



Want to know more about the new Southern Missouri Regional MLS?

We are creating the new Southern Missouri Regional MLS and we would like to tell you more about it and invite you to participate with us in the *Creation Workgroup*, which meets on February 8th, 2013 in Springfield.

We are adapting the nickname of SOMO REGIONAL MLS. When you take a first glance at the words, you see

“so more”. We see this regionalization project meaning SO MUCH MORE for our members. We are banding together to create one bigger and better regional MLS service that will provide top-notch data and technology to our REALTORS® and consumers.

The following eight leading associations have agreed be part of the creation process so far and we welcome other REALTOR® associations to attend our next meeting, February 8, 2013.

1. Tri-Lakes Board of REALTORS® (Branson, MO)
2. Greater Springfield Board of REALTORS® (Springfield, MO)
3. Ozarks Gateway Association of REALTORS® (Joplin, MO)
4. Southwest Missouri Board of REALTORS® (Monett, MO)
5. West Plains Board of REALTORS® (West Plains, MO)
6. Ozarks Board of REALTORS® (Bolivar, MO)
7. Newton-McDonald County Board of REALTORS® (Neosho, MO)
8. Ozark Trail Board of REALTORS® (Houston, MO)

Why are we doing it? Consistent data, lower fees, more features and benefits are just a few of the common goals we share. With larger number of participants we can make this happen. We have raised some capital and we are fortunate to have hired Kevin McQueen of Focus Forward Consulting to handle the facilitation of our goals. This is the only way and the time to achieve the anticipated results. The group’s staying power increases as the number of associations and members increases.

What’s unique about our approach and business model? REALTOR® associations have steered away from regional MLSs mainly because of concerns about a loss of control, money and value or identity. We invite you to join us to create a business plan that works for you and your leadership. We will use the “wholesale model”, where each association sets its own local MLS fee, while leveraging the group’s collective buying power – the benefit of having the strength of thousands of members as you contract for the best services and technology available. Each association, regardless of size gets a seat at the Board of Directors. This is a unique opportunity that will not likely be offered again if you do not participate in February 2013. For those who participate, all associations will be given an opportunity to become a Founder – shareholder, who are the charter members of the new organization.

See other side for more information

Our governance and policies will also be developed by the Creation Workgroup. In addition to the meeting on February 8th (which you and up to 2 other representatives are invited to observe), there will be 2-3 meetings of the Workgroup in March – May 2013, if you choose to continue moving forward with us.

We will be hosting an informational conference call on Friday, February 1, 2013 if you wish to listen in on the update. However, we will need to know if you are interested in participating.

Have questions? Don't miss the opportunity to be part of so much more...

- We will be hosting an informational conference call on Friday, February 1, 2013 if you wish to listen in on the update. However, if you are interested in participating, you must send an e-mail to info@southernmissourimls.com by January 30, 2013 to let us know.
- Reach out to one of the Creation Workgroup chairs and let us know you're interested:
Jessica Hickok (Springfield) jessica@gsbor.com or
Jon Holloway (Branson) jon@gerkenandassociates.com
- Or contact our consultant direct – kevin@kevinmcqueen.com

We look forward to discussing the opportunities further with you!