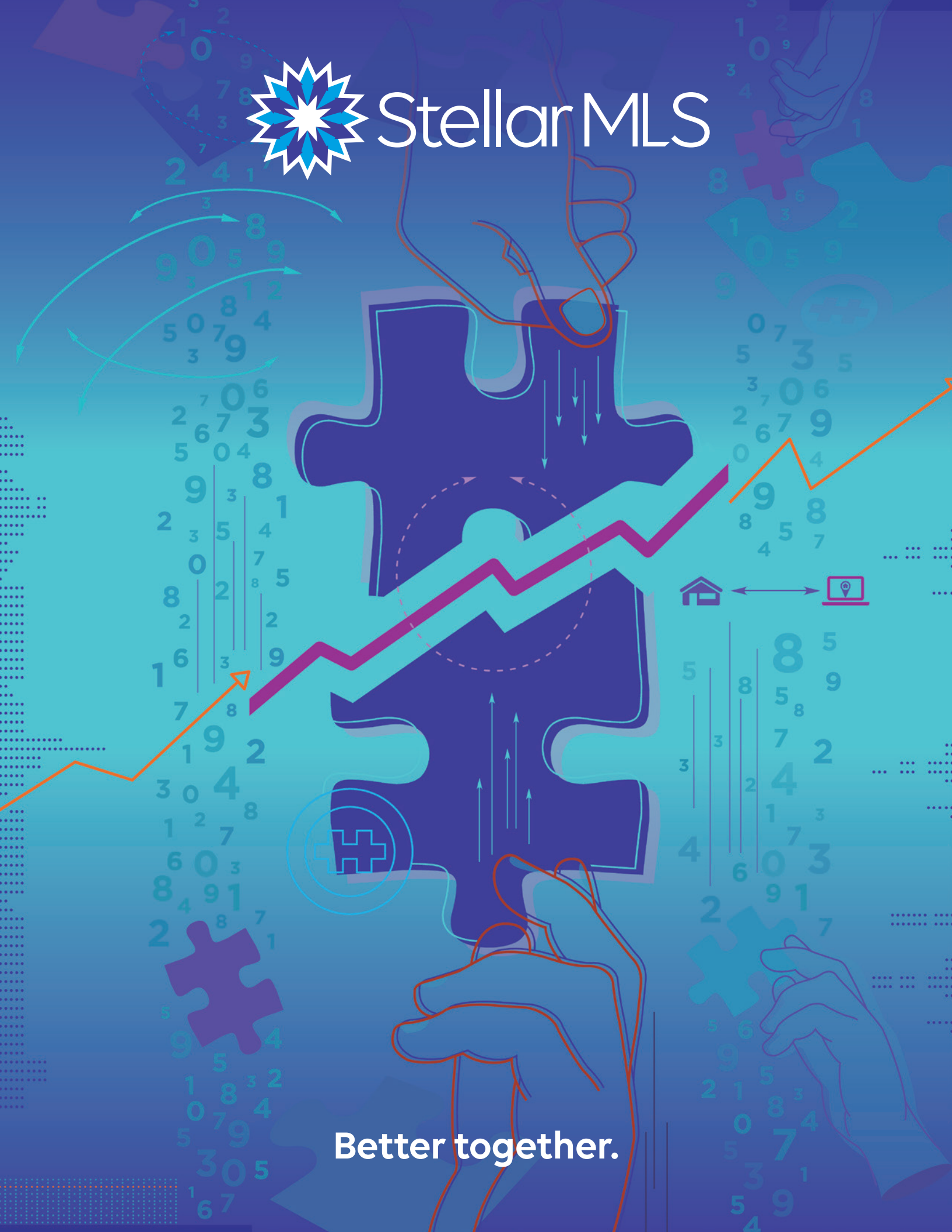




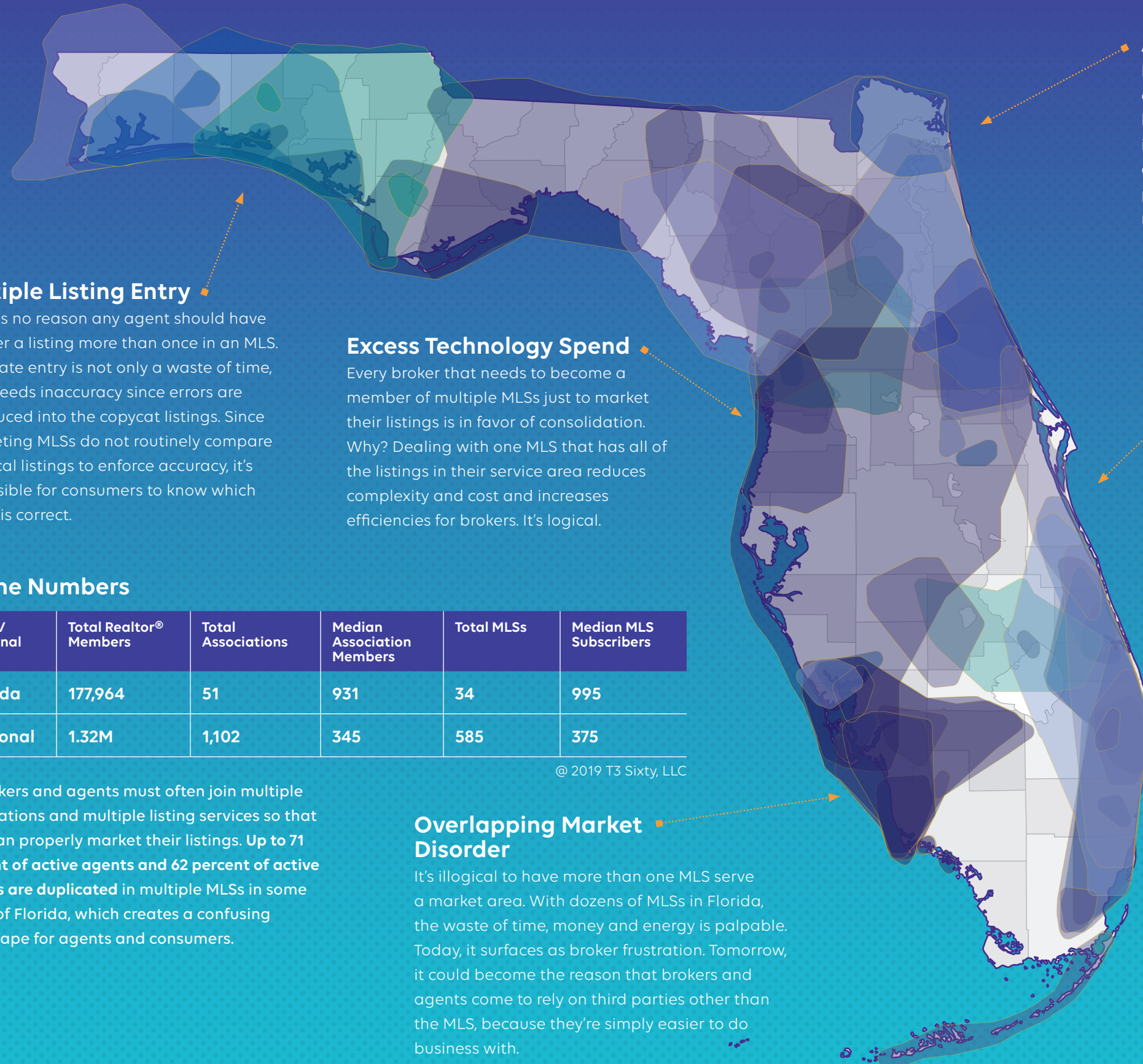
# StellarMLS



**Better together.**

# Every time a broker or an agent has to deal with multiple MLSs to do business, we all lose.

177,000 brokers and agents in Florida depend on the MLS every day. Let's work together to give them the edge they need and change this map for the better.



