



WAV Group 2013 MLS Technology Survey Report

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Survey Overview

The WAV Group 2013 MLS Technology Survey was fielded on September 13 and closed on October 16. 11,176 staff and users completed the survey.

WAV Group would like to thank all of the MLSs and individual respondents that participated.

This survey report is unsponsored and is provided at no charge to our friends in the industry. We hope you find the survey results useful in your ongoing review of MLS technology services but encourage you to use these results as just one part of an overall technology evaluation.

Benefits for Participating MLSs

Each MLS that participated at both the staff and user level received two free reports.

1. MLS System Report – all participants.

This report shows the survey results for all of the MLSs that participated in the survey that used the same MLS system they use.

2. MLS User Report

This report shows the survey results for each MLS's own members including charts for all rating questions and all open-end comments.

If your MLS did not participate in the 2013 survey please contact us to sign up for the 2014 survey to receive these free valuable reports.

Survey Design

The 2013 WAV Group MLS Technology survey was designed with two sets of questions, one for staff and one for users of the MLS system. Logic was designed into the survey so respondents only rated system features they actually used.

Ratings on many questions on the survey used a 10-point scale, which allowed staff and users to provide a wide range of feedback on each rating question that used this scale. Means for these questions are provided for easy comparison.

Note: The ratings shown in this survey do not represent all accounts for each vendor or all users. Number of respondents per vendor vary and may impact overall results. WAV Group has made every effort to present clear and accurate information in this report but does not maintain that these ratings are statistically valid in all cases based on our sample size. Survey results such as these can be a helpful tool as part of an in-depth technology review but should not be used as the sole criteria for choosing or eliminating any vendor or system from consideration.

Overall System Satisfaction

Observations

In the last couple of years we have seen considerable churn in the MLS system industry. Numerous MLSs have done system reviews and many have changed vendors. In the years prior to this it was just the reverse. MLSs were staying put and didn't see compelling reasons to change. A number of factors are contributing to this rise in system reviews and system conversions.

First, systems have really improved over the last few years. Interfaces are improving and overall flexibility at the staff and user level is improving on multiple systems. Client collaboration tools are getting much better. We are seeing advances in numerous other functional areas.

Second, a large portion of our MLSs are still on legacy systems that are showing their age. Some MLSs are being presented new system options from their vendor as their current systems are being phased out over time. Many of these MLSs are wisely looking at all system options prior to making a system decision since even upgrading with their current vendor will require a true system conversion.

The great news is there are a number of excellent MLS vendors and system choices and one size does not fit all. We are often asked to identify the best vendor and system and the truth is, it depends. It depends on the system you are on, the size of your MLS, the level of IT expertise you have at the staff level, how important price is, etc. And don't forget company culture. Your MLS vendor is your partner so finding the right fit, in terms of company culture, is hugely important for a successful vendor/client relationship. We encourage you to take a look around if you haven't recently as there have been some exciting developments in the MLS system world.

One thing that is very clear from the WAV Group MLS Technology Survey results is the fact that Chicago loves connectMLS. MRED does a great job of getting member participation and for two years running connectMLS has been number one in our survey in user ratings, based on almost 5000 MRED users. Congratulations to dynaConnections for a job well done and to the MRED organization that obviously has a lot to do with the overall system satisfaction, as well. As good a system as connectMLS is, without great support from the MLS, they would not be receiving these great ratings. We expect to see more connectMLS systems coming on board in the future.

Interface by Realty Server, a small MLS provider, had high marks from their one participating MLS staff and had good scores from members as well. Well done.

FlexMLS and Paragon had strong staff and user ratings once again. MLXchange also saw improvements in their ratings. As a legacy system they have not been rated that highly in our survey in previous years but this may indicate MLXchange users are making a statement they don't want to change systems. In many accounts CoreLogic

provides multiple system offerings including MLXchange, FusionMLS and Matrix. MLXchange users may be feeling pressure to migrate to a new system and appear to be saying they are happy with the system they know.

LIST-IT MLS, the Solid Earth legacy system, also did pretty well in the user ratings while receiving the lowest rating by staff. Users once again seem to be saying they are comfortable with what they know while staff seem more ready to move on to newer technology.

Matrix did not do very well in the survey this year despite being one of the most successful systems over the last 2 years in terms of new account wins, but we have noted that the three Matrix accounts that participated this year are all newer installations. As a result, we do not believe these ratings are representative of all Matrix users. It does show, however, something that all MLSs and vendors know - conversions are not easy! During the first few months of any conversion, user satisfaction is lower than normal for a segment of any MLS. We often tell our clients that in a good conversion, 35% of the agents will thank you for moving to the new system, 35% of the agents will hate you for moving to the new system (for a few months) and 30% of the agents won't have any idea you moved to a new system until their login doesn't work. The good news is our vendors are well versed in conversions and in training your members. A few months of this unease is well worth the benefits of moving to a more advanced system.

Top features needing improvement

Staff

The most common responses to this open end question by staff were:

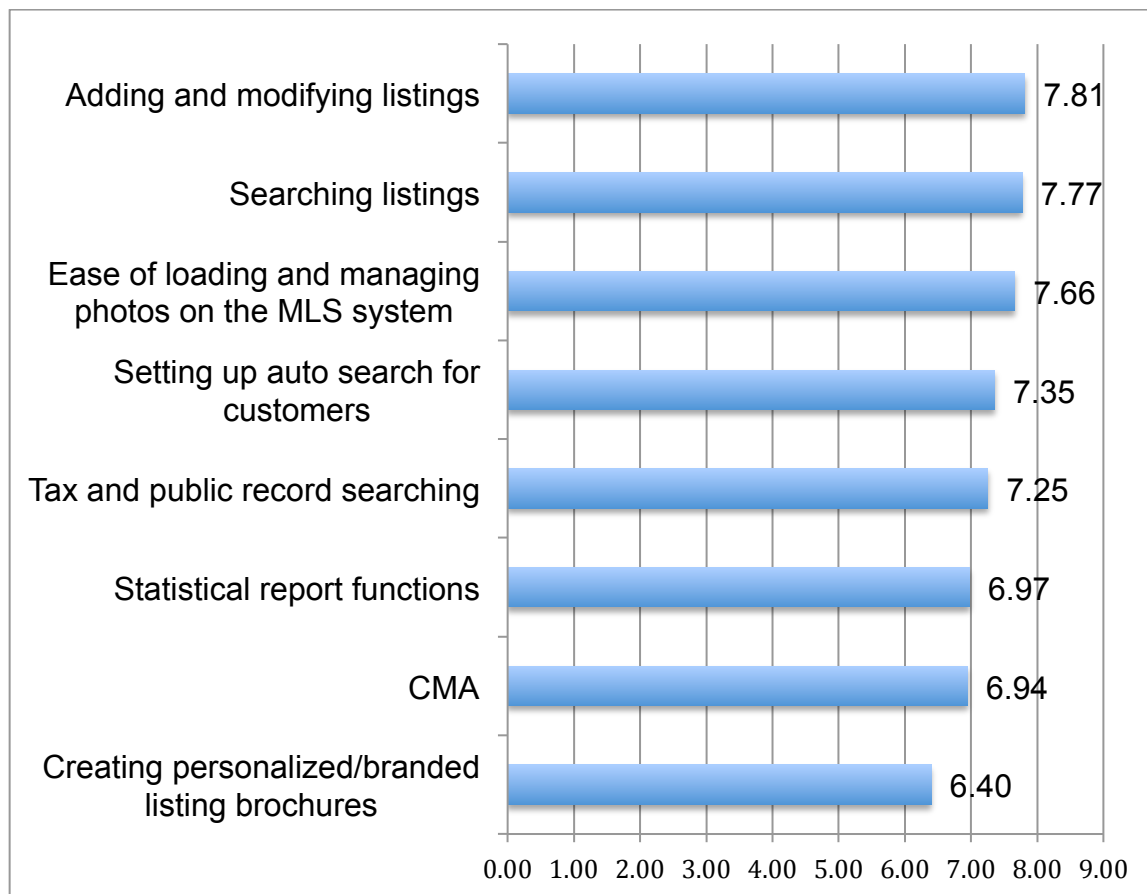
1. Vendor not moving quickly enough
2. More Q&A before releasing enhancements
3. Speed of implementation and issue resolution

On the rating questions staff gave their lowest ratings to:

- | | | |
|---|---|---------------|
| 1. Satisfaction with system installation | - | 6.8 out of 10 |
| 2. Satisfaction with MLS vendor's willingness and timeliness of implementing suggested changes to the MLS system. | - | 7.6 out of 10 |
| 3. Satisfaction with their 3 rd party tax product | - | 7.6 out of 10 |

All other ratings were over 8.0, which is considered very good. Highest ratings by staff overall were for Customer Service at 8.3 and their vendor help desk services at 8.5.

Members



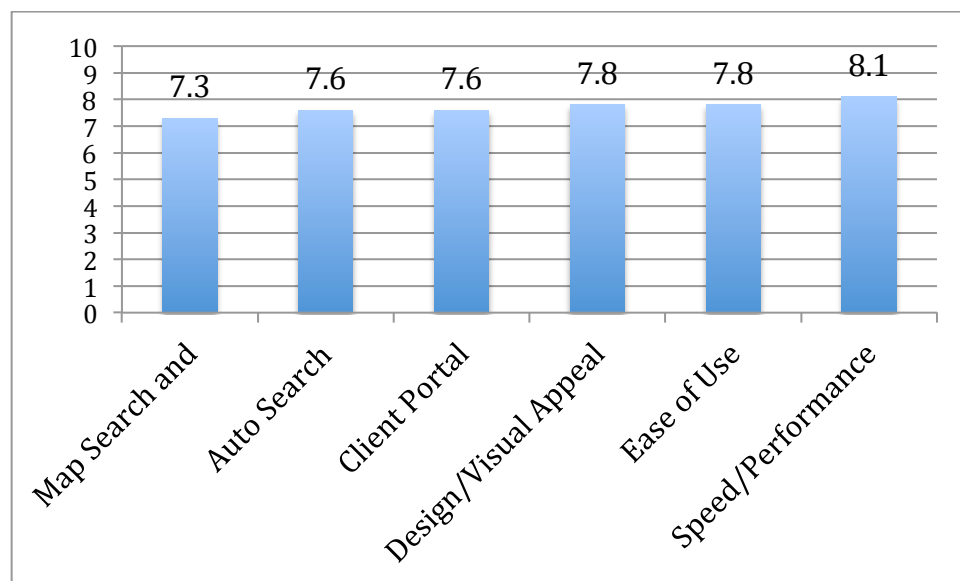
In terms of basic system features MLS vendors received good grades on the basics of add, edit, search and managing photos, which is great since this is the core of what MLS systems provide.

Photo management is an area that has improved dramatically over the last few years.

What users are least satisfied with is the ability to customize and brand brochures, create a professional CMA. Statistical reports also came in under 7, which indicates there is considerable room for improvement.

Note: You can see the ratings for your vendor on the comparison charts later in the report.

