



CALIFORNIA REAL ESTATE TECHNOLOGY SERVICES

NEWS

Your Association Connection

February, 2009

Issue No. 1

Successful Implementation Complete

California Real Estate Technology Services (CARETS) a recently formed organization designed to aggregate real estate listings and redistribute that database back to the participating Multiple Listing Services (MLS) announced the successful completion of its data aggregation for all property types. Serving Los Angeles and Orange Counties in Southern California, CARETS now provides up-to-date listing information of over 3,335,400 + listings, which includes Residential, Rental, Residential Income, Mobile Homes and Land with 11,225,169 + photos supporting those listings.

The system is working as intended and the users are expressing joy at having the new data all in one database. Additionally, through a cooperative agreement by the participating MLSs and their respective Associations, individual agents are now working with one set of Rules and Regulations governing their participation and use of the MLS. This means, everyone is "playing by the same set of rules" no matter which Association or MLS they belong to.

The CARETS database serves the Combined LA Westside MLS (CLAW) covering greater Los Angeles/Malibu and beach communities, CRISnet Regional MLS covering San Fernando/Burbank/Santa Clarita Valleys, i-TECH MLS covering Glendale/Pasadena, MRMLS covering the San Gabriel Valley to Temecula and Southern California MLS (SoCal) covering Orange and much of the Southeast LA County; representing approximately 115,000 real estate professionals and 26 REALTOR® Associations throughout the Southland.

The new database services approximately one third of the MLS users in California. Meaning, Real Estate Professionals now have one source for complete listing data on all properties, both on and off the market. CARETS will prove to be the most comprehensive database in Southern California offering agents and their client's greater opportunities and exposure for both buying and selling homes. No more need to search multiple sources to find that one special house, no more publishing and managing multiple listing sources to advertise the client's home for sale.

Realtors are expressing the appreciation of the new database that allows them to continue to use their current MLS service that they are already familiar with. No need to learn a new system, no need to manage multiple listings and no need to pay for multiple memberships.

CARETS, the future of real estate services for the real estate professional.