**For Immediate Release**

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**COUNCIL OF MULTIPLE LISTING SERVICES ANNOUNCES SOURCEMLS**

Providing Timely and Verified Listing Information for Real Estate Professionals and Consumers.

Morrisville, NC September \_\_\_, 2013 --The Council of Multiple Listing Services (CMLS), a Washington nonprofit corporation (CMLS), has announced a new program called sourceMLS™ for multiple listing services (MLS), brokers, agents and others for use on electronically displayed listings of real estate for sale, rent or lease. The sourceMLS™ program sets forth guidelines that require listing information to come from an MLS or approved source and be refreshed every 24-hours, among other things.

CMLS developed this program to help real estate professionals and consumers know that when viewing sourceMLS™ listings, or visiting sourceMLS™ websites, the listing information comes from reliable and approved sources who comply with the program standards and guidelines.

“Technology has changed both the business of real estate and the way people shop for it. The Internet has become the number one source of information for people when looking to buy a home, and therefore the number one way that REALTORS® market their listings,” says Greg Manship, immediate past president of CMLS. “With literally millions of real estate related websites out there, it is hard to know how much of the information shoppers find is truly reliable. The sourceMLS™ program and ‘badge’ were designed to help consumers weed through the clutter to find the information they need and want and identify the real estate professionals who care enough to refresh the property listings daily.”

Participation in sourceMLS™ is available to organizations with an active membership in CMLS, and other organizations approved by CMLS as content publishers, that meet all of the other criteria (Qualified Content Publisher) as put forth by the CMLS.

Additional information about the sourceMLS™ program, including the criteria for displaying the sourceMLS badge on an individual listing or website that includes multiple listings can be found at www.sourceMLS.org.

About CMLS

CMLS was formed in 1957, as the Northwest Council of MLS. The three founding members of Northwest Council recognized the need to share ideas, service models and management concepts. CMLS’ goal is to provide facilitation of practical information and cutting edge management ideas to empower members (and their constituents) to meet the challenges of changing technology, legal issues, and organizational structures. For North American MLS Professionals, CMLS is the only information-sharing organization that is solely dedicated to strengthening the MLS industry. Visit *www.councilofcmls.org* for more information.

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**About sourceMLS™**

In mid 2013, the **Council of Multiple Listing Services (CMLS)**, introduced a new program called **sourceMLS™** for multiple listing services (MLS), brokers, agents, and others for use on electronically displayed listings of real estate for sale, rent or lease.

The sourceMLS™ program and badge were developed to distinguish the online real estate listing information that comes from authorized CMLS member organizations and their Realtors® from less reputable sources. In this way, online real estate shoppers can confidently rely on that the information’s timeliness.

Only CMLS members and their Realtors® who agree to the sourceMLS™ licensing terms of use can display the badge on their online listings. Those terms provide that

All listing information displayed comes directly from the MLS or an approved source

The listing information must be updated at least every twenty-four (24) hours

* The source of the listing information must be identified
* The date/time the listing database was last updated must be displayed
* All of the source listing information is displayed without modification
* The website where the information is displayed is a CMLS-approved website

Participation in sourceMLS™ is available to organizations with an active membership in CMLS, and other organizations approved by CMLS as content publishers, that meet all of the other following criteria (Qualified Content Publisher) as put forth by the CMLS.

Additional information about the sourceMLS™ program, including the criteria for displaying the sourceMLS badge on an individual listing or website that includes multiple listings can be found at www.sourcemls.org.

**About CMLS**

CMLS was formed in 1957, as the Northwest Council of MLS. The three founding members of Northwest Council recognized the need to share ideas, service models and management concepts. The mission of the organization is “To successfully act as the premier forum and resource for Multiple Listing Service associations.”

CMLS’ goal is to provide facilitation of practical information and cutting edge management ideas to empower members (and their constituents) to meet the challenges of changing technology, legal issues, and organizational structures.

For North American MLS Professionals, CMLS is the only information-sharing organization that is solely dedicated to strengthening the MLS industry.

Visit *http://www.councilofmls.com/members/* for a full list of member organizations.

**NEWSLETTER ARTICLES - REALTOR® AUDIENCE**

*These articles are written for use by CMLS member organizations to promote the SourceMLS™ program to their members.*

**Manage your online credibility with sourceMLS™**

In the overwhelmingly digital business world today, your online credibility can make or break your business. This is why making sure your current and potential clients have access to timely up-to-date listing information is imperative to your success.