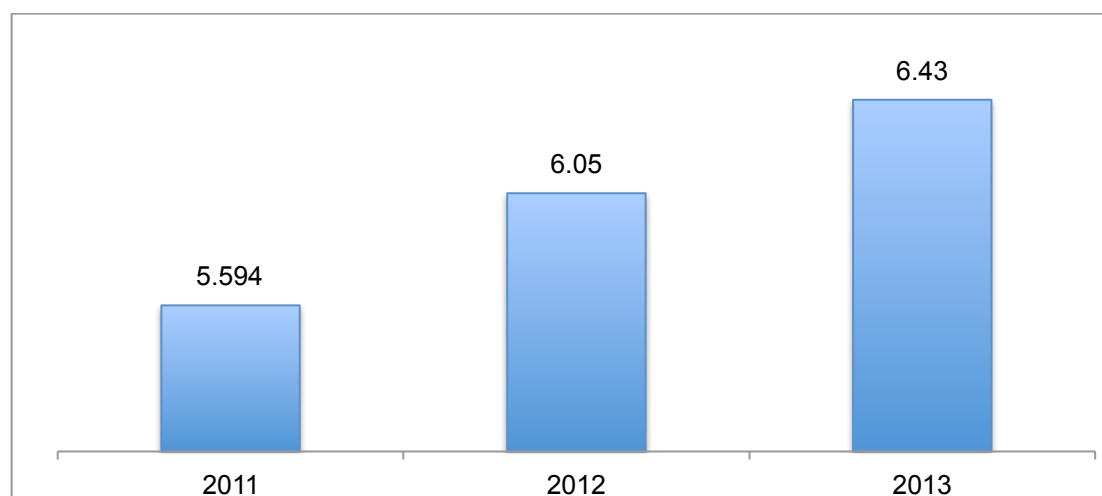
Design/Performance/Key Feature Ratings



MLS systems have clearly gotten better over the years. All systems combined received a rating over 8 on performance and speed and design and ease of use received grades of 7.8. Even map search, which has received low ratings in years past received a 7.3 rating.

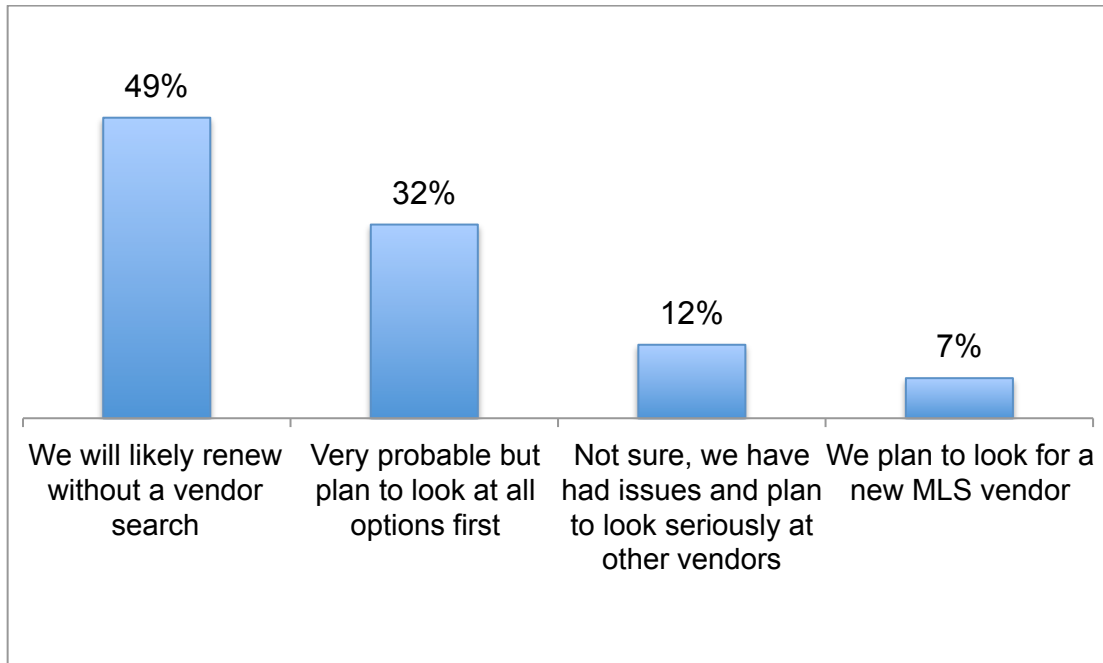
Mobile Satisfaction

Mobile technology ratings are going up but still have a long way to go. We believe considerable progress is actually being made by the vendors in mobile but expect ratings to lag until more users have actively engaged with the products. Additionally, some mobile technology products may be obtained through the MLS vendor and 3rd party vendors so these ratings are not based solely on MLS vendor mobile technology.



Mobile is moving in the right direction but still has a long way to go.

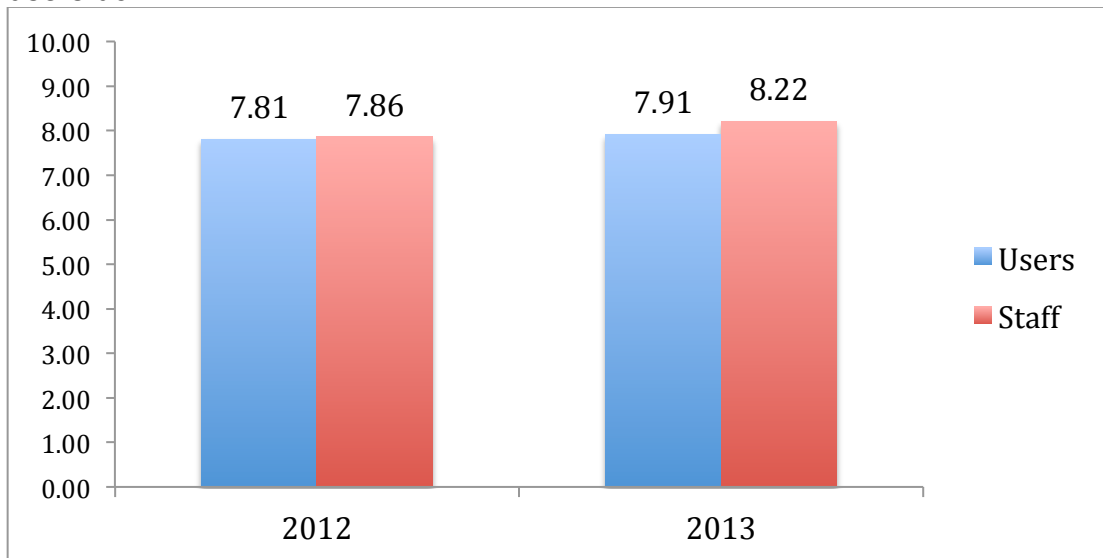
What is the likelihood you will renew with your current vendor?



43% for the participating MLSs have been with their vendors for 10 years or more. As shown above 7% of the MLSs are going to look for a new vendor, while 12% say they have had issues and will look seriously at switching. Half are happy and will likely renew without a search and 32% say they will probably renew put plan to look. This represents considerably more “looking” than we have seen in prior years.

Staff vs. User Ratings – All Systems Combined

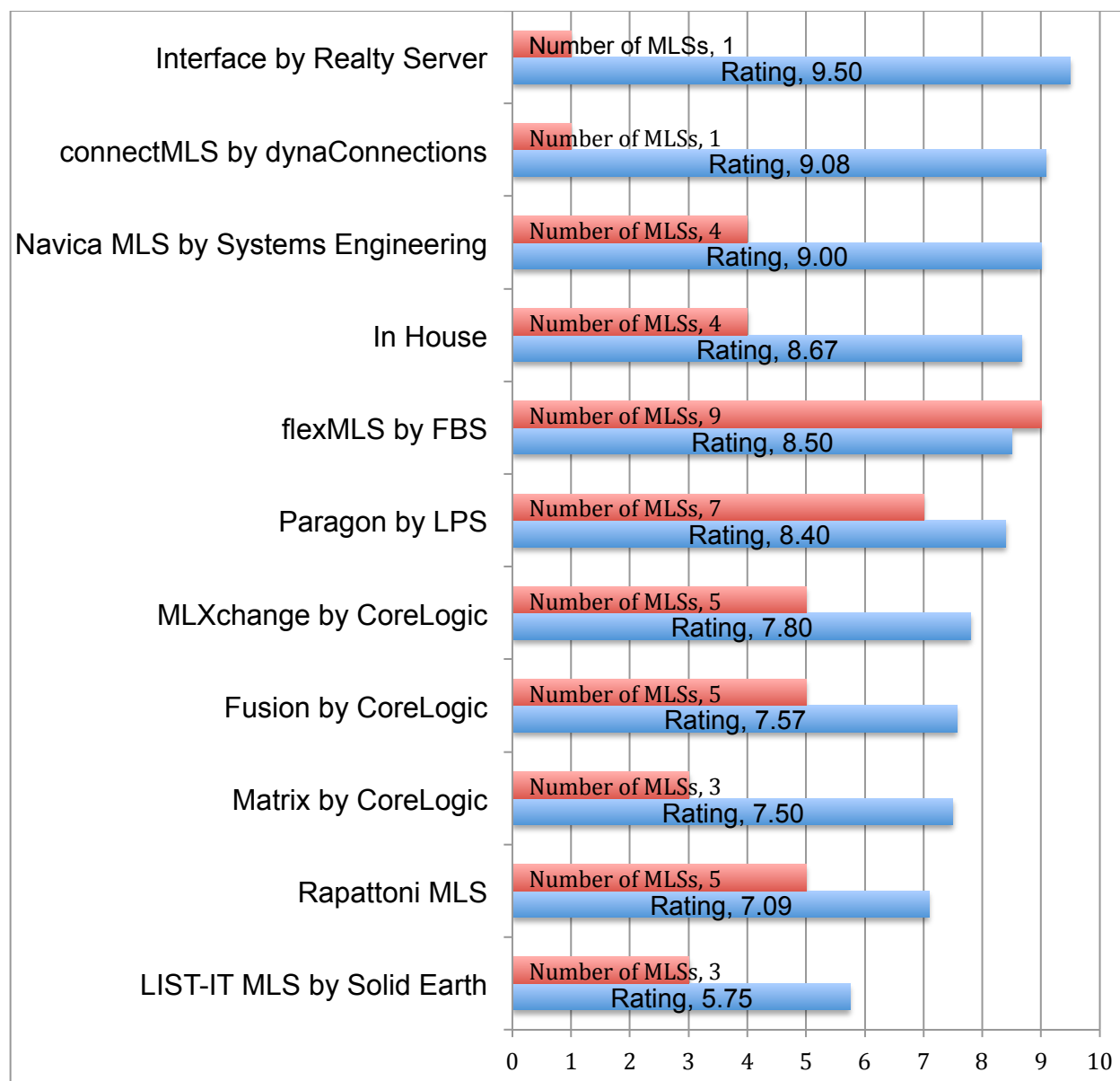
As we have seen in previous years, the majority of staff rate their systems higher than users do.



