



Bay Area Real Estate Information Services, Inc.

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FOR IMMEDIATE RELEASE

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**Seven MLSs create the largest
MLS Data Share in Northern California**

*New data sharing arrangement expands listing information to 70,000 agents in
21 Northern California Counties*

Northern Calif. (September 15, 2008) – The three MLSs in the San Francisco East Bay Area today announced they are participating with major MLSs in Northern California in a program to exchange MLS data. The Bay East Association of REALTORS® MLS, the Contra Costa Association of REALTORS® MLS and East Bay Regional Data, Inc will be sharing MLS listing data with MLSListings Inc and with Quattro (an existing data sharing initiative that includes San Francisco Association of REALTORS® [SFAR], Bay Area Real Estate Information Services, Inc. [BAREIS MLS®] and MetroList Services, Inc. [MetroList®]). Together, these seven MLSs represent 70,000 real estate brokers and agents from 21 counties in Northern California.

The cooperative agreement takes advantage of the unique character and rich data found in each participating MLS. Real estate practitioners throughout this large area will be able to access any one of the MLS systems, enabling them to find property information across multiple market areas regardless of geographic boundaries. In addition to full reciprocal MLS access for users, the agreement allows each participating MLS to maintain separate databases that aggregate the data from all seven MLSs. Users who prefer to see all of the data in a single location can use one of the aggregated databases. They will no longer have to pay additional fees to access other MLSs. Brokers who maintain proprietary software systems for use by their agents will also benefit from the new data share. They will be able to download data from all of participating MLS's databases in a single data stream instead of downloading data from each MLS individually.

“Together with our neighboring MLSs, we look forward to giving agents and brokers access to high quality property databases at no extra cost. This data share will enable real estate professionals to provide more comprehensive and accurate information to their clients in the home buying and selling process” said Melrose Forde, President of the Bay East Association of REALTORS®.”

CCAR President, Moses Guillory noted, “The expanded access this agreement allows for is great news for Brokers/Agents and consumers alike. By cooperating, we are expanding the property search experience, yet at the same time, retaining the unique flavor that characterizes each of our distinct market areas and the consumers they represent.”

“We are thrilled to be part of such an important data sharing arrangement. EBRDI and the other MLSs involved in this initiative can now provide the very best listing information in a larger geographic area while still maintaining the highest level of superior local service, training and market knowledge which is paramount to our member's local success,” said Becky Tobin, President and CEO of EBRDI.

Brokers and agents will continue to obtain locally delivered services as they do now from their local MLS or MLS of their choice. The data aggregation and reciprocal access project is expected to be complete sometime in the first quarter of 2009.

(more)

About Quattro

Through an information-sharing agreement, San Francisco Association of Realtors, Bay Area Real Estate Information Services, Inc. and MetroList Services, Inc. provide live, real-time reciprocal MLS access to each other's systems. In addition, data is merged into a common data set in Quattro. Authorized individuals have the ability to directly access Quattro for a single, combined data feed offering operational efficiencies not possible before. Quattro provides real estate professionals with access to property listings in 15 California counties (El Dorado, Napa, Solano, Lake, Placer, Sonoma, Marin, Sacramento, Stanislaus, Mendocino, San Francisco, Yolo, West Merced, San Joaquin and North San Mateo) and more than 18 thousand square miles serving a population of 5.6 million people.

About Bay East Association of REALTORS®

Since 1947, the Bay East Association of REALTORS® has been providing MLS services to real estate professionals in Southern Alameda County. Agents, brokers and appraisers who belong to the Bay East MLS have access to comprehensive property information for homes in Castro Valley, San Lorenzo, San Leandro, Hayward, Newark, Union City, Fremont, Sunol, Pleasanton, Dublin and Livermore. Serving over 6,400 MLS users, the Bay East Association of REALTORS® offers, education programs, professional development, and emerging technologies that enable agents and brokers to provide quality real estate service.

About Contra Costa Association of REALTORS®

The Contra Costa Association of REALTORS®, located in Central Contra Costa County, has been serving its members since 1921. The central county includes the communities of Alamo, Blackhawk, Clayton, Clyde, Concord, Danville, Diablo, Lafayette, Martinez, Moraga, Orinda, Pacheco, Pleasant Hill, Rossmoor, San Ramon and Walnut Creek. The Association is dedicated to providing the most innovative and highest quality services, programs, and products to positively impact the success of its 4,000 members who provide real estate brokerage services to clients throughout the East Bay and beyond.

About East Bay Regional Data, Inc.

East Bay Regional Data is a California corporation owned by the Alameda Association of REALTORS®, the Berkeley Association of REALTORS®, the Delta Association of REALTORS®, the Oakland Association of REALTORS® and the West Contra Costa Association of REALTORS®. East Bay Regional Data resulted from the desire of professional real estate associations in Alameda and Contra Costa counties to provide their members with access to a broader market for listing and selling real estate by providing a single, centralized MLS system. East Bay Regional Data was incorporated in September 1991 and began to provide services to MLS subscriber members in April 1992. Through East Bay Regional Data, licensed real estate brokers, agents and appraisers receive on-line access to comprehensive listing information about current, pending and off market properties listed by other EBRDI Participants.

About MLSListings Inc.

MLSListings Inc formally launched in 2007 after considerable effort to consolidate the region's MLS systems. MLSListings is designed to more effectively meet the current and future MLS needs of the region's real estate professionals. Specifically, MLSListings provides a smart and simple solution to meet the challenges of conducting business across a large geographical area in which multiple MLS organizations with disparate rules, fee structures, and procedures inhibit the manner in which brokers and agents can effectively meet the needs of homebuyers. MLSListings formally acquired RE InfoLink and Central Valley MLS in 2007 and continues to work with neighboring MLS providers to enhance service to its customers. MLSListings represents nearly 20,000 MLS subscribers. MLSListings is governed by the brokerage community, and owned by Santa Clara, Santa Cruz, Silicon Valley, San Mateo, Monterey, Watsonville, San Benito and Central Valley associations of REALTORS®.

About Bay Area Real Estate Information Services, Inc. (BAREIS MLS®)

Bay Area Real Estate Information Services, Inc. was created on October 22, 1997. The organizations that founded BAREIS are the Marin Association of REALTORS®, Napa Association of REALTORS®, Northern

Solano Association of REALTORS®, Solano Association of REALTORS® and the Sonoma County Multiple Listing Service. The Mendocino County MLS joined the effort in 2001, and the Coastal Co-op MLS in 2005. BAREIS MLS® now serves approximately 10,200 members in five counties, including Marin, Mendocino, Napa, Solano, and Sonoma.

About MetroList Services, Inc. (MetroList®)

Headquartered in Sacramento, MetroList Services, Inc. is the largest multiple listing service in Northern California. Formed in 1985, MetroList is 50 percent owned by the California Real Estate Brokers, Inc. and by the Sacramento Association of REALTORS®, Placer County Association of REALTORS®, El Dorado County Association of REALTORS®, Lodi Association of REALTORS®, and the Yolo County Association of REALTORS®. MetroList acts as a seamless real estate information network serving more than 20,000 real estate professionals in seven counties, including El Dorado, Merced, Placer, Sacramento, San Joaquin, Stanislaus and Yolo.

About San Francisco Association of REALTORS® (SFAR)

The San Francisco Association of REALTORS® was founded in 1905. It antedates both the National Association of REALTORS® and the California Association of REALTORS® and was active in the formation of both of these organizations. SFAR provides sophisticated business-related products and services to its more than 4,500 REALTOR® members in San Francisco and North San Mateo County.

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