.

Below is a list of important information to be aware of when using the Coming Soon Status:

1. The Coming Soon Form must be signed by the seller prior to submitting the listing as Coming Soon in the MLS.
2. You may market a listing in the Coming Soon status to any consumer, whether they are existing clients of the brokerage or not, so long as the marketing clearly labels the listing as Coming Soon and states when the listing will be placed in the status of Active.
3. The Coming Soon status allows listing brokers and agents to place a listing in the MLS for cooperation for up to 21 days (except New Construction Listings) while preparing a property for showings (staging, professional interior photos, repairs, etc.).
4. No one can show Coming Soon listings to anyone under any circumstances. This includes but is not limited to Virtual Open Houses and Virtual Showings. If you plan to show the property, you must update the listing status to Active or Active Under Contract prior to the showing date.

Note: Coming Soon is a one-time use status. Once changed to Active, the property cannot be changed back to Coming Soon.

View additional Coming Soon resources below:

- Coming Soon Status
- Registered vs. Coming Soon

View the Broker Report in full to read more!

Enhancements & Products Corner

Upcoming Product Webinars

- California Wild Relief Resources
- SkySlope Forms FAQ
- The New Nestfully App

Join our May webinars to gain insight on our products and systems! This is your chance to learn more about:

- Realtors Property Resource - Market Trends
- ShowingTime for the MLS
- Down Payment Resource
- REImagineHome
- SkySlope Forms BRBC
- Redefining the Value You Offer to Clients
- Glide Offers
- ePropertyWatch
- Realtors Property Resource - Searching
- Realtors Property Resource
- Cloud CMA
- Homes Pro App
- MLS-Touch App
- Realtors Property Resource - Prospecting
- CubiCasa
- CRMLS App

Flex

Join our upcoming Flex system webinars available to you!

- Managing Listings
- Flexmls Pro App
- Creating a CMA
- Agent Essentials
- Realist Tax

Matrix

- The latest Matrix update includes interface enhancements that modernize the system for greater efficiency.

Join our upcoming Matrix system webinars available to you!

- CRMLS Marketing Solutions
- Realist Tax
- Client Collaboration
- CRMLS Systems and Products Overview
- Quick Tips
- Managing Listings
- CRMLS App
- Searching 101
- Creating a CMA
- Agent Essentials

Paragon

- April 8 Paragon update: Enhancements to the Easy CMA feature in Paragon Connect and navigation improvements in the Collaboration Center.
- April 22 Paragon update: Communication enhancements to the Collaboration Center and Paragon Connect along with an update to CMA report settings.

Join our upcoming Paragon system webinars available to you!

- Collaboration Center
- Managing Listings
- Agent Essentials
- Quick Tips
- Paragon Connect
- Creating a CMA
- Searching 101

Did You Know?

Registered Listings are listings your seller wants to exclude from the MLS. You can learn more on our dedicated page covering everything you need to know about correctly entering them in the MLS.

We've Got You Covered

Education

CRMLS offers a variety of resources to educate you and your agents. Submit your training request today.

Broker Support

Our support team is available to assist you through our online ticket system or by phone at (909) 859-2043.

Compliance

We keep your listing data safe, clean, and accurate. Click above to chat live with a CRMLS Compliance representative or by phone at (909) 859-2043.

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