As we have seen every year since we began our survey, staff consistently rates their MLS systems higher than the users, with two exceptions. Both Rapattoni MLS and LIST-IT MLS were rated higher by the Users than by the Staff in 2013.

MLS System Ratings – Overall Staff Satisfaction

As you review these ratings note the number of MLSs that participated in the survey (red bar) for each and remember these ratings do not represent the total client base of the vendors.



It should also be noted, that the MLSs that participated this year for Matrix were all recent installations. There is a known bias in surveys that ratings after a new installation will always be lower than a system that has been in place for some time.

Matrix has been one of the most successful systems in the business over the last few years, in terms of new account wins.

Staff Ranking 2012 – 2013

2012	2013
flexMLS	Interface by Realty Server*
connectMLS	connectMLS
Matrix	Navica MLS
Rapattoni MLS	flexMLS
Navica MLS	Paragon
Paragon	MLXchange
LIST-IT MLS	Matrix
MLXchange	Rapattoni MLS
	LIST-IT MLS

* Not included in the 2012 survey.

The chart above only shows systems that had staff ratings in both 2012 and 2013. The number of MLSs for each system may have been different from year to year as well as the number of users and as noted in the chart on the previous page some.

Matrix Note: All of the MLSs that participated in the survey this year were fairly new installations. As such, we consider their ratings to be biased by this.

User Rankings 2012 - 2013

2012	2013
connectMLS	connectMLS
Paragon	Interface by Realty Server*
Navica MLS	flexMLS
flexMLS	MLXchange
LIST-IT MLS	Paragon
Rapattoni MLS	LIST-IT MLS
Matrix	Rapattoni MLS
MLXchange	Navica MLS
	Matrix

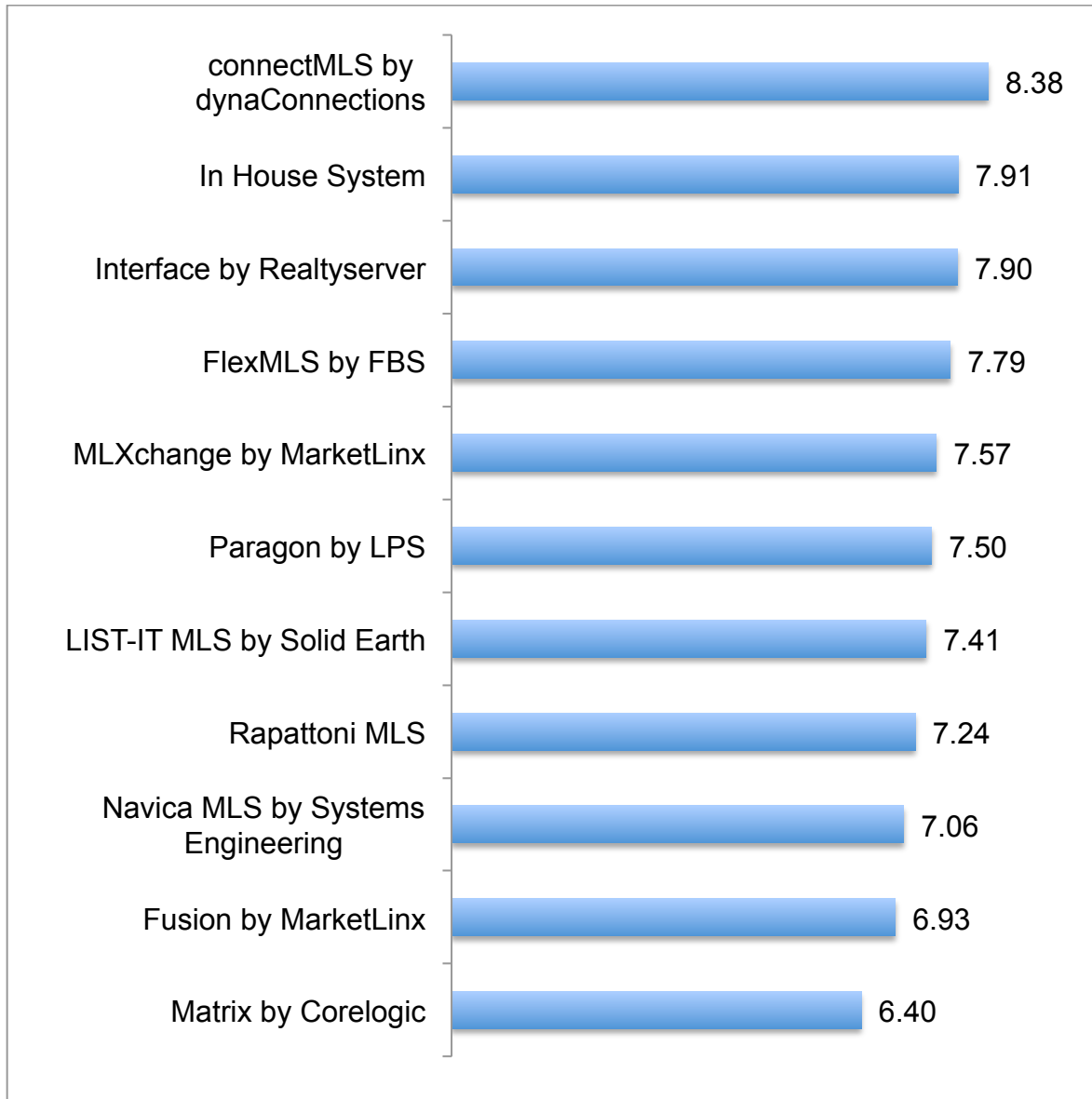
* Not included in the 2012 survey.

The chart above only shows systems that had user ratings in both 2012 and 2013. The number of MLSs for each system may have been different from year to year as well as the number of users and as noted in the chart on the previous page some.

Matrix Note: All of the MLSs that participated in the survey this year were fairly new installations. As such, we consider their ratings to be biased by this.

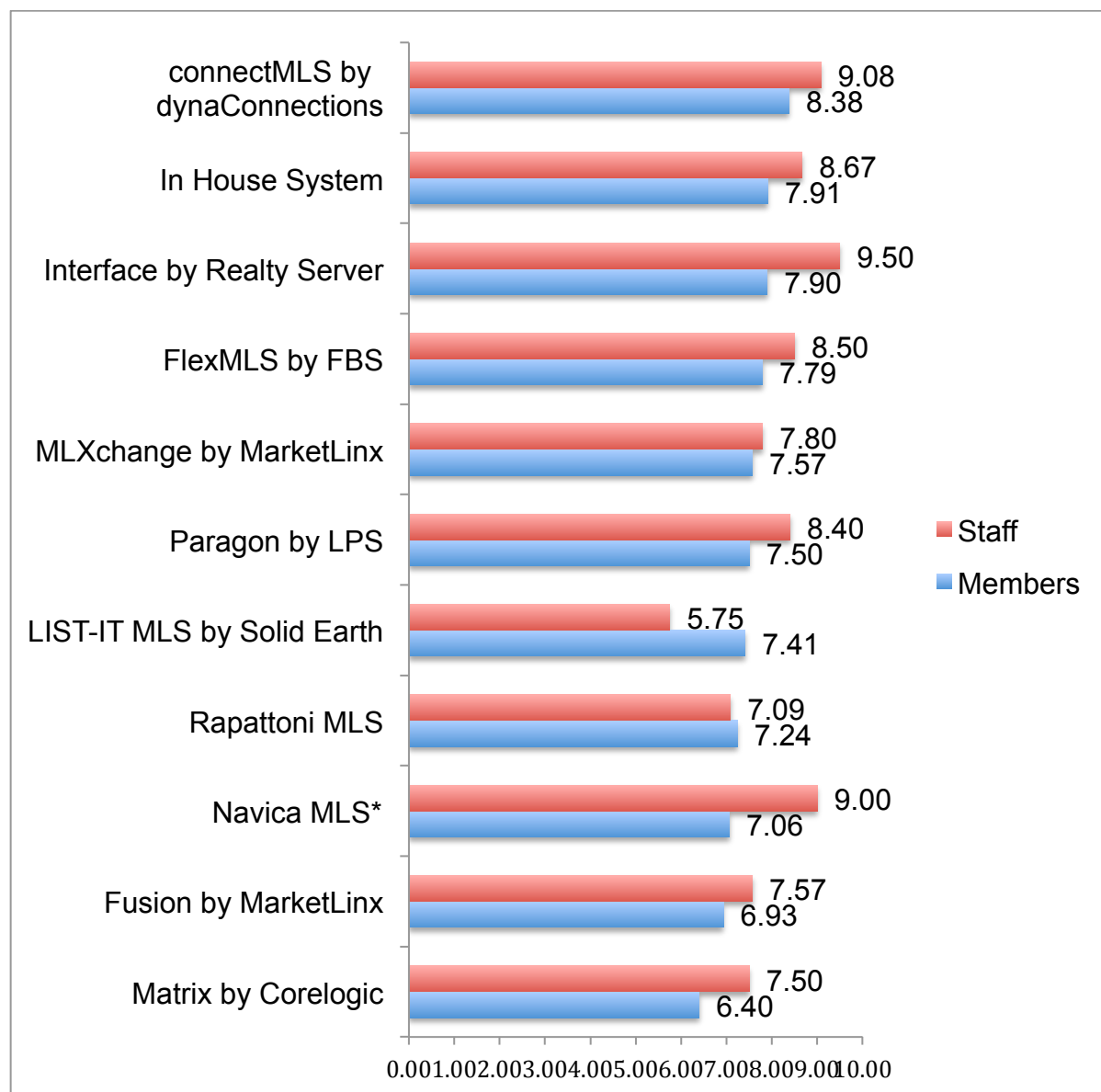
MLS System Ratings – Overall User Satisfaction

On a scale of 1 to 10, how would you rate your overall satisfaction with your MLS system?



As noted in the staff ratings, the MLSs that participated this year for Matrix were all recent installations. All of us in the MLS business recognize that ratings after a new installation will always be lower than a system that has been in place for some time and do not consider this member rating representative of all Matrix accounts.

