



## **NorCal MLS Alliance**

### **Talking Points**

**February 5, 2020**



Seven leading MLSs in Northern California continue to evolve their data sharing collaborative to ensure real estate professionals have the greatest access to MLS data in and near the areas they do business. By creating the NorCal MLS Alliance, real estate professionals and their clients have the most comprehensive access to listing data in Northern California.

As technology has improved, so has the ability for MLSs to share their listing data.

Within the NorCal MLS Alliance, a real estate agent does not need to belong to multiple MLSs to list and sell properties outside their MLS geographic areas. The advancement in technology allows for real estate agents to sign into their local MLS system to enter listings and to search data covering 22 Northern California Counties.

The NorCal MLS Alliance covers the following counties: Alameda, Amador, Contra Costa, El Dorado, Marin, Mendocino, Merced, Monterey, Napa, Nevada, Placer, Sacramento, San Benito, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma, Stanislaus and Yolo.

As more and more MLSs sign on to the NorCal MLS Alliance, the MLSs served by the Alliance will continue to grow and benefit those real estate professionals who list and sell in participating counties.

#### **NorCal MLS Alliance Benefits Include:**

- Access to more listing data.
- Eliminates the need for multiple MLS memberships.
- Better listing data standardization.
- Greater security of data.
- Serving a population of more than 8 million people.
- Covering more than 20,000 square miles and 22 counties.
- MLS data accessible to over 60,000 real estate professionals.
- Expanded reach stretching from the Bay Area to Northern California's Central Valley, to the crest of the Sierra Mountains.
- More than 10 years of successful data sharing and cooperation amongst 7 MLSs.
- More than 10 years of Co-Op leased Keys into other MLSs without having to join another MLS within the NorCal MLS Alliance.
- Maintain customized MLS and local business rules.
- Maintain local governance of your MLS.
- Maintain support from local experts with knowledge of unique marketplace conditions and practices.
- Join one MLS, have access to data from all member MLSs, including an offer of cooperation and compensation. Serving the Counties of Alameda, Amador, Contra Costa, El Dorado, Marin, Mendocino, Merced, Monterey, Napa, Nevada, Placer, Sacramento, San Benito, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma, Stanislaus and Yolo.