Have you had trouble with incorrect information feeding into your site from sources that you do not control? Many real estate professionals have had to deal with frustrated clients who access information by shopping online real estate sites only to find the listings are out-of-date, show old pricing, have invalid information or are no longer on the market. This can reflect poorly on the REALTOR® – even if the information is being pulled from a source they have no control over.

The Council of Multiple Listing Services (CMLS) has a program–sourceMLS™–that can help REALTORS® maintain their credibility and drive consumers to their official listings. The sourceMLS™ program includes a “badge” developed to assure your customers that your listing information has been supplied by a Multiple Listing Service (MLS) member REALTOR® and thereby will be displayed and maintained according to the program’s listing standards.

The reason sourceMLS™ works is because the standards set for participating in the program require REALTORS® and brokers to use information received either directly from an MLS or an approved source that complies with the standards, refresh the listing with any updates, modifications or status changes at a minimum of every 24-hours, and only display the information on acceptable real estate information sites or services.

Help Your Clients Trust the Information They Get Online!

* sourceMLS™ lets you know that listings and sourceMLS™ websites provide information that has been supplied directly from the multiple listing service (MLS) or CMLS approved source.
* sourceMLS™ listings are refreshed at a minimum of every 24-hours
* sourceMLS™ listings are only displayed on approved real estate websites
* sourceMLS™ is good for your clients – and great for managing your credibility in the online space.

# # #

**Trust the timeliness of information your clients see**

In many areas, it really is a buyers’ market – with offers on the table within days, and in some cases within hours of a property being put on the market. How many clients are frustrated with finding a property online, only to find out the price has changed, or even worse – it has already been sold or taken off the market?

So, how do you make sure you service your buyers in the most timely and efficient manner? One resource you can add to your tool kit is the sourceMLS™ badge.

sourceMLS™ is a program started by the Council of Multiple Listing Services (CMLS) designed to differentiate your real estate information as being from an MLS or other approved source with information that is refreshed at a minimum every 24-hours, and found only on approved real estate sites. Only REALTORS® with CMLS member organizations or others approved by CMLS are eligible for the program, giving them a leg-up over online competitors. By prominently placing the sourceMLS™ badge on your website listings, you demonstrate to consumers that your information is the most up-to-date available on the Internet. The sourceMLS™ program and badge has been developed to help you know that when viewing sourceMLS™ listings or visiting sourceMLS™ websites, the listing information has been supplied directly from the multiple listing service (MLS).

**What’s Behind the Badge**

Only participating real estate brokers and agents can use the sourceMLS™ badge and the badge may only be displayed on approved sites. That means if you see the badge, the information comes from an MLS or other approved source and meets the standards for maintaining and refreshing the information for the associated listings.

**Help Your Clients Trust the Information they Get Online!**

When your clients see the sourceMLS™ badge, they know that you care about providing them with current MLS information through trustworthy online websites and services.

Let sourceMLS™ help you inspire the consumer confidence that lets you make the sale!

# # #

**Administrative Tasks Affecting Your Ability to Be Productive?**

Do you spend time verifying information and confirming the validity and or credibility of where it came from?

Don’t let the day-to-day administrative tasks of running a business cut into the valuable time that could be used signing new clients or researching potential partnerships. sourceMLS™ can help free up your time and allow you better manage your day-to-day business activities.

sourceMLS™ is a program started by the Council of Multiple Listing Services (CMLS) to verify the source of listing information as well as to ensure it is the most up-to-date information available on the internet.

**Build Your Credibility by Giving Clients Information from the Most Credible Sources Online!**

sourceMLS™ lets you know that listings and sourceMLS™ websites provide information that has been supplied directly from the multiple listing service (MLS) or approved sources.

sourceMLS™ information complies with the guidelines and has not been modified.

Real estate brokers and agents participating in the sourceMLS™ program agree to refresh their listing databases at a minimum of every 24-hours, keeping the information as up-to-date as possible.

**Help Your Clients Trust the Information They Get Online!**

Only REALTORS® with CMLS member organizations are eligible for the program, giving them a leg-up over online competitors. By prominently placing the sourceMLS™ badge on your website listings, you demonstrate to consumers that your information is the most up-to-date available on the Internet.