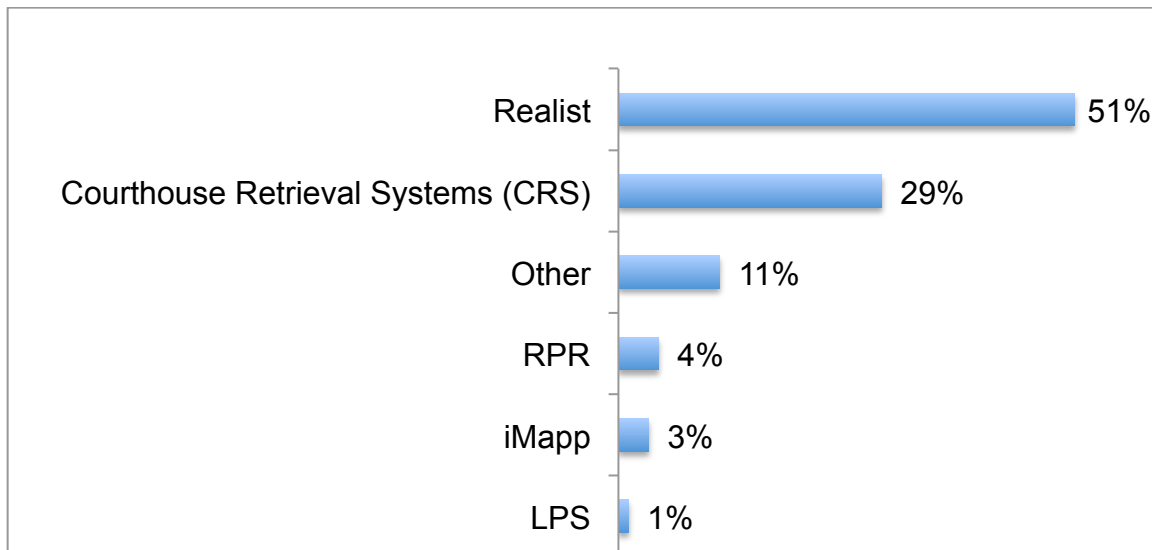
Member vs. Staff Ratings (sorted by user ratings)



Staff consistently rate their MLS system higher than users with 2 exceptions. Rapattoni users and LIST-IT MLS users rate their system higher than staff.

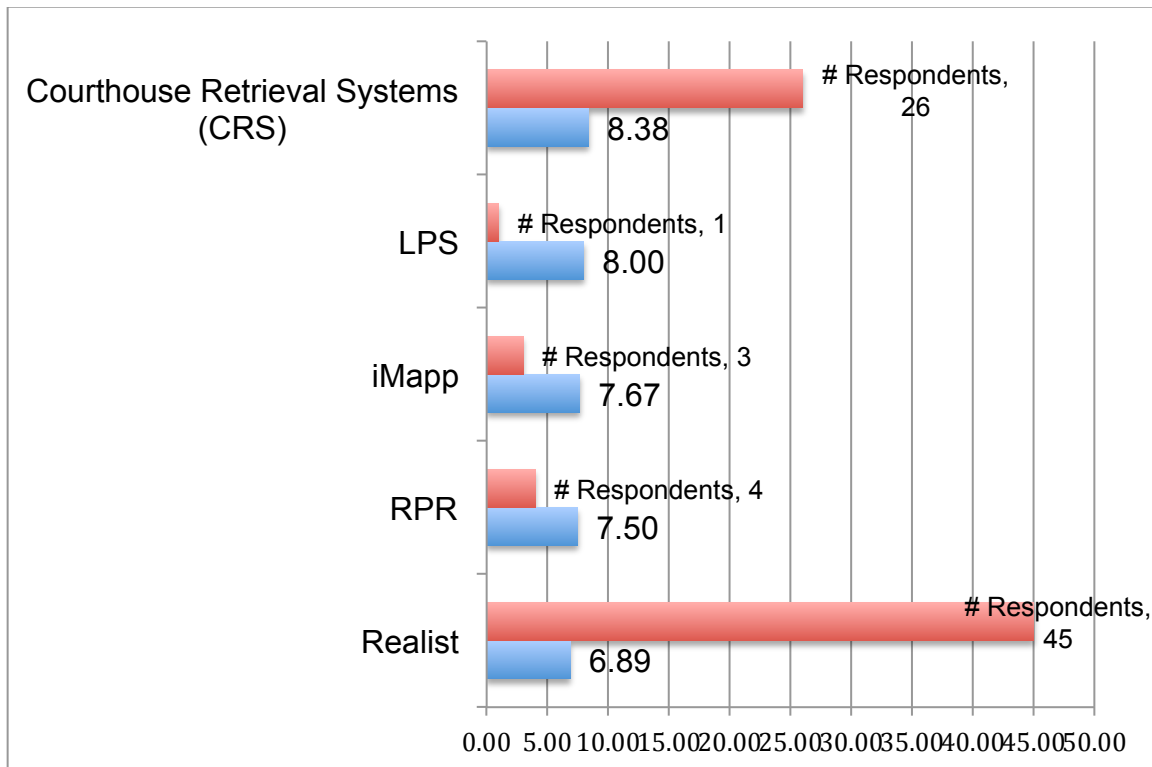
Tax Vendor Ratings

Which 3rd party public record product provider do you use?



Realist was the leading 3rd party tax record system provider of the survey participants in terms of number of users followed by Courthouse Retrieval Systems.

Satisfaction with your 3rd party public records software provider



User Comments – What They Like – What They Want to See Improved (presented alphabetically by vendor)

Staff and user respondents were asked a number of open-end questions about what they liked best about their MLS system and what they would like to see improved. The following is a brief summary for each of the MLS systems for these questions based on the most frequent comments for each MLS system.

connectMLS by dynaConnections - STAFF

Satisfaction with vendor's ability to provide technology that is good for high and low users.

- The basics are easy enough for low-tech users and there's so much a high tech user can do using the system.
- Customizable and great support.
- MLS is user friendly for the old school user just getting on to find properties for their clients and the new techie who brings cloud buyer tours with them every time they go out.

What are the strengths of your vendor and MLS system?

- Speed, reliability, responsiveness, support, browser neutrality, mobile ready - best I have ever dealt with
- Great responsiveness to our suggestions and issues
- Customer service, cross-browser compatibility including mobile devices, reliable, fast and stable
- Good support system
- Very user friendly, I am able to run our market share reports in no time at all.

What are the key issues and concerns you have with your current MLS system and vendor?

- Worry about sustainability since the vendor only has 2 customers
- It could be easier to generate market statistics.
- Long waits

connectMLS by dynaConnections - MEMBERS

How would you like to see your mapping features improved?

- Accurately display listing location
- Easier to draw odd shaped maps and get the right size area
- Display more details like neighborhood, school boundaries, and street name and Chicago areas

- Make the rubber band feature run more smoothly

What features would you like to see added to the client website?

- Client ability to adjust search criteria
- Perhaps an auto share feature for me. When the client chooses a listing that they like... or even maybe like... I would like to be notified and linked to his/her comments on the property they're viewing immediately. View listings again. Often "disappear" after initially viewed
- An easier way for client to go back to listings they have seen and retrieve them from a prior folder.
- Would be great if the systems updates more often during the day

The thing I like best about the MLS system is...

- Continual enhancements, reliable and it's easy to speak with someone for assistance.
- Powerful search: auto search and detailed search parameters
- User friendly. I am able to search property listing history, tax, sales records which are frequently asked by the clients. Large amount of features and tools
- It's very easy to use. They seem to have thought of everything but I always get the impression they are trying to make it better for us.

Our MLS system would be better if...

- Map display like Zillow or Trulia showing all listings in the area where you are currently at, great while out with clients and I only have to tap ONE icon on my phone.
- There weren't limits to the number of listings that can be produced by a search.
- Ability to search by school or district
- Easier to upload photos
- Password didn't have to change so often
- My clients complain that it is difficult for them to access the listings I send them and they say it is confusing for them when they want to go back to old searches. They say sometimes the data disappears.

What would make the mobile application(s) better?

- Same capabilities as regular site
- If it was full access. I have very limited data that comes through the mobile version of the MLS and it's never the detail I want.
- Overall better performance

Why haven't you accessed the MLS system with a mobile device?

- Don't have a smartphone
- Screen is too small to see anything

flexMLS- STAFF

Satisfaction with vendor's ability to provide technology that is good for high and low users.

- FBS does a great job in allowing my non-technological members to use the system for their needs AND still maintains ways for my more technologically savvy members to do what they need and want to do.
- Contact Management, CMA portions and Report Writer would be nice if these were easier to use.
- Our system does the basics well. Those who just want to log in and search can do so with relative ease. For those who would like to do a bit more, can do so as well.
- Flex is easy for the low-tech users, and has higher tech items for those who are more comfortable with higher technology.
- In most cases they are able to use the MLS service without even having to attend our Orientation or MLS Basic or Advance classes first.

What are the strengths of your vendor and MLS system?

- Easy to use system, friendly and helpful staff that speak English, open to suggestions from users. Flexibility in being able to change the MLS settings
- The flexibility and ability for the system to work well for both the very technically challenged agent to an agent that wants to set up lots of special reports and searches that are particular to him/herself. Having a voice in changing adding features through the JIRA system
- Vendor: Communication and Service MLS System: Reliable without and down time
- Reliability and responsiveness.

What are the key issues and concerns you have with your current MLS system and vendor?

- Dedicated support to staff and the staff needs would make a huge difference. Although better this year, I have some concerns with their methods of implementing enhancements. Better communication, input, and collaboration with MLS and Association execs could help bring better enhancements quicker.
- Responsiveness to requests in regards to system issues and suggestions.
- We really don't have any issues or concerns with them right now.

flexMLS – USERS

How would you like to see your mapping features improved?

- Drawing shapes in a mobile browser is difficult and should be improved. More search criteria within the map. i.e.-school district
- Better accuracy on where the properties are mapped**
- Easier to use when resizing the map, drawing shapes without having to start over
- Better printout of listings. Hard to read.

What features would you like to see added to the client website?

- Being able to save your password rather than having to enter each time to access the system.
- Give the client the ability to set their own search parameters instead of the agent having to go in and edit for them.
- More user-friendly search capability - some of my clients that are not so tech-savvy have a hard time.
- Email/text notifications to agent on client activity (remarks, favorite listings)

The thing I like best about the MLS system is...

- Easy to use, intuitive. The program works for those that are tech challenged to the tech savvy.
- It is easy to use, functional and FBS/Flexmls is always updating their service
- The ability to set up auto searches
- Helpful support staff
- Map feature is great but still needs some improvement

Our MLS system would be better if...

- Auto search was easier to set up with the ability to enter more criteria
- Map search was not so difficult to operate
- Standardize listing criteria across the boards
- I wish it were more compatible with my iPad. It takes me twice as long and a lot of times I have to start over, it's just generally a pain.
- if the interface was less confusing. On some pages there are 2 save buttons that have different functions not clearly differentiated. Same with map button.

What would make the mobile application(s) better?

- Consistent interface and functionality the same as that available on a desktop browser.
- Easier to use i.e. search without MLS #
- It's slow and cumbersome to use. Need a better interface and more functionality.
- More information like the full site
- iPad and tablet compatible

Why haven't you accessed the MLS system with a mobile device?

- No need
- Don't have a smartphone
- Phone screen is too small

Fusion by MarketLinx - STAFF

Satisfaction with vendor's ability to provide technology that is good for high and low users.

- The product is always available, setup in a fashion that works well with a process flow to enter, add/edit and search well.

What are the strengths of your vendor and MLS system?

- Customer service
- Try to stay ahead of the curve

What are the key issues and concerns you have with your current MLS system and vendor?

- Need to be more in tune with technology and configuring systems for tablet and smart phone usage.
- I am worried that they aren't able to develop their own systems anymore. They are buying 3rd party tools or they are buying companies outright to solve their development issues

Fusion by MarketLinx - MEMBERS

How would you like to see your mapping features improved?

- Accuracy of where the listing is placed on the map. Listing agent/broker?
- Easier way to draw the map
- Ability to see multiple listings in one area that are stacked
- Drawing the shapes is often times quirky to control the points in a polygon. The pop-ups are hard to navigate when trying to use the other tools from the pop-up.

