

BENEFITS OF M.L.S.

In Canada we have a national Multiple Listing System. All major real estate companies are members of the M.L.S. system and almost all of the minor companies are, as well. In the Okanagan, I know of no exceptions. It is a system whereby all information on all listings is shared by all realtors, so that their clients have easy access to information on listed properties and so that the value of properties sold is readily available. This aids the accurate pricing of new listings.

In all the provinces in Canada, all the M.L.S. listings are on the world wide web on the site known as www.mls.ca. Those who are interested in obtaining information on any property listed for sale in Canada can go to this site and get all basic information on that property. The site is well organized. Firstly it's arranged by province, then by zone and then by city or town. From there the listings are sorted by type and price. It is a pleasingly simple and straightforward system where one can readily locate the cities and properties they are interested in.

Some realtors set their listing data up on www.mls.ca so that when the inquirer clicks on a certain listing, they are automatically connected to that realtor's website where the inquirer may obtain even more detailed information.

The benefit of such an organized system when you are buying, is fairly obvious, but just think of the benefits if you are selling. This site is well advertised by every real estate board in the country. Therefore the majority of prospective buyers know to go to this site for the richest resource of properties on the market. The result for sellers is that they get their properties sold more easily and commonly for better prices. For sale by owner websites pale by comparison. World wide web coverage means exactly that. Inquirers from other countries soon discover www.mls.ca once they begin searching on the internet.

Locally, in the Central Okanagan and North Okanagan, the M.L.S. listing coverage is taken one step further. The listings are compiled and published in tabloid format approximately every three weeks. It is then available to the public in most newstands, hotels, motels, service stations and of course, real estate companies. This makes the information available to those who do not access the internet. This is a clear benefit to both sellers and buyers.

All realtors have access to all M.L.S. listings. Realtors get the listing data on their system just a few days ahead of www.mls.ca. Because M.L.S. realtors have greater familiarity with areas and listings they can make informed suggestions to Buyers. They can access all listings from all real estate companies. If not for the convenience of the M.L.S. system, buyers would have to contact every real estate company in town to see what was listed. How cumbersome! With M.L.S., buyers can select one realtor who they know and have confidence in. That realtor will listen

to the buyers needs and preferences and then provide details on the most suitable listings.

It's a wonderful system for all consumers, buyers, sellers and realtors and I am most grateful we have it in Canada.

Jane Field works with Re/Max Vernon. Jane has 30 years experience in the Real Estate business. To suggest topics for future articles or to ask her questions, email her at jane@janefield.com or call 503-3755. Previous articles published in The Morning Star appear on Jane's website - www.janefield.com

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Newspaper Articles Overview

B & S Benefits of M.L.S.

How the multiple listing service improves access to properties on the market for buyers, sellers and realtors.

March 12, 2006