# # #

**NEWSLETTER ARTICLES - CONSUMER AUDIENCE**

*These articles are written for use by CMLS member organizations and REALTORS® to promote the sourceMLS™ program to consumers in their communities.*

**Buyers: Trust the Information You Get Online**

Buying a home is major life event and can be stressful. Finding the right real estate professional is key to making your experience positive and successful. With so many real estate agents to choose from, many find this a difficult decision to make – especially with so much information available to buyers from real estate websites.

There are many ways you can ensure you select the agent that will best meet your needs. Referrals from family members and friends can be helpful, and checking with the better Business Bureau is always a good option.

Still, trusting the credibility of the information you get from real estate websites can be a source of frustration. Many buyers who access information by shopping online real estate sites find the listings are out-of-date, show old pricing, have invalid information or are no longer on the market.

Real Estate agents now have another tool in their kit to help ensure you have access to good listing information. The Council of Multiple Listing Services (CMLS) has a program–sourceMLS™– that can help you be confident that the information you get from your REALTOR’s® website is the freshest available online.

The sourceMLS™ program includes a “badge” developed to inform buyers that the listing information has been supplied by a Multiple Listing Service (MLS) member REALTOR® who has agreed to meet strict guidelines for maintaining the listing information online.

**Trust the Information from sourceMLS™!**

sourceMLS™ lets you know that listings and sourceMLS™ websites provide information that has been supplied directly from the multiple listing service (MLS) or approved agency.

sourceMLS™ listings are required to be refreshed every 24-hours.

Listings displaying the sourceMLS™ badge can only be found on approved real estate websites.

Look for the sourceMLS™ badge and feel confident in the online listing information you find.

# # #

**Selling Your Home? Be Confident Your Online Listing Information is Up-to-Date**

In many areas, it really is a buyers’ market – with offers on the table within days, and in some cases within hours of a property being put on the market. This is great news for sellers, but the process can be greatly impacted if the listing information is not the most up-to-date available. Many sellers are frustrated when an offer is made, only to find out the potential buyers don’t have the right price or up-to-date information.

There is a way to make the process is as smooth as possible. With sourceMLS™ -- a program started by the Council of Multiple Listing Services (CMLS) – sellers can be confident that the real estate professionals managing their listing keep your property information updated so that prospective buyers are seeing the information you want them to.

The sourceMLS™ program includes a “badge” developed to assure both buyers and sellers that the listing information has been supplied by a Multiple Listing Service (MLS) member REALTOR® who has agreed to meet the standards and guidelines set forth by the program.

The reason Source MLS™ works is because participating real estate brokers and agents are required to use only MLS or approved listing information, refresh their listings at a minimum of every 24-hours and only display the listing via approved real estate websites and services.

The sourceMLS™ badge prominently placed on a website listing lets you feel confident that the information is being maintained to standards set by the CMLS.

**What’s Behind the Badge**

Only participating real estate brokers and agents can use the sourceMLS™ badge. Requirements for use include directly, promptly and completely enter information about their listings into their local MLS. They are also required to update their listings within 24 hours whenever there are changes, such as changes in price and status.

# # #

**The Open House Dilemma**

Have you ever shown up at a property you thought was having an Open House to find that the date advertised on the Internet was wrong, or even worse, that the address was incorrect and you ended up at a home on the opposite side of town?

This unfortunate experience can be avoided when you get real estate listing information displayed with the sourceMLS™ badge. The sourceMLS™ badge is part of a program developed by the Council of Multiple Listing Services (CMLS) to identify real estate information from participating REALTORS®. Only REALTORS® who are members of participating Multiple Listing Services are eligible to participate in the program.

The reason Source MLS™ works is because participants are required to use listing information from their MLS or other approved source, refresh their listing information daily, and only display that information on approved real estate websites.

**Know Before You Go**

Before you go to your next open house, verify the information about the listing by looking for the sourceMLS™ badge on the sites you visit.

# # #

**Real Estate Shopping by Laptop, Tablet or SmartPhone**

Technology has changed the real estate shopping experience from the selection of a REALTOR® through the close of the sale. Among the many ways that people now search for their next homes is to use on-line websites to gather information about what’s available and at what price. Being able to search online sites is easier than ever with laptops, tablets and smartphones, but how do you know the information you are getting is correct?

The Internet can be a great tool for gathering information about the local real estate market. However, often you’ll get information from a website “aggregator” that merely pulls information from other sites – sites whose info may be old or just plain wrong. These sites can confuse you and take your real estate shopping spree on an unwanted sidetrack.

