

Local REALTORS® Join Statewide Multiple Listing Service

The Yosemite Gateway Association of REALTORS® and the Mariposa Board of REALTORS® recently announced that we joined calREDD™, the statewide Multiple Listing Service (MLS). We expect calREDD™ to be available to our members in January 2010. calREDD™, an acronym for California Real Estate Dynamic Data, embodies the long-term vision of creating one database for all California real property with advanced technology that goes beyond current MLS systems.

calREDD™ provides a great opportunity for our members as well as for our buyers and sellers. We are in a rural area with nearby associations that are either currently using calREDD™ or will be shortly. Now, with calREDD™, our agents will be able to access detailed information on listings in our area that are listed by our members as well as those listed by members of Fresno, Madera, Merced, Mariposa, and other associations that are part of the calREDD™ family.

Helen Temps, president of the Mariposa County Board of REALTORS®, said, “We are a small board, and we want to make sure that we provide our members with a product that not only is cost-effective but also user-friendly. calREDD™ is both. It is our sincere belief that we will be able to better serve our clients and fellow REALTORS® by joining forces with this statewide MLS.”

The statewide MLS will allow brokers and agents to access the statewide data through any participating association of REALTORS or MLS. To date, associations of REALTORS® and MLS's around the state representing more than 120,000 members have recognized the importance of a statewide MLS and have either joined calREDD™ or signed a statement of intent to participate in this critical endeavor.

“The leadership teams of Mariposa and Yosemite Gateway associations have realized the benefits of a statewide MLS,” said Mike Silvas, CALMLS chairman. “By agreeing to join calREDD™, members will have access to the data they need in a timely and efficient manner, and access to all statewide property listings.”

calREDD™ has been created by the California Association of REALTORS® (C.A.R.) in response to member demand and frustration with the current MLS environment in California. C.A.R. has heard repeatedly from its members that the current MLS environment is technologically outdated, inefficient, and too costly and does not adequately support the members in serving the needs of their clients and businesses.

calREDD™ will provide one complete and innovative property information and MLS solution. The calREDD™ system will consist of one database for California REALTORS® (and other users) to input and search all California real property, regardless of property location, type, or status. Some of the features will include:

- One database constructed to open the door to more options and innovation in-user interfaces (the front-end look and feel of the software) from a variety of vendors.
- Choice of user interface will give system users new control over their MLS experience.
- Users will be able to more easily create custom applications.
- One feed for Internet Data Exchange (IDX) and Virtual Office Websites (VOW), without having to reconcile listing data from multiple sources.
- One set of rules.
- One MLS orientation.
- One MLS to input and search listings.
- World-class technology solutions commonly available in consumer applications.
- Neutral browser and platform so that the system may be accessed with each individual user's browser and system of choice.
- One source for all real property information (“property-centric”), regardless of the property’s status or location within California.

By property-centric, this means the calREDD™ vision is to capture all California real property records regardless of status. Imagine a database accessible to all California REALTORS® that contains every piece of real property with volumes of rich detail associated with each property. This vision won't happen overnight, but it will happen, and we think that California REALTORS®, through calREDD™, should be the ones to make it happen.

Beverly Scott, President

Yosemite Gateway Association of REALTORS®

www.ygaor.com – Your Gateway to Real Estate