What features would you like to see added to the client website?

- It needs to be more professional looking and needs to notify me when my client enters it and/or adds to it!!!!!!
- Notify agent/broker when client makes notes
- Update the look of the site. Very dated
- Make it more like Zillow and Trulia since that is what clients compare it too

The thing I like best about the MLS system is...

- I like fusion, but it may be just because I'm coming from mlxhchange. I like being able to do multiple searches simultaneously
- Auto searches and saved searches

- Ease of use when entering listings or uploading photos
- The ability to run multiple searches
- MAC compatible

Our MLS system would be better if...

- If more intuitive and not keep changing the way to access information in every version
- Some functions such as CMAs were easier to create
- Technology partners weren't always changing. Makes it difficult to really learn the technology
- More reliable speed and accuracy of listings
- Looked better. Easier to navigate. More compatible with Mac

What would make the mobile application(s) better?

- If there was a full functioning app
- Ability to manage listings from mobile

Why haven't you accessed the MLS system with a mobile device?

- No need
- Don't have smartphone
- Not a tech person

Interface by Realty Server – STAFF

What are the strengths of your vendor and MLS system?

- Responsiveness, good support
- Provides two programs - web based and a distributed program.

What are the key issues and concerns you have with your current MLS system and vendor?

- Nothing really pressing...maybe bringing more new things - although we're very satisfied, you have to wonder if there isn't something new, more, better that could be brought to us.

Interface by Realty Server – MEMBERS

How would you like to see your mapping features improved?

- Be able to print listings from the map search results.
- more search parameters for the map feature, ours now only includes a few basic ones.
- More filters like style. Also square feet of the house should be the main levels not entire sq ft. Hard to tag and save as well for printing later.
- If there are multiple hits close together it is sometimes difficult to view the information for all of them. The ones at the bottom don't always show on the screen and you have to go out and scroll and adjust your position on the screen.

What features would you like to see added to the client website?

- I can track what clients are looking at
- more friendly user interface to start
- I would like to easily convert their search from the company website to the person search that I set up for them. Then they are always referred back to me and my site.
- I would like to be able to see what the client sees.....I feel very in the dark when it comes to what the client sees. Maybe our communication could improve if I know that information.

The thing I like best about the MLS system is...

- Speed, various applications... iPhone and iPad..
- Easy to use. Can add features with board office requests.
- I can access it from any web-connected device.

- Auto search and notification for clients on new or changed listings and the public notification of open houses available on the site.
- ease of use. Choice of search fields.
- Ability to see documents. Ability to see agent comments.

Our MLS system would be better if...

- New Photos that are being added to the listing after other photos have already been loaded - it would be nice if the "reloading" process could be a little faster.
- Flyers where modern, CMA use sq. ft. main level not entire home, print one ups are confusing for clients.
- Mobile versions more information displayed
- I'm going with a MAC next time and would like the same features that windows has but in the IOS system
- It could provide more statistics like break down the increase or decrease of sales of certain types of houses in areas over the past 3 months, 6 months, etc.
- The contingent listings would not be taken off the public view. They are not pending sales and are still for sale, with contingencies

What would make the mobile application(s) better?

- Being able to view all listing details and the ability to make listing changes.
- It's too hard to read on phone so don't use it much
- Interface should have a mobile Ap for easy access to MLS .
- As a Realtor I would like the Active, Pending and Contingent listings to appear. Most of the use of the mobile app is when I am in the field and someone has asked about an address. If it is pending it is harder to pull it up and in some cases impossible.
- Adding, editing listings. Photo upload....unless it does and I just don't get it.....

Why haven't you accessed the MLS system with a mobile device?

- Cumbersome to do searches and tried but not like the computer as far as I can determine.
- Have not had the need.
- Haven't put the application on my Droid yet. Need to go to the phone office and do that.

List –it by Solid Earth - STAFF

Satisfaction with vendor's ability to provide technology that is good for high and low users.

- The system is fine for low to mid users but for high tech users there is a lot missing.
- The platform is pretty antiquated. No apps available for agent's mobile devices.

What are the strengths of your vendor and MLS system?

- They are one of the few that are willing to make custom changes. The staff.
- Creating a new revamped system

What are the key issues and concerns you have with your current MLS system and vendor?

- They are behind with the technology that is available in other MLS platforms.
- Since they have started development on their new Spring system, they have fewer developers working on our current system to fix bugs and make changes.

List –it by Solid Earth - MEMBERS

How would you like to see your mapping features improved?

- Accurately display the listing locations on the map. Agent required to verify location
- Save the homes in search easily
- Easier to print – cuts off listings

What features would you like to see added to the client website?

- Easier for clients to use
- Sort though listings – newest to oldest

The thing I like best about the MLS system is...

- Ease of use
- Supportive staff
- Search features
- Gets the job done

Our MLS system would be better if...

- Streamlined form management

- Mobile app
- Compatible with all browsers
- More user friendly

Matrix by CoreLogic - STAFF

Satisfaction with vendor's ability to provide technology that is good for high and low users.

- I think the system is easy to learn the basics but has some good features for those who want dive deeper into the system.
- Not very intuitive for the low-tech user, especially when printing a display, pdf or "Chrystal" report as a pdf.
- Customization is great for the high tech users but we had to provide custom system "Chrystal" reports for low-tech users who would not create their own reports.

What are the strengths of your vendor and MLS system?

- Speed of the system is very good. Lots of functionality. Customer portal is professional. Flexible customization at the end user level
- Staff Admin panel allows for staff level system changes
- CoreLogic allows us to run 3 systems in parallel.

What are the key issues and concerns you have with your current MLS system and vendor?

- The statistics program is limited and seems to be restricted by the graphics portion of the program. It also lacks the ability to roll up statistics by company, i.e. if it is a multiple office agency I cannot roll the sales volumes of all the offices into one company. Growth has impacted the service
- Growth in client base may impact service. Also, vendor is still supporting multiple MLS systems.
- Product development needs to improve client communications and the Portal.

Matrix by CoreLogic - MEMBERS

How would you like to see your mapping features improved?

- Accurate placement on the map.
- Ability to free hand draw area
- Better display of results i.e., larger, color, and address
- Needs overall improvement and user-friendliness

What features would you like to see added to the client website?

- Better presentation of info-looks old and dated. Mirror third party sites
- Notes sent to agent automatically
- It's not as easy to navigate, as it should be. Other than that, I think it's great.

The thing I like best about the MLS system is...

- Easy access to lots of info
- Speed and overall reliability.
- Look at multiple windows simultaneously
- It's being compatible w/ many Internet search engines. The many ways to search for properties.

Our MLS system would be better if...

- Auto emails could show up for the clients already in either thumbnail or full-page view. Anything with a photo. I don't like the single line presentation. Many clients won't take the extra step to click on the single line to view the full listing.
- System just moved to Matrix so just getting to know the new system and learn more
- More detailed CMA
- Simplify the format- can be very busy
- The lower numbers on my survey are probably more to do with it being newer and me not being completely used to it at this point. There is a lot of functionality I don't use because I haven't had to yet.

What would make the mobile application(s) better?

- Make it easier to run on an iPad
- Mimic full site on capabilities
- More user friendly
- Too difficult to login. Needs to save user name & password. Entering these things mobile can be difficult especially when they have Caps & lowers letter and other non-alpha characters.

Why haven't you accessed the MLS system with a mobile device?

- Small screen
- Don't have a smartphone
- No need

MLXchange by CoreLogic- STAFF

Satisfaction with vendor's ability to provide technology that is good for high and low users.

- CoreLogic is definitely striving to meet the needs of both the basic and advanced users.
- MarketLinx is responsive to needs and tries to provide an ease of use good for all members.

What are the strengths of your vendor and MLS system?

- They are responsive, professional, stay current with issues happening within the industry and are truly our partners in providing a quality product to our members.
- Keep up with technology

What are the key issues and concerns you have with your current MLS system and vendor?

- Speed of implementing new changes can be slow

MLXchange by CoreLogic - MEMBERS

How would you like to see your mapping features improved?

- Accuracy in listing display. Agents take the time to verify the placement
- Distinguish the listings that are stacked on each other
- Easier to draw search area
- Display more listings on the map

What features would you like to see added to the client website?

- Difficult for clients to learn
- More robust
- Determine old and new from listings

The thing I like best about the MLS system is...

- Customize search criteria-save search
- Simplicity. Very easy to enter listing data and user friendly
- Visually appealing
- Able to load a large number of photos

Our MLS system would be better if...

- CMA needs to look more professional and customizable
- Easier to upload photos
- Compatible across all browsers
- Freezes/ glitches

What would make the mobile application(s) better?

- I want to have full search and editing capabilities, just like the PC version, for my tablet and smartphone.
- An actual native app

Why haven't you accessed the MLS system with a mobile device?

- No need
- Don't have smartphone/still learning smartphone

Navica by Systems Engineering- STAFF

Satisfaction with vendor's ability to provide technology that is good for high and low users.

- Our MLS System is totally designed for our MLS. It is not a cookie cutter system. SEI has kept up to date on the latest technology.
- System is very user friendly and they are always updating. You can use the basics or you can use all the great tools they have.
- Some of the advanced features are difficult for "low tech" users.

What are the strengths of your vendor and MLS system?

- Great membership management system, great reports, ability to multi-task within system, customer service
- Customer support and ability to multitask
- Willingness of vendor to implement requested changes/updates

What are the key issues and concerns you have with your current MLS system and vendor?

- Inaccurate mapping of listings

Navica by Systems Engineering- MEMBERS

How would you like to see your mapping features improved?

- Require agents to verify accuracy of listing on the map
- Easier to operate/user friendly
-

What features would you like to see added to the client website?

- Customizable for the client
- Newer look

The thing I like best about the MLS system is...

- Easy to use, simple features
- Familiar with system. Have used it for a long time
- Auto search capability

Our MLS system would be better if...

- Load pictures faster and at one time
- Faster
- More room for remarks and customizable features on listing

Paragon by LPS – STAFF

Satisfaction with vendor's ability to provide technology that is good for high and low users.

- Paragon is a great system over all. Once the users are trained on the system by us, they tend to like it better. I personally like the ease in using it as well as the ability to do many in depth searches as well as the simplest.
- Great with training all types of users

What are the strengths of your vendor and MLS system?

- Ease of use. a lot of functionality Customer support always available
- The staff at LPS is easy to work with. Paragon grows as a program every day. Cross browser compatibility
- They seem competent and able to handle the complexities of the real estate market and stay on the cutting edge of technology.
- Strong Product Advisory Committee - LPS Seeks input and feed back from users and MLS staff in a very proactive way. I am very pleased with their responsiveness to issues.

What are the key issues and concerns you have with your current MLS system and vendor?

- We have experienced slow turn around time with customer service requests at the MLS level the past year.
- Would like a little more QA QC before releasing enhancements - even when releasing to "pre-Release" customer.
- Slow turn around for request/ responding to bug corrections

Paragon by LPS - MEMBERS

How would you like to see your mapping features improved?