**Trust the sourceMLS™ Badge**

You can avoid these mishaps by looking for the sourceMLS™ badge on the sites you visit. This symbol tells you that the information on that website is maintained by a participating REALTOR® who knows the value of timely and up-to-date information.

The sourceMLS™ badge is a symbol only available to REALTORS® who

* Are members of an Multiple Listing Service (MLS) that belongs to the Council of Multiple Listing Services (CMLS).
* Agree to refresh the listing information every 24-hours.
* Display their listings on approved real estate websites.

You know when you see the sourceMLS™ badge, that the listing information meets national standards and is information you can trust.

Next time you are shopping online for real estate, look for the sourceMLS™ badge.

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**Instructions for Using Press Release Templates**

* Determine the news outlets you wish to target to publish your information.
* Research the name and email address of the reporter and/or editor responsible for the section or segment where you’d like your information to appear. (Typically this will be the business section for larger publications and the main editor for smaller publications).
* Contact the reporter or editor and inquire as to how they prefer to receive press releases and the deadline for having the information to them for publication.
	+ In most cases, email is the preferred manner and instructions how to do this are outlined below.
	+ For larger media outlets published daily, you can typically send the press early the morning the day prior to publication. For weekly publications, the deadline could be the week prior.

**Personalize the Press Release**

* Open the template you wish to utilize and save it on your computer with a unique file name.
* Insert your company logo at the top of the page in the header field (center the image).
* Insert your business contact information in the bracketed information at the top of the page. Remove the brackets after inserting your personal information.

[John Smith]

[ABC REALTY, CO.]

Ph. [202.555.1212]

Fx. [202.555.1234]

Em. [john@abcrealty.com]

* Enter the name of your city, state and the date that you will send the release.
* Look throughout the document for any other fields highlighted by brackets. You need to supply your local information and remove the brackets.
* Save the file as an Adobe PDF file.

**Prepare for Distribution**

* Create a new email and insert the email address of the reporter or editor.
* In the Subject Line of the email type the words “FOR IMMEDIATE RELEASE:” and then insert the title of the press release.

Example: FOR IMMEDIATE RELEASE: STUDY SHOWS 50 PERCENT...

* Write a brief message outlining why you think this information is important for the news outlet to publish, why it is important for their audience, etc.
* Copy the content of the entire release from Microsoft Word and paste into the body of the email. (Don’t include your company logo in the body of the email. If you place it in the header field of the document, it won’t copy anyhow)
* Attach the PDF of the release along with any graphic files you would like them to include (your logo, SourceMLS™ badge, etc.).

**FOR IMMEDIATE RELEASE**

**[Enter Contact Name]**

**[BUSINESS NAME]**

**Ph. [###.###.####]**

**Fx. [###.###.####]**

**Em. [xxx@xxxxxx.com]**

**[YOUR NAME OR COMPANY] JOINS SOURCEMLS™ PROGRAM**

**New program helps REALTORS® and home buyers find the most**

**timely information available online.**

Your City, State, Date –[YOUR NAME] announced today that they joined the sourceMLS™ program through the [MLS NAME] Multiple Listing Service. The sourceMLS™ program is a product of the Council of Multiple Listing Services (CMLS), a Washington nonprofit corporation (CMLS), whose membership is made up of multiple listing services around the U.S. The sourceMLS™ program was developed to designate that the real estate listings comply with standards set by CMLS.

In order to participate in the sourceMLS™ program, REALTORS® may only display the sourceMLS™ trademark when the listing meets all of the criteria established by CMLS.

According to a recent study conducted by the National Association of REALTORS® and Google,

90-percent of homebuyers search online during the home buying process. “With the wide variety of only real estate resources available today, knowing which websites have the best information presents a real problem for both consumers and REALTORS®,” says [REALTOR OR BROKER NAME]. “The sourceMLS™ program includes a certification trademark or “badge” that participants can use to differentiate their websites as ones that have the most timely and up-to-date online information.”

REALTOR® participation in sourceMLS™ is available only to those who are members of a multiple listing service with an active membership in CMLS.

Additional information about the sourceMLS™ program, including the criteria for displaying the sourceMLS™ badge on an individual listing or website that includes multiple listings can be found at www.sourcemls.org.

