

From: david@4dmiller.com [mailto:david@4dmiller.com]
Sent: Saturday, October 22, 2005 2:07 AM
To: ATR-Real Estate Workshop
Cc: cvangorp@cbormls.com
Subject: MLS

The MLS is a cooperative, broker-to-broker offer of cooperation and compensation that help both brokers and customers buy and sell homes. It is not a public utility, nor should it be.

The beauty of the MLS is that it allows real estate brokerages of every size to compete on a level playing field. It gives all of us access to an inventory of property listings that we are able to show and sell to our clients.

If you are representing a seller, it helps you get exposure exponentially for your listings. There is a buyer for every property. The problem is that without MLS it would be extremely difficult to match up buyers and sellers.

As a listing broker, competition is extremely fierce. Sellers bargain fiercely for the best menu of services in marketing their property in order to maximize their net return. You list a home at a price for a 60 or 90 day period. At the end of that time there a dozens of brokers ready to step into your shoes in the event the property has not sold. Any investment you have made in advertising and promotion is lost. It costs a lot of money and time to get these listings and the MLS gives us the framework to share this info. We are willing to share this info with our fellow realtors to perform our duty for our sellers of obtaining the best possible price for his property. This listing information is a result of my own hard work of seeking out all the bits and pieces of information on a property, measuring, taking pix to show property features, advising seller what needs to be done to limit liability and get the best return.

As a buyer agent, you have clients that have specific needs. Close to schools, walking distance of church, horse property, a place to park the RV, handicap accessible are only a few of the things driving the purchase of a property. MLS allows us the framework to seek out just the right property.

The MLS doesn't discriminate. All MLS members are treated equally, regardless of their size or their business model, and yet the rights of property owners and their listing brokers are respected. The rules of the MLS achieve a delicate balance between respecting the rights of listing brokers so they will continue to be willing to contribute their inventory of listings and permitting cooperating brokers the ability to show those listings and be assured of receiving compensation if they bring about a successful sale.

David L Miller, Realtor®, e-PRO, ABR, GRI
Broker/Salesman
RE/MAX Boone Realty
33 E Broadway, Suite 200
Columbia, MO 65202
Cell: 573.639.1555 Office: 573.876.2847 Fax: 573-234-4713
Missouri Licensed Broker
I do Virtual Real Estate at www.Dave247.com