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CONTACT:

Michael Blankenship
925-460-8301
mike.blankenship@shennumgreen.com

NCREX ANNOUNCES INTENT TO JOIN California MLS ALLIANCE

Campbell, Calif., (September 18, 2007) – The Northern California Real Estate Exchange (NCREX), a non-profit organization leading the consolidation of regional Northern California multiple listing systems (MLS), today announced its agreement to join the California MLSAlliance.

In addition to joining California MLSAlliance, NCREX continues to pursue independent efforts to consolidate MLS data within a seamless entity that will make the day-to-day work of real estate professionals easier.

“We believe that data consolidation is the essential next step in MLS technology in order to make selling homes easier for brokers and agents,” said Jeanne Garde, NCREX Board of Directors Chairperson and Broker Owner of RE/MAX Today. “Until we can reach the full potential of data consolidation, NCREX is committed to providing the most available data to its subscribers. Participating in California MLS Alliance enables us to do that.”

California MLS Alliance provides a cross-MLS search engine for the nearly 3 million active and off-market listings throughout California by way of a data-sharing agreement between regional MLS’s in both Northern and Southern California. The system was developed and is managed by real estate technology provider eNeighborhoods, a Dominion Enterprises Company. It demonstrates that, in an industry based on cooperation, the MLS Community works together to remain focused on delivering value to the MLS Subscribers and their firms. California is a prime example of today’s real estate market. Brokers and agents conduct business throughout the state, often across the traditional MLS boundaries. With the new California MLSAlliance system, brokers and agents who belong to one of the 53 local real estate associations serviced by the thirteen participating MLSs can now search one system to find listings spanning across the state.

With the addition of NCREX subscriber listings, the CA MLS Alliance represents listings from California MLS’s with a total of over 180,000 subscribers in California. “These twelve MLSs deserve praise for the decisive and progressive steps they have taken to improve access to real estate information in California”, said Andy Woolley, vice president of eNeighborhoods. “They’re not just talking about it, they’ve made it happen, delivering to their customers the largest compilation of MLS data anywhere in the world.”

In addition to NCREX, the other MLSs participating in the California MLSAlliance include the Bay Area Real Estate Information Services, Inc. (BAREIS MLS®), Bay East Association of REALTORS®, Combined L.A./Westside MLS (CLAW), Contra Costa Association of Realtors, CRISNet Regional MLS, East Bay Regional Data (EBRD), Greater South Bay Regional MLS, iTech MLS, MetroList Services, Multi-Regional MLS (MRMLS), San Francisco Association of REALTORS®, and Southern California MLS.

“NCREX continues to lay a solid foundation for a long-term data consolidation solution that works for both brokers and agents. We didn’t go for just a quick fix,” said James Harrison, President and CEO of NCREX. “Not only did we standardize and map data from several area MLS’s into a single data repository, we pounded out a common set of rules. And in the process, we proved that MLS organizations can overcome the issues of trust, money, and politics when they have the long-term interests of their broker and agent constituents at heart.”

NCREX’s official launch Sept. 12 also marked the acquisition of MLS providers RE InfoLink and Central Valley MLS. The non-profit premiered with 23,000 subscribers and a \$20 million annual operating budget, making it one of the largest MLSs in the country.

The NCREX consolidation initiative is being undertaken at the request of those who benefit most from a consolidated MLS—agents and brokers. Experienced leadership from top veteran real estate professionals is driving the effort toward successful MLS consolidation.

As participants in data sharing for more than a decade, the agents and brokers representing the MLS’s participating in NCREX recognized the need to eliminate redundancy, streamlining information flow and simplifying the work of brokers and agents. The innovation of data consolidation by NCREX is leading the charge to help real estate professionals do what they do best: sell homes.

For more information about NCREX, please contact Michael Blankenship at (925) 460-8301 or 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 RE InfoLink 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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