

For those of you who were unable to attend the LCAOR Annual Meeting and see the demonstration of MRMLS (Matrix by Tarasoft), a brief background and summary follows.

In June 2010, over 1000 C.A.R. Directors attended the C.A.R. business meetings where they voted to approve the merger of calREDD with the Multi Regional MLS (MRMLS). The approval of this merger will create a new company that will be made up of both calREDD and MRMLS with the company name to be decided upon. It opens the door for the Lake County Association of REALTORS to select the software offered by MRMLS (Matrix by Tarasoft) or to stay with the calREDD system. The choice cannot be immediately made, but we expect options to be available within three to six months.

The Lake County Association of REALTORS (LCAOR) favored this merger and we received strong support from our fellow Region IV Directors who represent Associations from Northern Solano, Solano, Marin, North Bay and Coastal Mendocino. Many Region IV Directors expressed an interest in joining the new CalMLS especially with the approval of the merger. Given their interest we have opened discussions on the possibility of using our MLS to create a data share with our surrounding communities. Additionally we have asked MRMLS to open discussions of a data share with BAREIS.

At LCAOR's June 22nd Annual meeting MRMLS demonstrated the Matrix MLS software by Tarasoft. The demonstration showed the advantages of the Matrix front end* and also included over a dozen MLS related products such as **SafeMLS**, a 2-factor authentication for secure access to the MLS, **Smart Trac**, a transaction management tool, **Smart Fax**, **Realist Tax** (statewide information) and **MRMLS Mobile**, which allows agents to search MLS data from their cellular phones.

While not all of the details are known yet, LCAOR has been told that the cost of the basic MLS services would be the same after the companies merge. Over the next couple of months our Board of Directors will get more information and a better understanding of any additional cost that may be incurred if LCAOR chooses to change to the MRMLS (Tarasoft/Matrix) system.

It is the Board of Directors intent to include the membership in making the decision to either stay with calREDD or move to MRMLS (Tarasoft/Matrix).

The new company (made up of MRMLS and calREDD) will have over 34,500 members and will be a part of the CARETS data share which includes another 100,000 members. In addition to CARETS the new company will participate in the MLS Alliance, which includes Bay East, Contra Costa, Coastal Mendocino, Metro List (Sacramento area), San Francisco, South Tahoe, Nevada County, East Bay Regional, and SoCal MLS. Additionally, there is a data share agreement with MLS Listings, which covers the San Francisco peninsula and portions of the south bay (Bay Area).

The goal of the new company is to create a Statewide MLS that will benefit all real estate agents by providing access to all listings in California for a single fee.

Finally, over the past couple of months there have been emails indicating that BAREIS might be an option. To clear the air, at no time has LCAOR been in discussion with BAREIS regarding a business relationship nor has LCAOR been approached with a business proposition from them.

- Front end – What is it? A front end is what the agents see when they use the MLS software. For example, the Home Page, the search screens, the way listings are displayed, reports, printouts, listing input screens, etc.