

CRMLS Broker Report

Volume 2025 Edition 5

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Transparent, Not Opaque: What You Deserve to Know About “Seller Choice”

We hope you had a chance to read our recent email sent to all CRMLS users reaffirming our support for seller choice in how listings are marketed.

There’s been growing conversation around giving sellers greater control, — particularly when it comes to privacy. At CRMLS, we don’t just support this idea— we’ve championed it for nearly two decades.

If you haven’t yet watched our latest video, we encourage you to do so. In it, CRMLS CEO Art Carter and VP & General Counsel Ed Zorn have an honest, insightful discussion about the growing conversation around “seller choice.” They also share recent CRMLS market research that reinforces our long-standing position: true broker cooperation—and the best outcomes for clients—are achieved when listings are placed in the MLS.

Topics include:

- The current marketing options available to sellers in CRMLS systems
 - Internet = NO
 - AVM = NO
 - Address = NO
- The impact of No-Cooperation Listings (also known as Office Exclusives) with [supporting data](#)
- An explanation of NAR’s Delayed Marketing (DMEL) Policy—what it is, and why CRMLS chose not to adopt it

We take transparency seriously. Our commitment to clear, honest communication means you receive the full picture because we recognize you need accurate, complete information to do your job effectively. Click the image below to watch:



MLS Stats

April 2025 Market Data

How is The Market Doing?

Closed Sales
per month

10,478

Pending Sales
per month

5,307

New Listings
per month

15,923

Registered Listings
per month

1,927

Source: California Regional Multiple Listing Service (CRMLS)

Thrive '25 Happens Next Month!



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.

Thrive Welcome events 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 SentiLock

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



Session on Monday, June 9

Our [agenda](#) is full of insightful sessions, panelists, and speakers. Some highlights include:

Ahead of the Curve: Broker Insights from Perchwell Early Adopters

A deep discussion about Perchwell, the latest MLS system revolutionizing the user experience, from those already utilizing it.

Panelists: Brenda Meyer (Cozy Cabins Realty), Chris Hasvold (Coldwell Banker Village Properties), and Rita Tayenaka (Coast to Canyon Real Estate)

Moderator: Katie Smithson (REcore)

The Race to Trust: The Value of MLS in the Age of AI

As AI weaves its way into our life more and more, this important discussion highlights the relation between AI and the MLS.

Jeff Turner (Tangilla & Venture MLS)

Keynote Address Sponsored by Homes.com

We're excited to welcome back returning Thrive favorite Dr. Christopher Thornberg from Beacon Economics to anchor the day.

Energize & Thrive Networking Session Sponsored by Zillow.com

Your chance to mingle with attendees and review the day's sessions

We'll see you in June for Thrive '25!



CRMLS Wants to Connect with Your Marketing Team

At CRMLS, we pride ourselves as being broker-first, and we're always looking for new ways to share important information with you.

The CRMLS MarCom team is working to build connections with the marketing team at participating brokerages as a new touchpoint to ensure transparency in all CRMLS efforts.

If you'd like to take part in this collaboration and connect your marketing team with ours, [please fill out this short form](#).

Compliance

Get to Know the Compliance Knowledgebase

The [CRMLS Compliance Knowledgebase](#) is a collection of guides, reference materials, and FAQs available on the [CRMLS Compliance website](#). Search or browse by topics to find answers and instructions for your most common inquiries.

This month we're highlighting the "[Auto Sold Listing FAQs](#)". Did you know that when a listing's status is changed to Active Under Contract (U) or Pending (P), the listing Agent is required to enter an Estimated Close of Escrow Date (Estimated COE Date)?

If the listing's status is not updated within five (5) calendar days of the Estimated COE Date or the Estimated COE Date is not extended, the CRMLS Matrix platform's Auto Sell feature will automatically change the listing's status to Auto Sold (S*). Failure to update your listing within two (2) days after the Estimated COE Date has passed will result in an MLS rule violation.

Courtesy notices are sent by email 14 days prior to, 7 days prior to, 1 day prior to, on the day of, 2 days after, and 5 days after your Estimated COE Date.

Note: This rule no longer comes with a warning. Therefore, upon issuance of the last courtesy notice, a citation will be issued if the listing is found to be in Auto Sold status.

[View the Broker Report in full to read more!](#)

Enhancements & Products Corner

Upcoming Product Webinars

[Join our June webinars to gain insight on products available to you!](#)

Paragon

The latest system updates:

- [May 7 - Includes user experience improvements in Paragon Connect.](#)
- [May 20 - Enhancements to tours and open houses, reverse prospecting, custom search criteria, and more.](#)

Did You Know?

The [CRMLS YouTube page](#) is constantly updated with webinars and instructional videos about how to use every facet of the MLS, from navigating systems to making the most out of our various product offerings. Whatever your need, there's a quick video waiting for you.

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.



[909.859.2043](tel:9098592043)

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