



eConnect

The latest news and updates on
MLS technology and services.

What CRMLS has been up to this past month

Have you seen the Value of Representation page yet?

Preview: Recipient: Name,

This May saw the launch of one of our most unique initiatives yet, among other exciting news. Here's what happened:

Announcing the Value of Representation Initiative

The industry is changing and so are the demands clients put on their agents and brokers. To help you better promote yourself and convey the intrinsic value you bring, we've created [the Value of Representation initiative](#), offering flyers, slides, and more for real estate professionals to use at their discretion. Browse [our resource page](#) and check back later for updates!

Data That Tells a Story

As part of our Value of Representation campaign, we dug deep into the data to find just how valuable it is to use a verified, MLS-affiliated agent. Check out our findings [here](#).

The Importance of Transparency

CEO Art Carter and VP & General Counsel Ed Zorn have another sit down, this time to discuss the noise surrounding "seller choice" and why maintaining market transparency is key to a successful industry. Check out the first part of their conversation [here](#), and see the full video [here](#).

CRMLS's Stance on Private Listings in Real Estate News

Real Estate News has been covering all the latest with the controversy around private listings. [In this article](#), they cover how CRMLS and C.A.R. are aligning on how California is responding.

The Latest Updates

- [Value Redefined in 2025](#)
A video intro to our initiative covering value-enhancing products and services
- [Paragon Update: 5/20/2025](#)
Tours and open houses, reverse prospecting, custom search criteria, and more

- [CRMLS Mobile App on iPhone](#)
A run-through of iPhone features for the CRMLS App
- [SkySlope Forms for the BRBC Agreement](#)
How to use our no-cost core product to simplify form management

Did You Know?

We keep a collection of our biggest announcements, including new initiatives, products, and data shares, all in one place for easy reference. Check out our press release page to read detailed looks at some of our most important developments.

As always, we thank you for your continued support. To stay caught up with CRMLS, make sure to follow us on [Facebook](#), [X \(formerly Twitter\)](#), [LinkedIn](#), [Instagram](#), [Threads](#), [YouTube](#), and [TikTok](#)!

California Regional MLS

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

Copyright © 2024 CRMLS. All rights reserved.

[Unsubscribe](#) | [Privacy Policy](#) | [Get in touch](#)