

# NCREX PRESS RELEASE

## FOR IMMEDIATE RELEASE

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### **NCREX ACQUIRES RE INFOLINK AND CENTRAL VALLEY MLS Consolidation of regional MLSs takes hold in Bay Area**

**Campbell, Calif., (September 12, 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 the acquisition of MLS providers RE InfoLink and Central Valley MLS. NCREX premieres with 23,000 subscribers and a \$20 million annual operating budget, making it one of the largest MLSs in the country.

During the past year, NCREX created a solid MLS foundation, standardizing a single set of business rules and building a RETS-compliant data repository prior to the formal acquisition. Contra Costa and Bay East MLSs have also been involved in planning the formation of NCREX.

“MLS consolidation is a revolutionary step for the real estate industry,” said Jeanne Garde, Chairperson of NCREX Board of Directors. “Our purpose is to work together for the common goal of better serving homebuyers. Toward that end, NCREX will make conducting business easier for agents and brokers and will help expand their business opportunities.”

As part of its acquisition by NCREX, RE InfoLink brings with it a popular consumer web portal, MLSListings.com, a residential home search engine allowing consumers to search listings quickly and easily. The portal will be enhanced to actively refer potential buyers to NCREX subscribers for free.

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.

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 MLSs 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.

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Additionally, NCREX is established as a non-profit organization that will reinvest any revenue into continuous improvements of its MLS technology, constantly improving the flow and delivery of information to subscribers.

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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