



**FOR IMMEDIATE RELEASE**

**Unleash The Power!**

**Contact: Michael Alcalay**  
Alcalay Communications | 916-925-5080

**SEVEN MORE MLSs JOIN i-TECH AND METROLIST SERVICES, INC. TO SHARE LISTING DETAIL RECORDS**

*Members can now access confidential info including offers of cooperation and compensation*

**Sacramento, California (March 3, 2014)** – The industry-first agreement signed last September between i-Tech MLS and MetroList Services, Inc. to share listing detail records has expanded recently to include seven additional California MLSs. More than 47,000 brokers and agents will now access timely, accurate and reliable property information including contact and showing details of a property. Four MLSs have already signed on while three more are set to join in the near future.

Powered by Move, Inc.'s proprietary software FIND<sup>SM</sup>, the reciprocal deep-linking group is able to deliver property-centric data on over 120 million real estate parcels in the United States.

“This innovative agreement is a model for MLSs seeking collaborative solutions that meet the business and technical needs of their customers which are now inseparable,” said Steve Berkowitz, CEO of Move. “The agreement and integration is a landmark step towards maximizing the tremendous potential of the FIND<sup>SM</sup> application by allowing licensed agents to work together across MLSs to access complete listing information in real time to serve their clients.”

The four MLSs that have signed up to join the deep-linking group include:

- Bay Area Real Estate Information Service, Inc. (BAREIS MLS®)
- San Francisco Association of REALTORS® (SFAR)
- Sutter Yuba Association of REALTORS® (SYAR)
- Nevada County Association of REALTORS® (NCAOR)

The three MLSs that have agreed to join are:

- East Bay Association of REALTORS® Inc.
- Contra Costa Association of REALTORS®
- East Bay Regional Data Inc.

“Reciprocal deep linking is the most cost-effective way to provide real estate agents with access to confidential information on properties for sale because it’s free,” said Tom Beede, President and CEO of MetroList Services, Inc. “MetroList, along with other participating MLSs and its technology partners, continues to lead the way in developing innovative data sharing initiatives while maintaining a high level of data integrity.”

One of the most notable features of the reciprocal deep linking agreement is the offer of cooperation and compensation.

-- more --

## Seven More MLSs Join i-Tech and MetroList Services, Inc. to Share Listing Detail Records

### Page 2

“As we look to the future, PFAR is constantly seeking new ways to serve its members better,” said Terry Murphy, CEO of the Pasadena-Foothills Association of REALTORS®. “Working with our i-Tech partner, the Glendale Association of REALTORS®, MetroList, Rapattoni and Move, this is yet another way to help our members operate their businesses more effectively and efficiently.”

Glendale Association of REALTORS® Executive Vice-President Daniel Lanning adds, “Commitment to providing the most comprehensive access to real estate listing data in California is a strategic goal of the Glendale Association. Entering into agreements like this is another step in providing access to accurate and timely listing data to our REALTORS®.”

###

#### **About MetroList Services, Inc.**

MetroList Services Inc. is the largest multiple listing service in Northern California headquartered in Sacramento, the state’s capital. Formed in 1985 by the Sacramento Association of REALTORS®, the Placer County Association of REALTORS® and the El Dorado County Association of REALTORS®, MetroList’s ownership group has grown to include the Lodi Association of REALTORS® and the Yolo County Association of REALTORS®, and California Real Estate Brokers, Inc. MetroList acts as a seamless real estate information network serving more than 17,000 real estate professionals in seven counties: Sacramento, Placer, El Dorado, San Joaquin, Stanislaus, Merced and Yolo.

#### **About Glendale Association of REALTORS®**

The Glendale Association of REALTORS® is a trade organization which has existed since 1921 to provide its membership with programs and services to enhance their ability to conduct business successfully with integrity and competency, without undue regulatory restraint, as well as to encourage the preservation of real property rights. Today the Association continues to serve its members located in Glendale, Eagle Rock, Los Angeles, Montrose, La Crescenta, La Canada, and the Foothill areas. In addition, promoting ethical and fair business practices and equality of service to all the clients REALTORS® represent is a renewed focus.

#### **About Pasadena-Foothills Association of REALTORS®**

Founded in 1907, the Pasadena-Foothills Association of REALTORS® has built an industry-wide reputation of being one of the strongest real estate associations in the nation. Serving the communities of Pasadena, San Marino, South Pasadena, La Canada Flintridge, La Crescenta and Sunland-Tujunga, the Pasadena-Foothills Association of REALTORS® provides its members with education and resources that enable them to conduct their business successfully and profitably with integrity and competency; promotes and enforces ethical standards; and advocates private property rights, homeownership and community service.

#### **About Move, Inc.**

Move, Inc. (NASDAQ:MOVE) is a leader in online real estate and operator of realtor.com, the official website of the National Association of REALTORS®; Move.com, a leading destination for new homes and rental listings, moving, home and garden, and home finance; ListHub™, the leading syndicator of real estate listings; Moving.com; SeniorHousingNet; SocialBios; TigerLead®; and TOP PRODUCER® Systems. Move, Inc. is based in San Jose, Calif.