

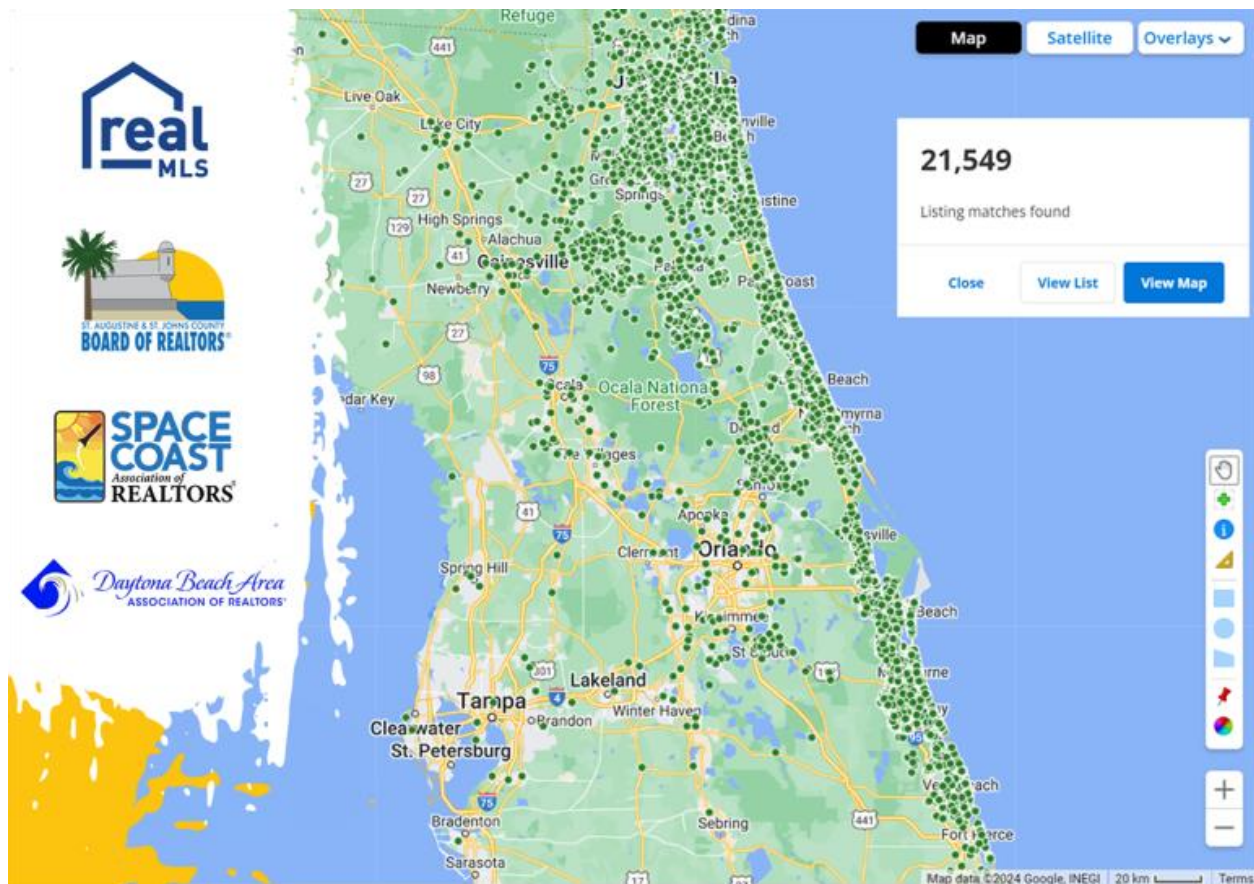
Four MLSs in Florida Launch New Coast 2 Coast MLS Data Share.

(Jacksonville, FL.) July 10, 2024 –Coast 2 Coast MLS Data Share launches to over 20K agents in Florida. A group of 4 innovative MLSs – realMLS, St. Augustine and St. Johns County Board of Realtors, Space Coast Association of Realtors and Daytona Beach Area Association of Realtors have come together to make the marketplace healthier and stronger. MLS members of these organizations now have access to listings of all four MLSs from within their native MLS system. In addition, Hernando County Association of REALTORS will join the data share towards the end of 2024.

This initiative does not entail a merger; however, it represents a collaborative endeavor to synchronize data fields with the RESO (Real Estate Standards Organization) Data Dictionary to enhance efficiencies for both members and technology partners. As partners, a broader, more accessible MLS database is beneficial to both brokers and consumers by empowering brokers as the true local market experts to serve their clients.

"We are thrilled to join in the launch of the Coast 2 Coast Data Share," said Daniel Lang, Esq., President of St. Augustine & St. Johns County Board of REALTORS. "This collaborative endeavor has the potential to revolutionize our real estate landscape."

"By keeping our REALTOR members central to the real estate transaction, this data sharing effort improves decision-making and enhances customer service, contributing to more successful real estate experiences for all involved," said Kerry Ramage, President of Space Coast Association of REALTORS®.



"One of the most powerful and significant benefits of an MLS is the resulting network effect," said Nicole Jensen, realMLS CEO. "Greater exposure to listing content is good for consumers and adds value to each participating MLS. Making listing data available natively within each participating MLS marketplace amplifies this benefit."

“This collaboration creates a comprehensive MLS data share, providing our members extensive access to a broader MLS system,” said P.W. Mabry, President of Daytona Beach Area Association of Realtors. “This partnership will enable members to share and access data seamlessly. Thousands of Realtors will benefit from this enhanced data sharing, significantly improving their ability to serve clients and navigate the real estate market more effectively.”

For more information on the Coast 2 Coast MLS Data Share, visit coast2coastMLSDataShare.com.

About realMLS

The Northeast Florida Multiple Listing Service, Inc. (realMLS) is a wholly owned subsidiary of NEFAR, providing innovative technology solutions and accurate listing data to over 11,000 real estate professionals and the consumers they serve. realMLS strives to be the preferred provider of advanced tools and resources, for our customers, to promote a healthy marketplace.

About St. Augustine and St. Johns County Board of REALTORS®

Founded in 1964, the St. Augustine & St. Johns County Board of REALTORS® is a member of the National Association of REALTORS®, whose core purpose is to help its members become more profitable and successful. As a member of the St. Augustine & St. Johns County Board of REALTORS®, you will have access to a wide range of value-added offers as well as significant savings on products and services you use on a daily basis. We are headquartered in central St. Johns County, near the SR 312 business corridor in St. Augustine.

About Space Coast Association of REALTORS®

The Space Coast Association of REALTORS® is a professional trade association providing services to the local REALTOR® community since 1959. We have a membership base more than 6,000 REALTORS® and Business Partner Members servicing Brevard County. The REALTORS® comprising our membership adhere to a strict Code of Ethics in working with one another and the general public. The term REALTOR® and the distinctive block "R" are registered trademarks of the National Association of REALTORS® and can only be used by members of the association.

About Daytona Beach Area Association of REALTORS®

The Daytona Beach Area Association of REALTORS (DBAAR), an association of real estate professionals, is one of the nearly 1,600 real estate boards in the country which make up the National Association of REALTORS (NAR), the largest trade association in the world. Established in 1922, the Daytona Beach Area Association of REALTORS has over 2,400 members dedicated to serving the needs of both home sellers and buyers in the greater Daytona Beach area.