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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 contact the CMLS offices by Emailing info@councilofmls.com or calling 919.459.2070, 8 a.m.-5 p.m., ET, Monday-Friday.

CMLS Fields MLS Operations Benchmarking Survey

by Marilyn Wilson, WAV Group

In September 2009 the Council of Multiple Listing Services (CMLS) and WAV Group reached out to the entire MLS community for the second year to gather insights about a variety of elements of MLS operations. The goal of the survey was to provide each MLS with a benchmark to compare its operation to. When considering the addition of new services or programs, MLSs throughout North America can refer to the report to help evaluate service offerings relative to MLSs around the country.

The survey was completed by 115 MLSs around North America representing approximately 750,000 REALTORS®. The respondents represent a diverse sample of geographies and sizes.

The insights shared foreshadowed many of the risks and opportunities facing MLSs over the next several years.

Click [HERE](#) for Survey Results- under NEWS on the right hand side

New MLS Appraisal Tool Announced

On Nov. 5, 2009, RMLS of Minnesota, Inc. and CRT announced that they will partner along with LiveValuation LLC of San Diego California to provide free/open source MLS Appraisal Tool to MLS Industry.

The Regional Multiple Listing Service of Minnesota, Inc. (RMLS) and the Center for REALTOR® Technology (CRT) are partnering to develop an MLS integrated tool to assist appraisers in completing the required Uniform Residential Appraisal Report (URAR Form 1004). Appraisers will have improved functionality directly through any MLS database for query, display, analysis, editing, and import to residential appraisal form software.

Ed Newman, RMLS IT Director, initiated the partnership and

November 2009

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Upcoming Events

[2010 CMLS Conference](#)



CHICAGO

Sept. 29 - Oct. 2, 2010

www.CMLS2010.com
coming soon!

2009 CMLS Business Partners

[Blue Dasher Technologies](#)

[Bridge Interactive Group, LLC](#)

[Clareity Consulting & Clareity Security](#)

[ClosingCorp](#)

[Courthouse Retrieval System](#)

[Diverse Solutions](#)

[DynaConnections Corp.](#)

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[Evans Media](#)

[Falcon Technologies Corp.](#)

[FBS Data Systems](#)

[Filogix Limited Partnership](#)

[First American CoreLogic Inc.](#)

development of the tool after attending an appraisal education and MISMO presentation by John Cirincione, Director of Business Development for JVI Solutions. According to Cirincione, most MLS systems specialize in REALTOR® tools, requiring appraisers to buy a third party appraisal forms tool or to create their own solutions. "Ed and I agreed that we wanted to do something to help fill the need," said Cirincione.

"It didn't make sense to me that no one had addressed a very significant need in our industry that could easily be satisfied at a reasonable cost by using RESO and MISMO standards," said Newman. He developed the specifications for an open source code appraisal forms tool that will connect to MLS systems using the Real Estate Transaction Standard (RETS). Appraisers belonging to an MLS that adopts the tool will be able to more efficiently run reports and output comparable data to their desktops in MISMO and Adobe® PDF formats.

[More information](#)
[Regional MLS of Minnesota](#)
[Center for REALTOR® Technology](#)

Legal Aspects of Social Media

Excerpted from Privacy Solutions' November newsletter- by Darity Wesley

Here's a cocktail fact for you - did you know that social media has taken over pornography as the #1 activity on the Internet? You probably participate in at least one type of social media, a website that is based on participation and user-generated content, in some form personally and/or professionally.

With all of this incredibly accessible information and ability to interact, have you noticed how the borders between our public and private lives are blurring? Do you ever wonder whether or not to post a cute family photo to share with your network of family or friends? How about expressing your real opinion about someone or something? These are good questions to stop and ask yourself before posting anything online. The best rule to follow is: Anything you post online is publicly available information that anyone in the world can access.

Business is adopting social media at a wild pace, particularly relationship-oriented industries like real estate. Unfortunately, home listings are getting spread around everywhere, which is not really a good thing, and there are few social media policies in place to protect both business and individual rights.

It is both a business and personal imperative to stay aware and alert about what you post online. Remember, once you post it you can't ever take it back, even if you crossed your fingers behind

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[Point2 Technologies, Inc.](#)
[Pranix Inc.](#)
[Property Panorama, Inc.](#)
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[ProspectsPLUS! Inc.](#)
[Proxio, Inc.](#)
[Quality Service Certification, Inc.](#)
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your back when you did.

Listing Syndication - Be Sure to Read the Fine Print

by Marilyn Wilson, WAV Group

During the CMLS conference there was a groundswell of concerns outlined about listing syndication. The discussion centered around the rights brokers may be giving up when they send their listings to third party websites. WAV Group went to school on the terms and conditions of several of the leading third party websites. The review was specifically focused on the rights to display, distribute and maintain listing data.

The study revealed that in some cases the broker is transferring the irrevocable, perpetual, non-exclusive, fully paid, royalty-free license to use, retain, transmit, copy, create derivative work of, sell, or distribute the broker's listing data to other parties or sub-licensees. Bottomline, brokers are giving away rights to their listings they may not be aware of.

