

# TALKING POINTS FOR BROKERS

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Imagine an MLS without data boundaries.

## The Situation

More than half of California's MLSs don't share data with each other. Some MLSs share only partial feeds. Or they use different systems that are hard to use and don't present the listings in the same way, making it difficult for agents to do their jobs.

For brokers, this means becoming a member of multiple MLSs if you serve a large territory. You may also have to aggregate data from multiple MLSs for your website, and follow different display rules to comply with regulations from different entities.

- It's technically possible for every MLS in California to share data – politics and history are in the way.
- Every licensed California real estate agent has the right to sell real estate anywhere in the state – whether they can access the local MLS or not.
- It's costly for brokers when they are forced to be members of multiple MLSs – for every MLS they must join, they have to allocate training and technology dollars to deal with the data.

## The Facts

- The reason brokers have to be members of multiple MLSs is due to politics and history, not technology.
- Data sharing allows MLSs to preserve their leadership, rules and infrastructure, while facilitating the businesses of brokers and agents everywhere.
- Data sharing gives brokers and their agents a competitive edge, because it allows practitioners to see all the proprietary listing data in a given market.

## What You Can Do

- Visit **ItsMyBusiness.me** to learn more.
- Speak up on social media.
- Contact your association and MLS leadership to let them know the current state of affairs is NOT acceptable.



**It's My Business**

Visit **itsmybusiness.me** to learn more and get involved.