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PRESS RELEASE

5 Largest Multiple Listing Services in Alabama will Provide More Listing Data to Subscribers.

Alabama – On Wednesday, August 1, 2018, the Baldwin County MLS, Greater Alabama MLS, Gulf Coast MLS, Montgomery Area MLS and North Alabama MLS announced a new partnership that will help agents reach over multiple MLS markets to better serve their clients. These 5 multiple listing services are partnering with the National Association of Realtors® real estate technology, Realtors® Property Resource, to activate the RPR View technology to allow agents to see listing data from these 5 MLSs within their own native system via the RPR program.

One of the main drivers to changes in the Multiple Listing Service (MLS) is overlapping market disorder. That is a condition whereby large numbers of agents and brokers are members of multiple MLSs and the data overlaps. Aside from the duplicate fees, CMAs become a nightmare when agents need to pull comps in multiple markets. Of course, different documents, different lockboxes, different showing solutions, etc. all add to the painstaking complexity of agents operating across more than one MLS. With this new partnership between the Baldwin County MLS, Greater Alabama MLS, Gulf Coast MLS, Montgomery Area MLS and North Alabama MLS to help relieve some of these stresses for brokers and agents.

By utilizing the Realtors Property Resource (RPR) agents in these cooperating MLSs are able to research properties almost nationwide. The advantages to the program include solving overlapping market disorder, allowing agents in contiguous markets to create comprehensive reporting, and it does not come at an additional cost.

Beginning August 1st, agents in these markets will have access to listings available by REALTORS® in these cooperating MLSs. RPR View™ is broken down into "On Market" and "Off Market" listings and allows you access to this data outside of your normal visible market area.

The Baldwin County MLS, Greater Alabama MLS, Gulf Coast MLS, Montgomery Area MLS and North Alabama MLS make up five of the largest MLSs in the state of Alabama covering 23 counties. REALTORS® live by a strict code of ethics and are members of the National Association of REALTORS®.

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