



## Dulles Area Association of Realtors

Presented by  
David Charron  
October 2017



So....why change?

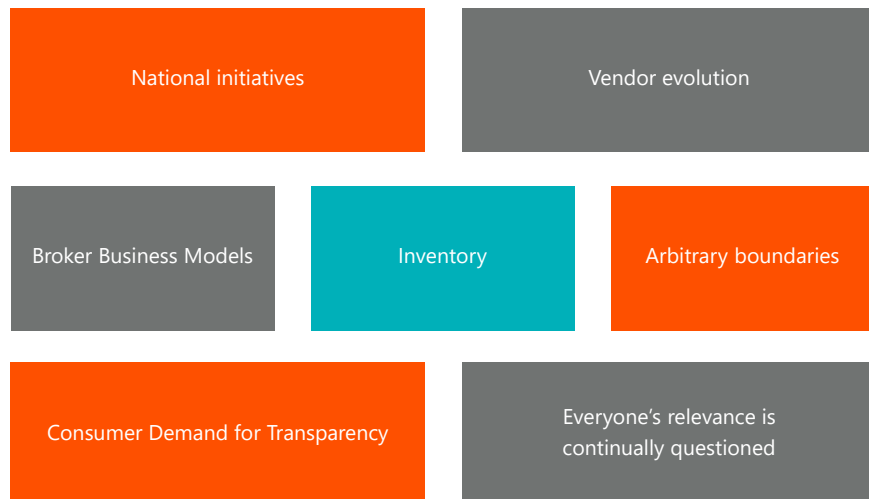


### MLS consolidation drivers

- Consumer access to information
- Arbitrary boundaries
- Rapid pace of technology
- Industry seeking solutions
- Brokerage firms of all sizes
- Economies of scale

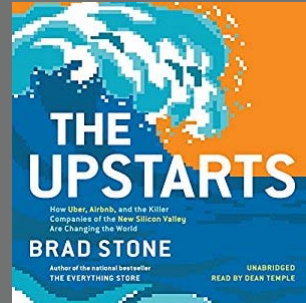


### Rogue Waves or Seismic Shifts?

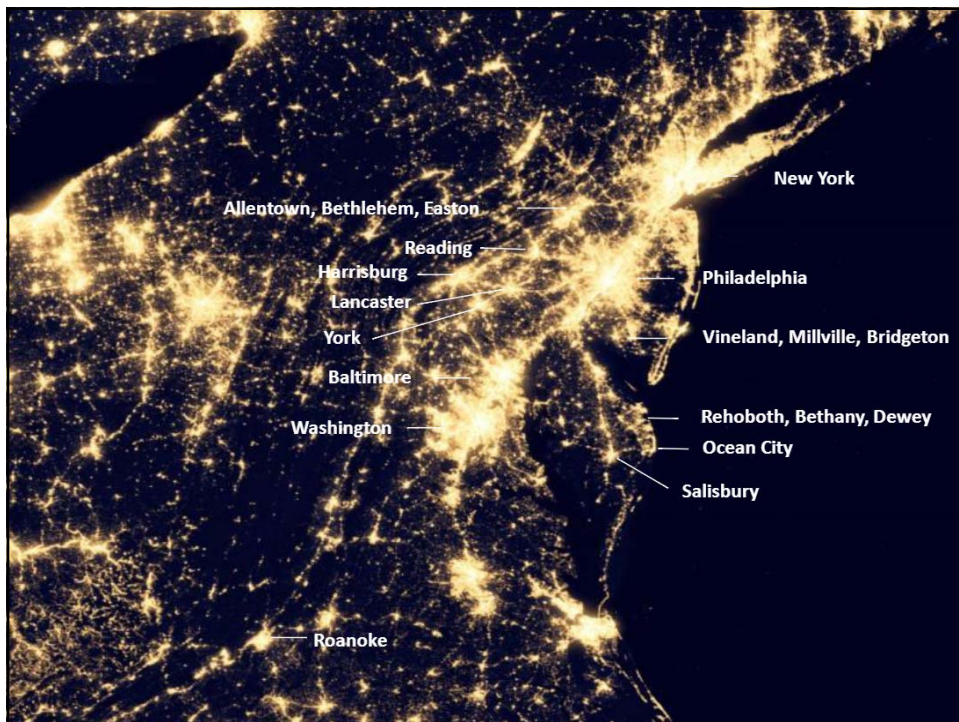


## UpStart

1. A newly successful person
2. A person who has recently begun an activity, become successful and does not show proper respect for older and more experienced people or for the established way of doing things



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## Every journey starts with the first step



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Lots of steps. A lot of them

- A very different type of merger
- Meetings and more meetings
- Technology, product and service integration
- Approvals, lots of approvals
- Stand up the new company
- Wind down and spin up
- Negotiate and re-negotiate
- Loads of decisions
- Trust



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## Consensus

The two organizations commit to merging, assuming an agreement can be reached on all key facets of a merger, and due diligence is successfully completed.

Selective MLSs be invited to participate in the formation of the new entity.

The shareholders are consulted, included and kept informed throughout the formation process.

