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Council of Multiple Listing Services

CMLS eLert

This eLert is designed to update you on current activities from the CMLS offices and related industry organizations. If you have suggestions for this eLert or would like to submit an article, please call the CMLS offices at 919.459.2070, 8 a.m.-5 p.m., ET, Monday-Friday.

Blues Skies Ahead for MLS Consumer Web Sites

Marilyn Wilson, Founding Partner, WAV Group

Many MLSs around the country have built full-featured consumer-facing Web sites for their local region allowing consumers to access the most current and comprehensive listing information with no sales pressure. Until now, there was no way for a consumer from Los Angeles to know there was a terrific MLS-sponsored site in Orlando.



Through a brainstorm between the CEO's of three of the largest and most progressive MLSs, David Charron (MRIS), Jim Harrison (MLSListings) and Bob Hale (HAR), a new concept called the [MLS Cloud](#) was born. The MLS Cloud is a directory of MLS Consumer Web sites around North America representing nearly 500,000 agents.

The new site makes it easy for a consumer to mouse over the map of North America and find a consumer Web site for the region in which they are interested. It also makes it really easy to look at multiple markets if the consumer is considering relocation.

An exciting new feature was recently launched that provides local market snapshots for each of the participating MLS regions using [Clarus MarketMetrics](#) data. The consumer simply clicks on a link to the market they are interested in and the site displays median home price and sales trends. The consumer can also click on a link and receive a comprehensive, yet easy to understand [overview](#) of the market.

August 2009

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Sept. 30-Oct. 2

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2009 CMLS Business Partners

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[Clareity Consulting & Clareity Security](#)

[Courthouse Retrieval System](#)

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[HomeFinder.com](#)

[iHomefinder.com](#)


Local Area Market Report
Maine Market Report July 2009
Source: Maine Association of REALTORS®
July 2009 Quick Facts:

- The median price of existing single-family homes *decreased* to \$165,000 down 3% vs. June 2009
 - Existing single-family home sales *decreased* -8.3% from June 2009 for a July total of 1,062
 - Condos *decreased* in price to \$169,200 down -7.6% vs. June 2009
 - Existing condo sales *increased* 10.8% in July over June 2009 for a total of 102
- [Click here for full report with local city data](#)

If you would like to add your MLS Consumer web site to the MLS Cloud you can contact anahi@har.com and she will be happy to add you to the site.

Annual Conference Set To Impress

CMLS Lake Tahoe

September 30 - October 2

We are excited about the overwhelming response to CMLS 2009. We have already met our minimum room block and we have over 250 registrants for the event.

Hotel Registration

There are plenty of rooms available at the Embassy Suites Host Hotel and all standard rooms are still \$159 per night. Please contact us if you have had any difficulty. If you have not yet registered for the event, hurry. You may register for the conference and book your room online via www.CMLS.com or call 530.543.2119 for hotel reservations.

Conference Agenda

Speakers have been invited and a more informative agenda will be posted by the end of next week. Please check the website regularly for more information. www.CMLS2009.com.

We intend to explore our industry from a multitude of Perspectives. We have an aggressive list of topics and issues that face all MLSs at this time. But the education will not only be delivered from the stage. With an expected 350+ registrants, we know that there will be an enormous amount of experience and knowledge in the audience, as well as on the stage. Therefore, your Perspective will be equally important in forming the discussions. Be prepared to provide data on a snap shot of your own market: What percentage of your inventory is distressed? What are your thoughts on Government Access to MLS data? and more. The program will be very interactive, though for those of you not interested in public speaking, you will not be required to make any speeches and you will not be called on to address the assembly.

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2009 Board of Directors

We look forward to seeing you in Tahoe. If you have any questions or have any difficulty in reserving your hotel room. Please contact us directly at NNRMLS 775.823.8838 or write to amie@nnrmls.com.

Amazing Lake Tahoe

>Lake Tahoe is the highest lake of its size in the United States and the largest alpine lake in North America.

>Lake Tahoe is as long as the English Channel is wide with the width of Tahoe being half again as wide as San Francisco Bay.

>With one dispersion of Lake Tahoe's water, the State of California would be completely covered to a depth of 14.5 inches.

>The Panama Canal (700 feet in width and 50 feet in depth) could be filled by Lake Tahoe's water and extend completely around the earth at the equator, with enough remaining in the lake to fill another channel of the same width and depth running from San Francisco to New York.

>An average 1,400,000 tons of water evaporates from the surface of Lake Tahoe every 24 hours, yet this drops the lake level only one-tenth of an inch.

>If the water that evaporates from the lake every 24 hours could be recovered, it would supply the daily requirements of a population of 3,500,000 people.

>Lake Tahoe's water is 99.9% pure. The water is so clear that a 10 inch white dinner plate would be visible at 75 feet below the surface.

>There are 63 tributaries draining into Lake Tahoe with only one outlet at the Truckee River.

>Lake Tahoe never freezes due to the constant mass movement of water from the bottom to the surface. In February 1989, Emerald Bay froze over for the first time since 1952.

From the Nominating Committee

Watch your Inbox for information about the upcoming Board of Directors elections. There are multiple openings and your vote is needed.

Ballots to be distributed next month and results will be announced at the conference in Lake Tahoe.

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