

## **The MLSListings Future Formula: Responsive. Evolutionary. Intuitive.**

by

**Myra Jolivet, Vice President of Public Affairs  
MLSListings Inc**

The words I use to describe the strategic intentions of MLSListings' future: responsive, evolutionary and intuitive, could be used to describe fine technology such as the latest software or mobile phone application. I do that because the qualities of fine, market-forward technology are those we embrace as we build our path to excellence in the real estate industry. We are aware of the national climate in the industry. We know there are known and unknown efforts to better the delivery of traditional MLS services; however, we use those discussions to police ourselves. The desire for better service and technology inspires and motivates us.

MLSListings is located in the heart of Silicon Valley. It is a good thing and a mixed blessing. The best and brightest technology professionals are all around us, but we also have to compete for them against the largest and most successful technology companies in the world. Our technology strategy is two-pronged; we build solutions in response to the needs of brokers and agents. At the same time, we work 24/7 to keep the data and the platform at optimum performance. Our best practices are based on benchmarking inside and outside of organized real estate in order to create 360 degrees of development, service and customer value.

Our marketplace is home to some of the highest priced real estate in the world. We also carry the distinction of being a coveted destination which further fuels our high home prices and acutely low inventory. The challenges of serving an intense market of high dollars, high demand and low supply, give birth to innovation and agility. In response to broker requests, we have recently launched an analytics solution called, Aculist Edge through Aculist, an MLSListings company. Aculist Edge is a business analytics platform that provides brokers with layers of real estate data, customized to their preferences; from market reports as snapshots, to analyses generated by zip codes, cities, and counties, to insights into office performance and top producers in their firm or another. We built this system with broker input to create top shelf responsiveness and an intuitive platform. As one broker told us, the tool thinks with you.

In order to build intuitively, it takes above average customer intelligence. In addition to surveys, call analysis and web feedback, we have created user groups for face-to-face, monthly tough love interaction. Representing seven REALTOR® associations and the five counties of MLSListings, brokers and agents meet with the vice presidents of product management, public affairs and the director of training to discuss the current system, their wish lists for enhancements and to share their experiences with our platform. Literally, hundreds of system changes have resulted from these meetings.

Fortunately, the brokers and agents of the Silicon Valley and coastal regions of Northern California have told us that they are proud of our service, and that conversations of MLS dissatisfaction don't apply to MLSListings. We like hearing that, but we won't rest on our laurels because of it.

The MLSListings philosophy is that the future is today, we are living it as we continue to evolve.