- Be more accurate. Allow more flexibility in drawing the area you want to search. Sort stacked properties so you can see all the information
- Go straight to map view and not have to set criteria to view. Like many IDX sites.
- Time frame for the results display: 30 days, 60 days...

What features would you like to see added to the client website?

- I'd like the client to be able to choose different views.
- A better look. Features like mortgage calculator, walk score, etc.
- Easier to use and access
- Customizable

The thing I like best about the MLS system is...

- Easy to use in terms of entering listings, managing listings access features
- The ease in using it. It flows. There is more than one way to find what you are looking for. Easy to teach.
- Amount of info on listings
- The photo display, the easy tabs to the tax office, assoc. docs, history, etc.
- Setting up Listing Alerts for clients where properties matching their criteria go directly to their inbox when they come onto the market....Saves time searching for properties manually.

Our MLS system would be better if...

- Completely incorporate tax and public records. Easy to read and print
- If we could create more custom reports, spreadsheets, views, etc. We're given a few pre-formatted views in each category with limited customization options and can only save a few limited views etc..
- CMA more user friendly
- More tablet friendly

What would make the mobile application(s) better?

- Would like to be able to do all functions on mobile Faster
- An actual app
- The ability to advance to from one listing to the next listing easier. The ability to define a search without going through such a long list of townships, school districts, etc. - the system is very touchy. It would be nice if it would auto fill as you type

Why haven't you accessed the MLS system with a mobile device?

- No need/ prefer computer
- Doesn't work properly
- No smartphone

Rapattoni MLS– STAFF

Satisfaction with vendor's ability to provide technology that is good for high and low users.

- The saved search, prospecting and reporting features are EASY to use. Higher skilled members can use other tools and add cost third-party software that integrates into the system.
- Rapattoni has provided a solid system for our MLS.
- Mobile interface was only recently released and needs work- not enough advances for tablet and mobile.

What are the strengths of your vendor and MLS system?

- Comfort. We know who they are. Nobody likes to go through a conversion. Their up time is pretty good. Also they always pick up the phone when we call.
- Consistent and reliable
- It's fairly intuitive, easy to move around, pretty easy to figure out what to do with little instruction.
- Every browser is supported. Their customer service is acceptable and timely. The embedded video training is wonderful.

What are the key issues and concerns you have with your current MLS system and vendor?

- They seem to be behind with the mobile agents needs. They IDX framed solution isn't pretty. Many agents do not use it even if it is free. System limitations
- Not moving quickly enough for the technology needs of our members.

Rapattoni MLS- MEMBERS

How would you like to see your mapping features improved?

- Larger display. Difficult to view and draw map
- Require agents to verify the map is displaying accurately
- Draw map area, edit w/o starting over
- Difficult to zoom

What features would you like to see added to the client website?

- Client to be able to provide direct feedback on a property they looked at through the portal.
- Easier to refine search and what is sent to clients
- More ability to control how often search results are report client. We need daily for some clients and monthly for others, no flexibility in how to report listings.

- The Save and Reject features aren't obvious enough and are often missed by clients. I would also like a cumulative report on when they accessed the Portal.
- Client customize their own search

The thing I like best about the MLS system is...

- Ease of use
- Clear display of info
- Statistics are easily extracted even down to the neighborhood.
- Access to tax data
- The automatic search and client portals, CMA stats, Property history, and the increased number of pictures.

Our MLS system would be better if...

- It had a full features available for Tablets and Smart Phones. Also if they had a better IDX frame-able solution. Bug fixes were faster and when installed it didn't break something else.
- Ability to conduct more narrowed searches
- Easier to build CMA. Could - select multiple pictures to upload at once. The interface and design should be streamlined and simpler to look at and use.

What would make the mobile application(s) better?

- Fully functioning native app
- Compatible with apple
- Make it easier to search. It's just a miniature version of the computer screen. It's a hassle trying to fill in the blanks.

Why haven't you accessed the MLS system with a mobile device?

- Screen is too small
- Don't have device/no need

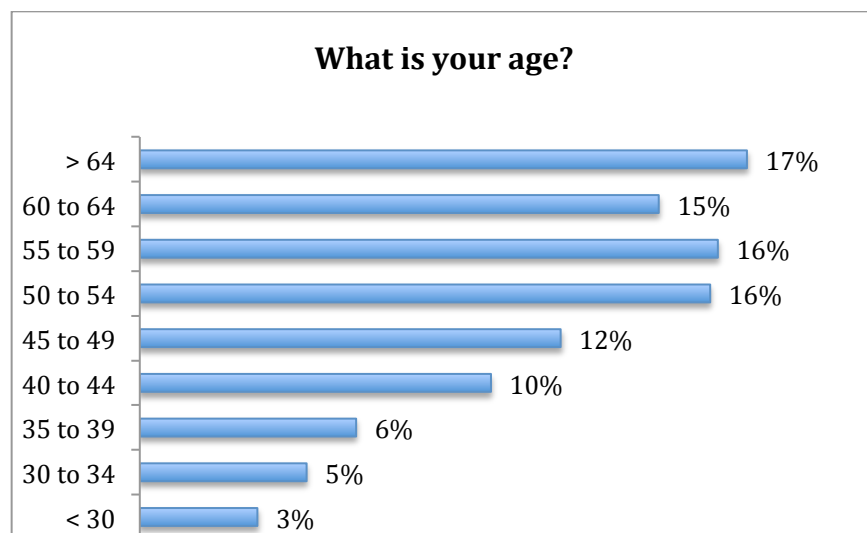
Survey Overview - Respondents

Respondent Breakdown (Staff and Users)

WAV Group believes it is important to measure both staff and user satisfaction separately. As you will see from the results in our survey, staff and user opinions often differ considerably. The breakdown of participants is illustrated in the following charts.

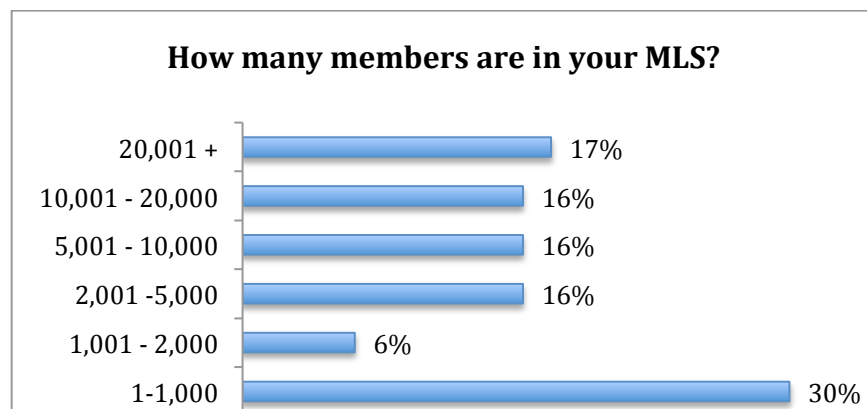
Age of Respondents

Age distribution was typical of the general REALTOR® population with heavy weighting in the 50+ age groups. It is important for everyone in our industry to appreciate that 74% or the vast majority of system users are over the age of 45! This segmentation changes the way that technology is used and adopted.



Age distribution was reflective of NAR norms.

Size of MLSs



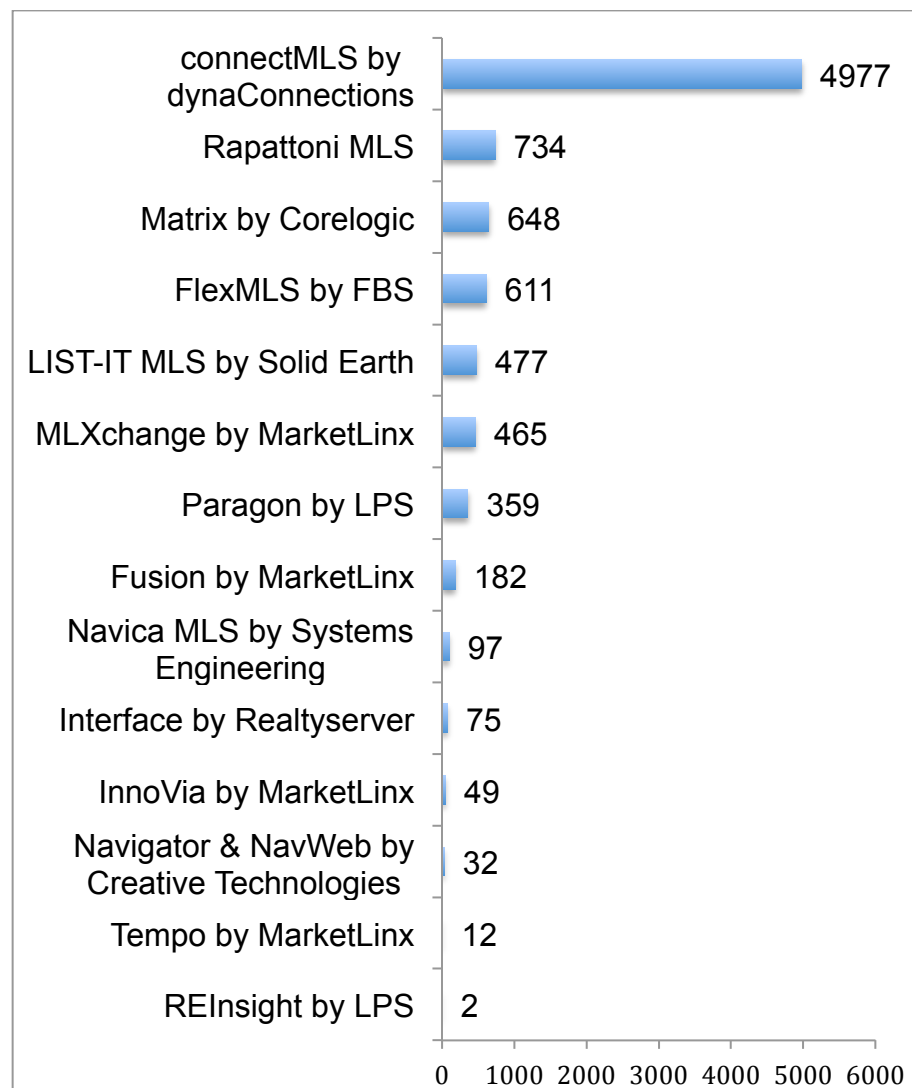
- MLSs of all sizes were well represented in the survey.

MLS Systems Included

Eighteen different MLS systems participated in our survey analysis. Of the 18, 14 were vendor MLS systems and 4 were In-house MLS systems. REInsight only had staff ratings. Only vendor MLS systems with both staff and user ratings have been included in this report.

In-House system ratings have only been included in the aggregate for comparison purposes only.