## Multiple Listing Entry

There is no reason any agent should have to enter a listing more than once in an MLS. Duplicate entry is not only a waste of time, but it feeds inaccuracy since errors are introduced into the copycat listings. Since competing MLSs do not routinely compare identical listings to enforce accuracy, it's impossible for consumers to know which listing is correct.

## Excess Technology Spend

Every broker that needs to become a member of multiple MLSs just to market their listings is in favor of consolidation. Why? Dealing with one MLS that has all of the listings in their service area reduces complexity and cost and increases efficiencies for brokers. It's logical.

## By the Numbers

State/ National	Total Realtor® Members	Total Associations	Median Association Members	Total MLSs	Median MLS Subscribers
Florida	177,964	51	931	34	995
National	1.32M	1,102	345	585	375

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► Brokers and agents must often join multiple associations and multiple listing services so that they can properly market their listings. **Up to 71 percent of active agents and 62 percent of active listings are duplicated** in multiple MLSs in some parts of Florida, which creates a confusing landscape for agents and consumers.

## Overlapping Market Disorder

It's illogical to have more than one MLS serve a market area. With dozens of MLSs in Florida, the waste of time, money and energy is palpable. Today, it surfaces as broker frustration. Tomorrow, it could become the reason that brokers and agents come to rely on third parties other than the MLS, because they're simply easier to do business with.

## Agents at Risk

Every time a consumer calls an agent, and the agent doesn't have the answer about a listing down the street because it's in another MLS, the agent's value is diminished. Every MLS should empower agents with the best data available, instead of putting walls in the way that prevent agents from knowing more about what's on the market than the consumer.

## Data Sharing Solves Nothing

The concept of data sharing, where competing MLSs enable each other's members to see the data in their respective systems, does not resolve conflicting rules, multiple listing entry or market overlap. Data sharing is a panacea that has enabled MLSs to avoid consolidation for the benefit of brokers for far too long. Brokers and agents cooperate every day to sell real estate. MLSs should do so too.

## Conflicting and Confusing Rules

Multiple MLSs operating in a single service area means that brokers and agents must navigate rulesets that can conflict. What's correct in one MLS may not be permissible in the other, leading to pain and frustration — and wasted energy and money.

## Listing Duplication is Silly

In some areas in Florida, as many as seven out of 10 active listings and agents are duplicated in overlapping MLSs. There's no question that this wastes the time, money and energy of brokers and agents. If you operate in a market that is served by multiple MLSs, allow Stellar to help you make the transition to a single MLS and watch your member satisfaction soar.

# Stellar MLS offers simply stellar MLS Service.

No matter the size of your association, you can count on Stellar MLS to deliver state of the art MLS service, while you remain in control of your destiny.

## **Finances that work.**

With Stellar, every association can protect their bottom line while offering state of the art MLS service. You're always in control of how you charge for MLS service. What's more, you will still handle lockboxes and other Realtor services through your association, ensuring that you continue to have a robust revenue stream even as you outsource your MLS service to Stellar.

## **Autonomy that empowers.**

Stellar is in the business of providing first class MLS service to agents and brokers, which means that local staff will always be needed to handle association business. Since shareholders also serve as local service centers, associations are powerful partners in determining how Stellar MLS operates on their behalf.

## **Branding that matters.**

As the third largest MLS in the country with a reputation for service and innovation, you can count on the Stellar brand to enhance your association's brand. Everything we do is designed to add value to your operations, so that your members appreciate the power of your association.

## **Data protection that counts.**

Stellar's infrastructure and deep bench of listing data experts means that your listings will be protected from unauthorized use or syndication. Brokers can trust Stellar to look after their data, so that they can do more with it to market their listings and run their businesses with accurate analytics.

## **Service that makes customers happy.**

A state-of-the-art support center and first-rate training and top of the line MLS technology means that agents and brokers can get down to business and get help when they need it. Our goal is to free associations from the cost and burden of providing MLS service, while enhancing their reputation as a trusted partner.

**Everyone wants to leave a legacy. What will yours be?**



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