We also learned that all third party listing sites are NOT created equal. REALTOR.com, for example protects listing data and broker contact information better than other third party sites.

WAV Group has researched this issue and produced a white paper on the topic that has been designed to help brokers ask the right questions before they syndicate their listings. [Click here to download.](#)

CMLS Elects Board Members and Officers

During the Sept. 30-Oct. 2 Annual Conference in Lake Tahoe, Calif., CMLS announced new officers and directors for 2010.

Melanie Blakeney, EVP - Commercial Council & MLS for the Memphis Area Association of REALTORS MLS in Memphis, Tenn., was elected to a one-year term as president. Also serving on the Executive Committee with Blakeney will be **Merri Jo Cowen**, CEO of My Florida Regional Multiple Listing Service, Orlando, Fla., president-elect; **Greg Manship**, CEO of the Intermountain Multiple Listing Service Inc. in Boise, Idaho, secretary/treasurer; and **John Mosey**, president of Regional MLS of Minnesota in St. Paul, Minn., immediate past president.

Elected as directors for three-year terms expiring in 2012 were **Monica Beck**, COO of the Northwest Multiple Listing Service in Kirkland, Wash.; **Bob Bemis**, CEO of Arizona Regional MLS in Tempe, Ariz.; and **Cathy Holefelder**, COO and IT Director of

[Roost Inc.](#)

[SEI- NAVICA MLS](#)

[SentriLock LLC](#)

[ShowingTime](#)

[Smarter Agent](#)

[Solid Earth](#)

[Strategic MLS](#)

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[Touchbase Real Estate](#)

[TrackMyFile.com](#)

[Trendgraphix, Inc.](#)

[Trulia](#)

[W&R Studios](#)

[WAV Group](#)

[WolfNet Technologies](#)

[Zillow.com](#)

[zipLogix](#)

2010 Board of Directors

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[Melanie Blakeney](#)
Memphis Area Association
of REALTORS MLS

PRESIDENT-ELECT

[Merri Jo Cowen](#)
My Florida Regional MLS

SECRETARY/TREASURER

[Greg Manship](#)
Intermountain Multiple
Listing Service Inc.

PAST PRESIDENT

[John Mosey](#)
Regional MLS of Minnesota

DIRECTORS

[Monica Beck](#)
Northwest Multiple Listing
Service

[Bob Bemis](#)

Arizona Regional MLS

[Art Carter](#)

MRMLS Inc.

[Kathy Condon](#)

MLS Property Information
Network Inc.

Heartland MLS in Leawood, Kan. **Art Carter**, CEO of MRMLS Inc. in Pomona, Calif., was elected to fill a two-year, unexpired director's term left vacant when Cowen was elected president-elect.

Directors continuing on the board for 2010 include **Kathy Condon**, president and CEO of MLS PIN in Shrewsbury, Mass., **Jay Gordon**, executive vice president of the Willamette Valley Multiple Listing Service in Salem, Ore.; **Tom Renkert**, information services director for MIBOR in Indianapolis, Ind.; **Anne St. Dennis**, manager-communications, industry relations and legal affairs of the Greater Montreal Real Estate Board in Ile des Soeurs, Quebec, Canada; and **Wes Wiggins**, vice president, MLS at the Tucson Association of Realtors in Tucson, Ariz.

Greg Robertson of W&R Studios in Costa Mesa, Calif. and **Marilyn Wilson** of WAV Group in Arroyo Grande, Calif., continue as business partner directors on the board.

[Jay Gordon](#)
Willamette Valley Multiple Listing Service

[Catherine Holefelder](#)
Heartland MLS

[Tom Renkert](#)
MIBOR

[Anne St. Dennis](#)
Greater Montreal Real Estate Board

[Wes Wiggins](#)
Tucson Association of REALTORS
MLS

BUSINESS DIRECTORS
[Greg Robertson](#)
W&R Studios

[Marilyn Wilson](#)
WAV Group

Quick Links

[CMLS Web site](#)

CMLS Welcomes New Members

CMLS membership continues to grow. The following companies have become CMLS members in last 60 days:

Regular Members

- Corpus Christi Association of Realtors- Corpus Christi, TX- Josh Ellington
- So. Indiana Realtors Association- Clarksville, IN- Suzann Slayton
- Southwest MLS Inc.- Albuquerque, NM- Michael Bustamante

Business Partner Members

- Falcon Technologies Corp.- Coquitlam, BC, Canada- Paul Stusiak
- HomesFindMe.com- Pensacola, FL- Benjamin Charles
- KMT Software- Cambridge, MA- Steve Allen
- MDA Lending Solutions- Wilmington, DE- John Gilligan
- Property Panorama, Inc.- Mentor, OH- Mark Howery
- RealtyTrac Inc.- Irvine, CA- Larry Spencer
- rEstimation, Inc.- Lee's Summit, MO- Chad Cloward

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