MLS Systems / Number of Respondents

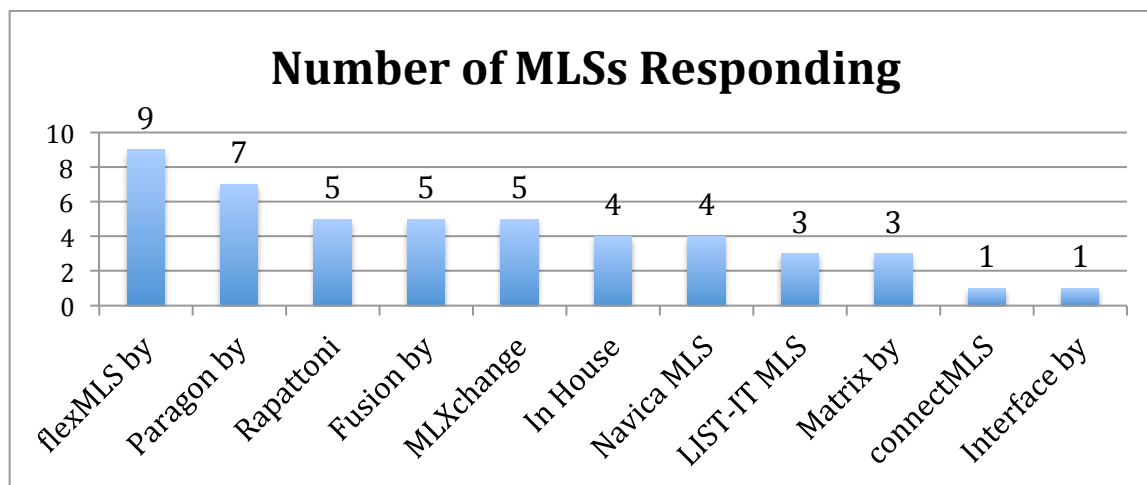


In-House MLS Systems

Four MLSs with in-house systems participated:

- MLS PIN - Pinergy
- Realtracs Online
- The MLS.com – CLAW
- UtahRealEstate.com

Number of MLSs Included in Ratings

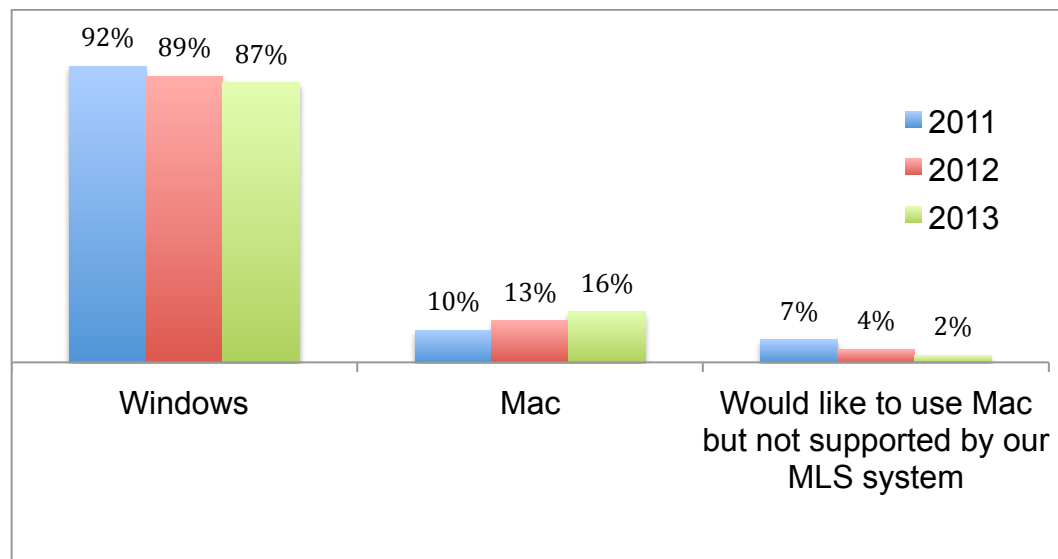


As you review the ratings in this report keep in mind that not all system ratings were based on the same number of MLSs or the same level of responses. Interface by Realty Server has the lowest number of respondents included at 75 members while dynaConnections had nearly 5000 respondents. Only MLSs that made the survey available to their members and staff were included in the final report.

General Observations – All Systems

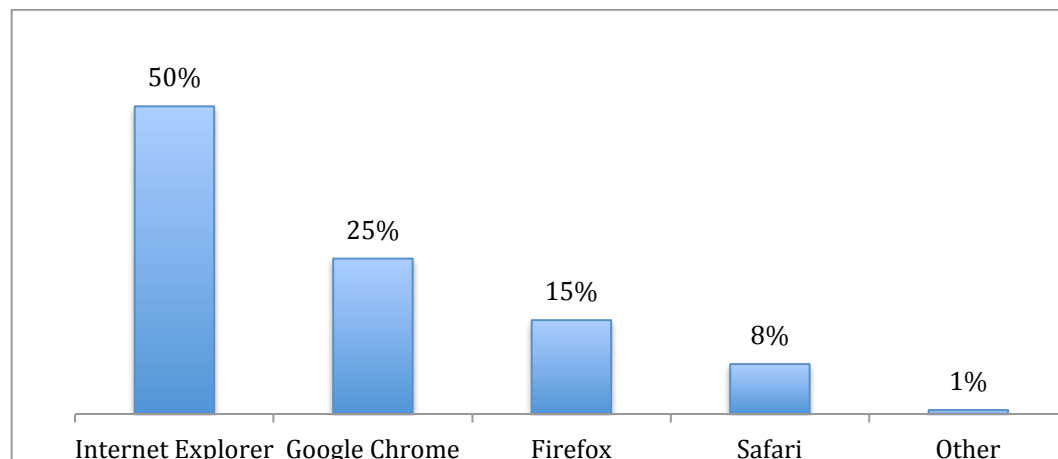
Computer/Browser Use

Which personal computer platform do you use?



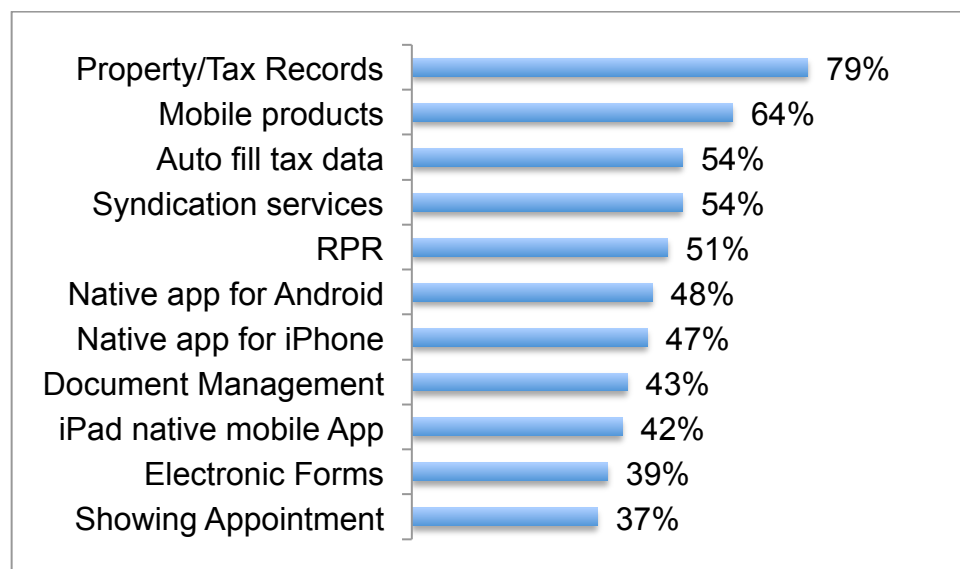
Mac use continues to rise and only 2% now say they would use Mac but it is not supported by their MLS. Although there are still a few MLS systems that do not support Apple OS, most have made the transition opening the door to that opportunity for agents today.

What is the primary Internet browser you use to access the MLS system?



Internet Explorer is still the dominant browser at 50%. It is interesting to note that many users are using Chrome or Firefox as their default browser. It is important that you test any MLS software service on the top four browsers.

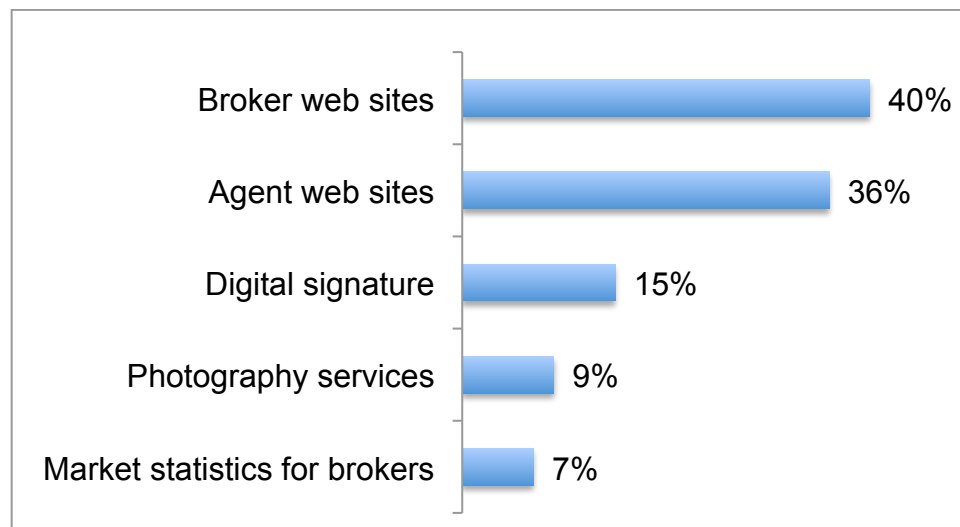
What services do MLSs offer for free? (Staff Question Only)



This was answered only by staff as many members do not know all of the products offered by their MLS.

Tax records lead the free services offered with mobile and syndication services following. Tools like document management, forms and showing software are also gaining wide adoption.

What services do MLSs offer for a fee? (Staff Question Only)



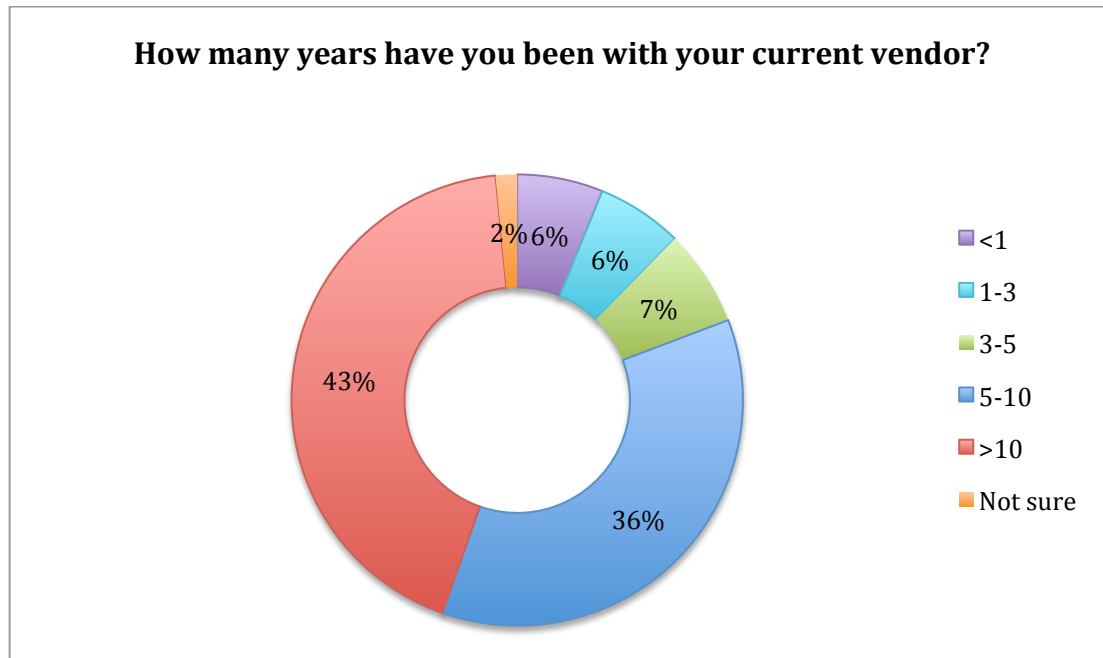
This was answered only by staff as many members do not know all of the products offered by their MLS.

