

WHY DOES MLS MATTER?

**PROPERTIES LISTED ON THE MLS REACH
MORE THAN 95% OF HOME BUYERS**

*MLS is the
buyer's agents'
first stop for
their client*

*An MLS listing can
land you on other
real estate search
websites*

*MLS
is your key to
reaching the
largest markets*

*FSBO listings in the
MLS give provide
the most cost-
effective reach*

WHY MLS LISTINGS ARE STILL EFFECTIVE

Online real estate sites empower buyers to do their own research and find their future home. These sites are powered by the **MLS (Multiple Listing Service)**. Listing your property on the MLS is still the most effective way to reach more than 95% of today's home buyers.

The MLS exists to regulate and standardize the cooperation and compensation of real estate agents and provide a singular, central platform for real estate listings. Members pay dues to the MLS and agree to comply with the rules of the organization. In exchange for dues and compliance, agents are permitted to list their clients' homes on the MLS and search MLS-listed homes for their clients.





WHY MLS MATTERS

The three most important reasons to list your home on the MLS:

- 1. It is every buyer's agents first stop!**
- 2. Your listing will land on almost every other real estate website!**
- 3. It is key to reaching the largest market!**

The vast majority of homebuyers still use a realtor to represent them in the process. When realtors search for properties to show their clients, the most trusted resource is the MLS. The MLS is a sort of "agent curated" collection. Realtors trust the information in the MLS is accurate because it was put there by their colleagues. Also, certain subsets of buyers such as those who are relocating for work frequently rely 100% on realtors to find their next home. Making your home available to all parties ensures you are capturing the largest buyer audience.

Put yourself in the shoes of the shopper. Are you a DIY shopper using one or more of the leading online real estate websites? Then the majority of properties you see are listed in the MLS. Are you choosing to be represented by a buyer's agent? Chances are when your agent takes you out to show you a home he or she does not show you just one, they show you many. Where are they finding these homes? The MLS. Listing on the MLS is the best way to find a buyer.

Whether you choose to sell with an agent or FSBO, listing in the MLS gives you the farthest and most cost-effective reach

Could you buy advertisements in local publications, post on Craigslist, or buy social media ads to attract eyes to your listing?

Certainly, but none will be as cost or time-efficient as getting in front of active real estate buyers through MyFSBO on the MLS.

If you have more questions or want to discuss your MLS listing options with a professional, contact MyFSBO to learn how we can help you!