The organizations integrate the vision and core philosophies into the fabric of the new entity.

Both organizations enter into a non-binding consolidation agreement.

The two organizations move forward immediately following the consolidation agreement to form, publicize and fund an "innovation" group.

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## Overview

43

Visionary Associations

6 states &  
D.C.

### Stakeholders

Association  
Broker  
Agent  
Staff  
Consumer

Association Owned  
Primarily Broker  
Governed  
Agent Driven

For Profit

It's a start!

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## Bright MLS 2017

6 states plus D.C.

40k sq mi

9M listings

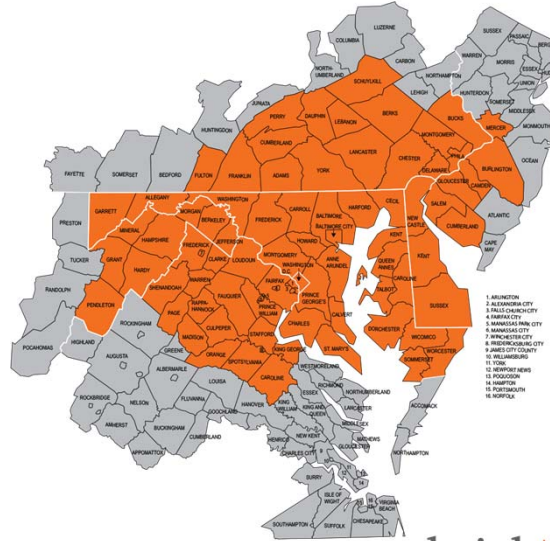
12M property parcels

85k subscribers

20M consumers

\$85B volume

43 associations



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For the rest of year...time will  
move abit more slowly...but  
not much

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## On-boarding through Q1 2018



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## So what happens next?

55-41-35  
 No duplicate fees  
 More geography  
 Integrated product(s)  
 Localization  
 Minimal disruption  
 DAAR owns smaller piece of larger company  
 Dividends\*  
 CY2017 hitting our targets  
 Government affairs grants  
 Broker Rewards for pristine listings  
 \*not guaranteed



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## Buyers Estimated Closing Cost

Load Save E-mail Print Preferences Preview Help RESET

Auto-fill from Address Auto-fill from Listing Id

Buyer Name:

Sale Price:  \*Required

Property Address:

Municipality:  \*Required

County:

School District:

Condo:

Number of Units:

Loan Type:

Down Payment:  \*Required

Number of Mortgages:  \*Required

Mortgage Type:

Mortgage Amount:  \*Required

Mortgage Term:  years \*Required

Interest Rate:  % \*Required

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res ACT C/S Recent Searches

Criteria Map Results

2 of 5000+ Checked 0 All None Page 1

Map

380 Greenleaf Rd, York, PA 17406

Most Recent Listing  
1000791581 RES ACT 07/19/17  
2 bd 1/1 ba 0.09 ac \$149,900  
1618 sqft 64/64 CDOM/DOM  
School Distr: Central York

Public Records  
36-000-04-0438-00-00000 Residential  
1 Story Row/Twnhse/Cluster Bed/Bath: 2.2.1  
Asmt: \$122,620 Taxes: \$3,207 Sale Date: 12/11/2007  
Acres: 0.0890 Lot Dim: Sale Price:  
Int Sqft: Owner: SPARROW MARK E

Lot Dimensions

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Ruler  
Legend  
Google

Map data ©2017 Google 200 ft Terms of Use

Actions Refine Save Carts

Criteria Email Print CMA Directions Stats Export Showing Time

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Criteria Map Results

2 of 5000+ Checked 0 All None Page

Map

390 Greenleaf Rd, York, PA 17406

No Picture Available

**Public Records**  
36-000-04-0439-00-00000

**Residential**

Asmt:	\$130,050	Row/Twnhse/Cluster	Bed/Bath:	2.2.0
Acres:	0.2382	Taxes:	\$3,401	Sale Date:
Int Sft:		Lot Dim:		09/01/1993
		Owner:	WEITKAMP CONNIE S	

Lot Dimensions

Parcel Disclaimer Ruler Legend

Map data ©2017 Google 200 ft Terms of Use

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Speed bar! Click ? for examples Recent Searches

To Public Records search

Criteria Map Results

Previous Next 1 of 1 Checked 0 All None Page One-Line display Display Agent 360 Property Report at 1 per page

7037 Sleepy Hollow Rd, Harrisburg, PA 17112 West Hanover Twp Tax ID 68-006-005-000-0000

Public Records Tax History Sale & Mortgage Flood Report Most Recent Listing History

View Comparables

Ritzie Village

Sleepy Hollow Rd

Map data ©2017 Google

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**Summary Information**

Owner:	Grudi	Property Class:	Vacant
Owner Address:	7035 Sleepy Hollow Rd	Annual Tax:	\$22,554

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[www.mlsroundtable.com](http://www.mlsroundtable.com)



Change is loyal to no one.  
Innovation that benefits agents  
Brokers cooperate. Why can't MLSs?  
If we could start over, what would MLS  
look like?

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