



# PRESS RELEASE

## FOR IMMEDIATE RELEASE

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### **NCREX NAMES JAMES HARRISON PRESIDENT AND CEO MLS consolidation launches with new CEO and MLS acquisitions**

**Campbell, Calif., (September 13, 2007)** – The Executive Board of the Northern California Real Estate Exchange (NCREX), a non-profit organization leading the consolidation of regional Northern California multiple listing systems (MLS), today announced James Harrison, RCE, CAE, as president and chief executive officer.

Harrison served as president and CEO for RE InfoLink and sat on the Board of Directors for the past two years. Prior to joining RE InfoLink, he was CEO of North Texas Real Estate Information Systems from 2000-2005. Harrison brings significant experience developing and managing technology programs, products and services for the real estate industry. In addition to his CEO experience, he served in various management positions with the Greater Dallas Association of REALTORS® (1984-1990) and with the Northern Virginia Association of REALTORS® (1990-2000). He currently serves on the National Association of REALTORS® MLS Policy Committee and an NAR Presidential Advisory Group studying the future of the MLS and implementation of a national gateway of real estate information.

“Serving the broker community and meeting their needs has been a goal throughout my career,” said Harrison, on his role as head of NCREX. “NCREX makes conducting business easier for agents, allows consumers to find agents from a consumer-centric site and expands business opportunities for agents.”

NCREX increases agent efficiency by providing a single-source, standardized and quality-driven MLS with one data structure, one set of rules, aggregated information and one fee. Regionalization also eliminates the need to subscribe to multiple MLSs and conform to multiple sets of rules and regulations.

“James provides veteran industry leadership to make NCREX successful,” said Jeanne Garde, Chairperson of NCREX Board of Directors. “His innovation and forward thinking echoes throughout these revolutionary times for MLSs, and we look forward to bright future with him leading the way.”

For more information about NCREX, please contact Michael Blankenship at (925) 460-8301 or [mike.blankenship@shennumgreen.com](mailto:mike.blankenship@shennumgreen.com).

### ***About NCREX***

*Northern California Real Estate Exchange (NCREX) formally launched in 2007 after*

*considerable effort to consolidate the region's MLS systems and is now one of the largest MLSs in the nation. NCREX is designed to more effectively meet the current and future MLS needs of the region's real estate professionals. Specifically, NCREX provides a smart and simple solution to meet the challenges of conducting business across a large geographical area in which multiple MLS organizations with disparate rules, fee structures, and procedures inhibit the manner in which brokers and agents can effectively meet the needs of homebuyers. NCREX formally acquired REInfoLink and Central Valley MLS in 2007 and continues to work with neighboring MLS providers to enhance MLS consolidation. NCREX represents nearly 23,000 MLS subscribers.*

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