

MLS Expert Panel Presentation – Key Takeaway: Local Services Build Successful MLS's

November 17, 2016

SDAR convened a panel of experts for members on November 14 to provide information and answer questions about the future of Sandicor – your local MLS. SDAR President Cory Shepard moderated the panel with experts providing first-hand accounts of the member impacts of MLS consolidations in other parts of the state. The most common theme voiced by the experts was the importance of understanding local customer needs and how consolidation limits customer service and threatens local control of member's data.

"While there are MLS consolidations happening, there are limitations with consolidations. The software is the easy part - the hard part is making sure the customer gets the attention and focus they need."

Victor Lund – WAV Consulting

"In today's world, the software is just in a box and anybody can open the box. The key is really staying sensitive to the needs of the customer – those brokers and agents that rely on the service."

Jim Harrison – MLS Listings

"When you consolidate, you lose your autonomy and, from the research we have done, we know it's important to stay close to your customers and understand their needs."

Annie Ives – The MLS/CLAW

"We are very-much in favor of "data-shares" and would like to see them statewide."

Cory Shepard – SDAR President

Member Survey Results

2016 SDAR President Cory Shepard reported on a recently completed 1,900-plus survey of member brokers and agents representing small, medium and large firms across San Diego County. Key findings from the survey about the kind of data and services members want include:

- **82% of members said their clients didn't have interest in buying or selling properties outside of San Diego County.**
- **79% of members said the MLS should be an aggregator of data and should NOT compete with broker or association tools and service offerings.**
- **70% of members reported they rarely, or never, use data from outside San Diego County.**

Update on NSDCAR & PSAR lawsuit –

Key takeaway: *Protecting members' data and business*

On October 24, the North San Diego County Association of REALTORS (NSDCAR) and Pacific Southwest Association of REALTORS (PSAR) filed a lawsuit to dissolve Sandicor, which is the region's MLS. SDAR General Counsel Pete Solecki provided an update on the lawsuit and reiterated SDAR's commitment to protecting members' data and keeping the lawsuit from disrupting their businesses. The key points of the lawsuit include:

- NSDCAR & PSAR ask a judge to dissolve Sandicor – the local MLS service.
- NSDCAR & PSAR filed the lawsuit as part of their strategy to leave Sandicor and turn their members' data over to CRMLS.
- Although not named in the lawsuit, SDAR filed to intervene in the lawsuit to protect members' interest in the MLS system.
- SDAR is prepared to exercise the buyout clause, has requested a valuation of Sandicor, and will provide NSDCAR and PSAR their member data should they choose to leave.
- A decision on the lawsuit will most likely not be issued before the first quarter of 2017.

*The MLS Outlook is designed to share relevant trends and issues that could have an impact on your MLS and your business. We will continue to deliver information that answers the questions we are receiving from you, our members... What's REALLY happening with the MLS in San Diego? What does all this mean for your business? **It's time to join the conversation about your MLS.***