



PRESS RELEASE

For Immediate Release

Pinellas Realtors Join My Florida Regional MLS

November 4, 2010

CLEARWATER, FL— The Pinellas Realtor Organization (PRO) has selected My Florida Regional MLS (MFRMLS) to be its exclusive provider of real estate listing and transaction data for its 5,200 members. The agreement, celebrated with a signing ceremony at the 2010 National Association of Realtors conference in New Orleans on November 4, 2010, will culminate with a complete merge of data in the Spring of 2011, transferring all listing data from PRO's self-administered multiple listing service to the larger regional MLS.

My Florida Regional MLS, based in Orlando, is a consortium of 13 shareholder Realtor associations throughout central and southwest Florida. The addition of PRO's members will set a milestone and increase MFRMLS's enrollment by 23% to a total of 34,000. PRO, based in Clearwater, will participate in policy, operational and fiscal oversight of MFRMLS as the 14th shareholder.

“The Pinellas Realtor Organization is a very well-respected and well-run association. We are honored to have them join us and assist us in our growth,” says MFRMLS president Aaron Chandler. “As our numbers grow, we are better able to provide our members the best available tools to help them excel in real estate.”

The agreement will have a strategic advantage for PRO and MFRMLS, as both will enjoy a dramatic increase of listing inventory. Currently, PRO has a data share agreement with the

Greater Tampa Association of Realtors—also an MFRMLS shareholder—which permits members from either association to see all Tampa Bay area listings without having to join both organizations. The unification will provide all MFRMLS members with the opportunity to expand their geographical expertise and improve their ability to compete in today’s real-time, Internet driven market. In addition, the added Pinellas County listings will expand MFRMLS’s contiguous counties to 12, improving its position as a regional multiple listing service.

The Pinellas Realtor Organization believes this step will bring a tremendous benefit to its members as well as to all the current members of MFRMLS by providing wider exposure for listings and strengthening members’ ability to have cutting edge-tools and services in serving their clients and customers. “We have always had close ties to the associations in the Tampa Bay area market and this is a logical extension to be able to work more closely with the Manatee and Sarasota Counties’ market as well,” notes Ann Guiberson, president and chief executive officer of PRO. “This is a win-win for all.”

The addition of listings in Pinellas County will become visible to MFRMLS agents outside of the Tampa Bay area. “We’re excited to provide more listing information to our current members,” says Merri Jo Cowen, MFRMLS chief executive officer. “By extending our boundaries and membership base, everyone will benefit.”

PRO members will also enjoy the addition of new marketing and productivity tools as offered by MFRMLS. Statistical tools, virtual tours and a consumer-friendly website—MyFloridaHomesMLS.com—provide a breadth of ancillary products to their arsenal. MFRMLS’s strength-in-numbers concept allows the organization to offer many value-added tools.

The MLS technology platforms used by both organizations are very similar. PRO uses TEMPO and MFRMLS uses MLXchange, both developed and serviced by CoreLogic MarketLinx. Although not guaranteed to be glitch-free, transferring data from systems administered by the same developer will prove much easier than from those of competing systems. Integration of services and expansion of the MFRMLS organization is already underway.

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About Pinellas Realtor Organization—The Pinellas Realtor Organization (PRO) represents 5,200 real estate professionals in Pinellas County. The association provides real estate information, forecasting and statistics, comprehensive educational programs and knowledge management tools, pro-active public and community initiatives, and business services to Realtors, appraisers, mortgage lenders, and others. PRO is the voice of real estate in Pinellas County.

About My Florida Regional MLS—My Florida Regional MLS (MFRMLS) is Florida's largest multiple listing service with approximately 34,000 subscribers in 11 Central and Southwest Florida counties. Now owned by 14 shareholder Realtor boards, MFRMLS offers a comprehensive suite of productivity and marketing tools to professionals in the real estate industry. To complement its core residential offerings, MFRMLS operates a commercial information exchange, called My Florida Commercial Real Estate, located at www.mfcre.com. MFRMLS also operates a consumer home buyer website called MyFloridaHomesMLS.com. For more information, visit www.mfrmls.com.

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