About CMLS

CMLS was formed in 1957, as the Northwest Council of Multiple Listing Services (MLS). The three founding members of Northwest Council recognized the need to share ideas, service models and management concepts. CMLS’ goal is to provide facilitation of practical information and cutting edge management ideas to empower members (and their constituents) to meet the challenges of changing technology, legal issues, and organizational structures. For North American MLS Professionals, CMLS is the only information-sharing organization that is solely dedicated to strengthening the MLS industry. Visit www.councilofcmls.org for more information.

# # #

**FOR IMMEDIATE RELEASE**

**[Enter Contact Name]**

**[BUSINESS NAME]**

**Ph. [###.###.####]**

**Fx. [###.###.####]**

**Em. [xxx@xxxxxx.com]**

**STUDY SHOWS 50 PERCENT OF HOMEBUYERS SEARCH THE INTERNET FIRST**

Finding up-to-date and timely information problematic for many.

Your City, State, Date –[YOUR NAME] A recent study conducted by the National Association of REALTORS® and Google has found that homebuyers today research real estate the Internet as a first step in the home buying process. That study – The Digital House Hunt: Consumer and Market Trends in Real Estate (2013) ¬– provides key insights into the process consumers go through when shopping for a new home (source: http://www.realtor.org/reports/digital-house-hunt).

The pervasiveness of the Internet and the overwhelming amount of information there, however, can mislead consumers who don’t know how to distinguish legitimate listing information from outdated or simply wrong information that may be floating around the Web.

In order to provide a higher level of confidence for real estate consumers in our area, [YOUR NAME/COMPANY] has joined the sourceMLS™ program developed by the Council of Multiple Listing Services (CMLS). As a member of the [NAME] Multiple Listing Service (MLS), [YOUR NAME/COMPANY] is eligible to participate in this program that provides a trust mark or “badge” to use that assures the consumer that the listing information provided is the most up-to-date, and timely information available online.

In order to participate in the sourceMLS™ program, REALTORS® must agree to directly, promptly and completely enter information about their listings into their local MLS. They are also required to promptly update their listings whenever there are changes such as price and status.

Additional information about the sourceMLS™ program, including the criteria for displaying the sourceMLS™ badge on an individual listing or website with multiple listings can be found at www.sourcemls.org.

For more information on [YOUR NAME/COMPANY], please visit us online at http://www.xxxxxxxx.com, email us at xxx@xxxxxxx.com or call us at [###.###.####].

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**FOR IMMEDIATE RELEASE**

**[Enter Contact Name]**

**[BUSINESS NAME]**

**Ph. [###.###.####]**

**Fx. [###.###.####]**

**Em. [xxx@xxxxxx.com]**

**REAL ESTATE SHOPPERS AVERAGE 11 ONLINE SEARCHES PRIOR TO TAKING ACTION**

sourceMLS™ Can Help Speed Up The Home Buying Process.

Your City, State, Date – The Internet, coupled with mobile technology such as tablet computers and smart phones, has changed the way people today buy real estate. Ninety percent of homebuyers begin their search on the Internet, making timely and up-to-date online listing information essential for both buyers and the REALTORS® they rely upon (source: http://www.realtor.org/reports/digital-house-hunt). The sourceMLS™ program and trust mark or “badge” is one way that consumers can quickly and easily identify real estate information they can trust.

The sourceMLS™ badge on REALTOR® websites will enable consumers to quickly identify the best sources of real estate listing information, and thereby help them move forward faster toward their ultimate purchase.

[YOUR NAME/COMPANY] has joined the sourceMLS™ program and proudly displays the sourceMLS™ badge on our website listings. “As real estate professionals who work with the public every day, we understand the importance of trust,” says [NAME, TITLE]. “The sourceMLS™ badge prominently displayed on our site is evidence of our commitment to maintaining our home buyers’ trust in us and in the online information we provide.”

In order to participate in the sourceMLS™ program, REALTORS® must agree to directly, promptly and completely enter information about their listings into their local Multiple Listing Service (MLS). They are also required to promptly update their listings whenever there are changes such as price and status.

Additional information about the sourceMLS™ program, including the criteria for displaying the sourceMLS™ badge on an individual listing or website with multiple listings can be found at www.sourcemls.org.

For more information on [YOUR NAME/COMPANY], please visit us online at http://www.xxxxxxxx.com, email us at xxx@xxxxxxx.com or call us at [###.###.####].

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