

January 2012

Is our MLS system changing?

Our contract with the current MLS vendor, CoreLogic MarketLinx, will expire in November 2012. To ensure that the Austin/Central Texas Realty Information Service (ACTRIS) offers the best possible MLS system for our members, the ACTRIS Advisory Committee is considering alternative systems.

Why would we consider changing MLS systems?

Over the past two years, member input in [surveys](#) has shown dissatisfaction with our current Multiple Listing Service (MLS) system, MLXchange. One of our Association's priorities is to deliver a robust MLS system that meets the needs of our members and offers modern business tools for your success. To ensure that we meet this goal, the ACTRIS Advisory Committee is evaluating various MLS system options.

What systems are being considered?

After reviewing a variety of MLS products, the ACTRIS Advisory Committee has selected three potential MLS systems:

- connectMLS, provided by dynaConnections;
- Fusion, provided by CoreLogic MarketLinx; and
- Matrix, provided by CoreLogic MarketLinx.

Is Fusion our new MLS system?

Fusion is one of three MLS systems being considered by the ACTRIS Advisory Committee. ABoR served as a [beta-test site](#) for the development of Fusion, and ACTRIS subscribers have access to this system as a result of this partnership. The ACTRIS Advisory Committee has not selected a MLS system or provider at this time.

How were the three potential systems chosen?

We are taking this decision very seriously. In early 2011, the ACTRIS Advisory Committee worked with real estate industry expert **Gregg Larson** of Clarity Consulting to analyze member input, survey results from the past 12 months, financial analysis and request for proposals (RFP) from five MLS vendors. Fusion, the next-generation MLS product from CoreLogic MarketLinx, was included in this analysis and served as benchmark for comparison.

After considering system functionality, usability and capacity to meet the member priorities identified in the [2011 MLS satisfaction survey](#), the committee identified three systems as potential candidates: connectMLS (dynaConnections), Fusion (CoreLogic MarketLinx) and Matrix (CoreLogic MarketLinx). The solution we bring to you must have a proven record of customer satisfaction and technical success.

Who chooses our next MLS system?

The ACTRIS Advisory Committee is a group of 13 REALTOR® members charged with leading MLS initiatives. As REALTORS®, the committee understands first hand how critical the MLS is to your business, and they work hard to ensure that the MLS is an effective, accurate tool to promote cooperation among Association members. This committee will make a recommendation to the

ABoR Board of Directors, who will make a final decision for the membership. You can find a list of the [2012 committee members](#) and [ABoR Board of Directors](#) on Abor.com.

What is the MLS evaluation timeline?

For the past several months, ABoR has worked with the vendors to load MLS residential data into the potential systems so that our members have an opportunity to preview each product. From January to mid-March, all ACTRIS subscribers will have the opportunity to test the systems hands-on, attend a product demonstration and provide feedback. A brief timeline can be found below. More details are available [online](#).

- October 2011: Vendor finalists selected
- November–December 2011: MLS residential data loaded into finalists' systems
- January–March 2012: REALTORS® evaluate MLS systems
- March 2012: ACTRIS reviews member feedback; System selection

The ACTRIS Advisory Committee will make a final recommendation to the ABoR Board of Directors by the end of March 2012.

Will I be able to try the systems being considered?

Yes! From January to mid-March 2012, all MLS subscribers will be able to test connectMLS, Fusion and Matrix. The ACTRIS Advisory Committee [wants your feedback](#) on these systems, so please take advantage of this exciting opportunity to preview the potential MLS platforms. connectMLS and Matrix will be available as demo sites, so you can familiarize yourself with the look and feel of these systems. Please keep in mind that the demo sites will not offer the system's full functionality. Visit the [MLS vendor review page](#) on Abor.com to access these systems with your MLS username and password.

Beginning in January, ABoR will be conducting two weeks of system demonstrations at various locations so you can view the full functionality of each MLS product. To register for a product demonstration, please visit the Events page of the [MLS Vendor Review website](#).

How does ABoR use member input when making MLS vendor selections?

To begin this process, the ACTRIS Advisory Committee reviewed the results of the [2011 MLS satisfaction survey](#) conducted by Clarity Consulting. Nearly 900 members completed the survey. In terms of rating the current MLS system, only 58 percent of respondents rated MLXchange "Excellent" or "Good" overall. Given these satisfaction levels, the ACTRIS Advisory Committee is evaluating possible alternative systems to ensure members' needs are served.

The survey feedback indicated that the following MLS functions were priorities for our members:

- speed;
- accuracy;
- usability;
- cross-platform capability;
- the ability to jump back and forth between multiple pages;
- uploading multiple photos at once during listing maintenance;
- wireless/mobile MLS access; and
- automatic save during listing maintenance.

The committee also reviewed a [report on member feedback](#) gathered from the [Fusion Task Force](#). This task force participated in the development of Fusion and worked with the product team for over a year. These findings indicated that 83 percent of task force members believe Fusion would benefit the general membership, while 85 percent thought “Fusion should be a contender” among other MLS systems being considered by the committee.

Over the past year, the committee reviewed a variety of MLS products, ultimately selecting three that have the potential to best meet our members’ needs. Choosing between these systems is an extremely important task, and ACTRIS needs your help.

All MLS subscribers currently have [access](#) to the three systems being considered so that you can help the committee determine which platform is the best option for our membership. Help ABoR stay members first, member-driven by sharing your feedback about the system that works best for your business. The MLS vendor review survey will be available on Abor.com in January. We hope you’ll take advantage of this opportunity to play an active role in the decision-making process. Member input will be an important consideration for the ACTRIS Advisory Committee when making a final decision about our next MLS provider.

Is ABoR listening?

We’re listening 100 percent. In response to member feedback, we’ve worked to bring you cross-browser friendly MLS solutions, mobile-friendly MLS tools and we’re working to revamp **AustinHomeSearch.com** to arm you and your property listings with more visibility. ABoR’s Board of Directors and the ACTRIS Advisory Committee are made up of REALTORS® who struggle with the same frustrations as you do. Your satisfaction is our mission, and we’re working as hard as we can to ensure that your needs are met.

If we switch systems, how will I know how to use it?

Your MLS support team will provide ample training opportunities once a final decision has been made.

To learn more about the vendor review or speak with an ACTRIS Advisory Committee member, contact ABoR Member Services Administrative Assistant Kate Mack at kmack@abor.com or 512-454-7636.