Broker and agent web sites lead the way followed by digital signature, photography services and market statistics.

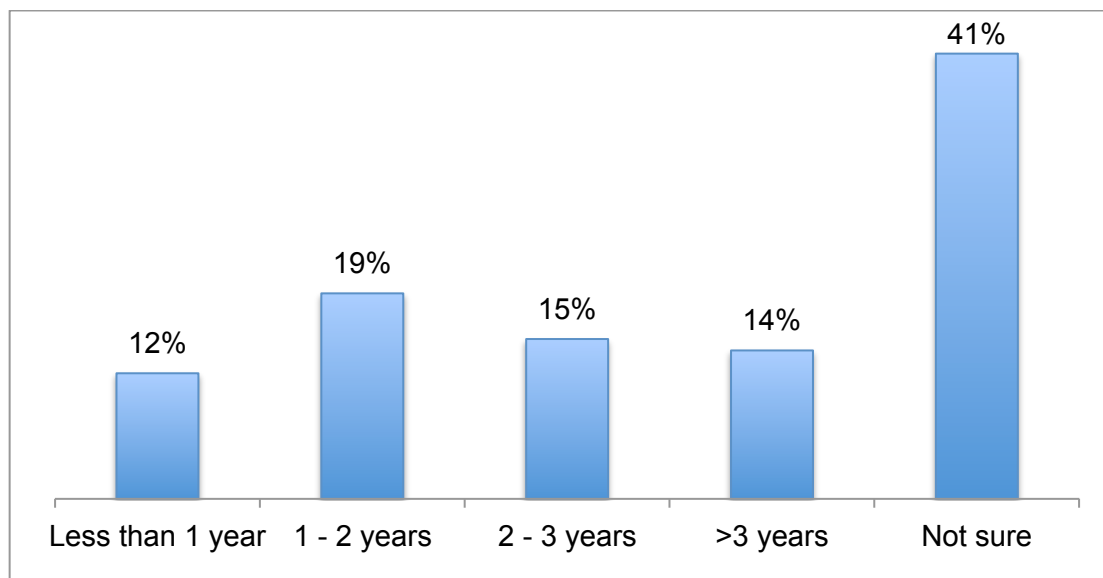
Staff Questions – Details

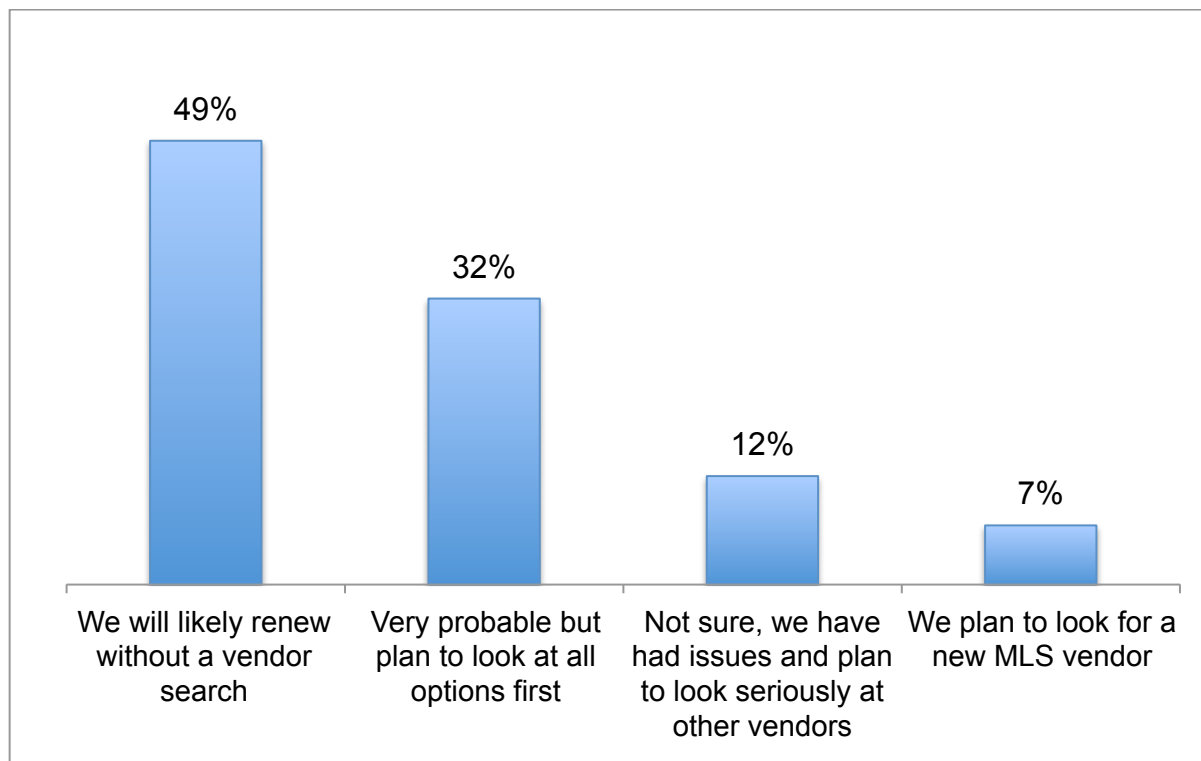
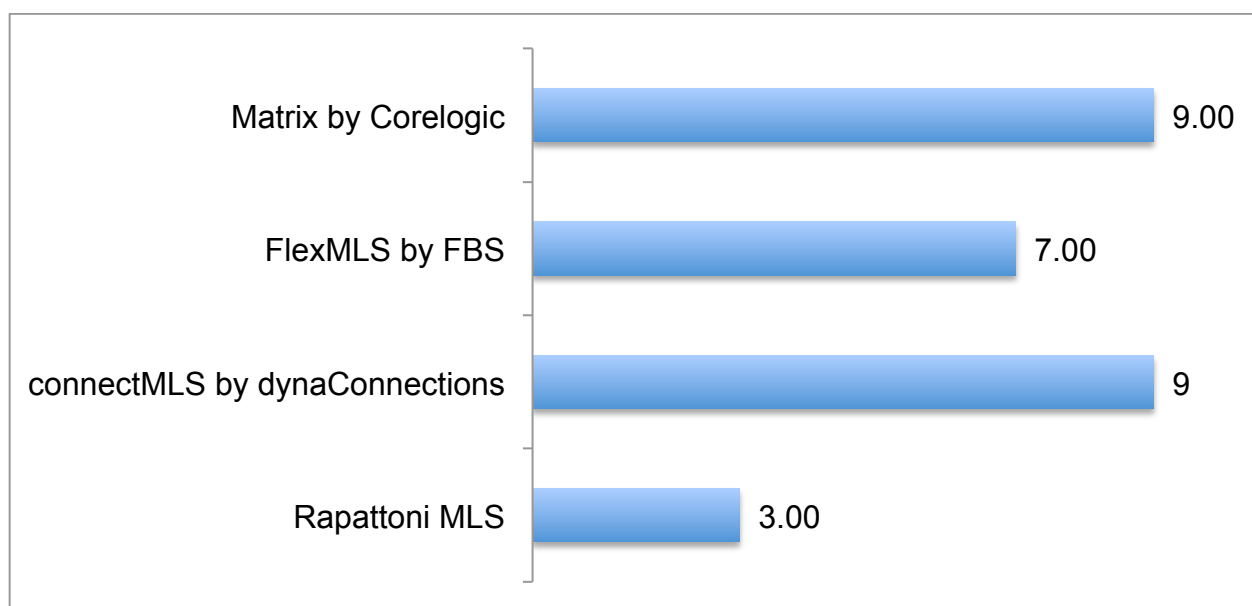
The following questions and charts are from the staff section of the survey .

How long have you been with your current vendor?

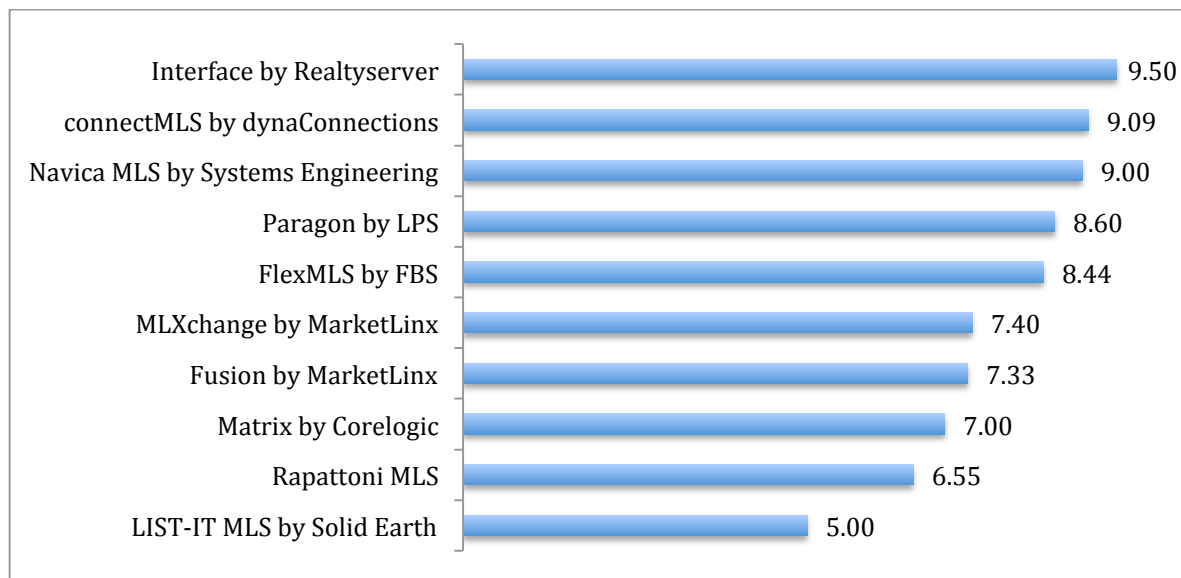


When does your MLS contract expire?

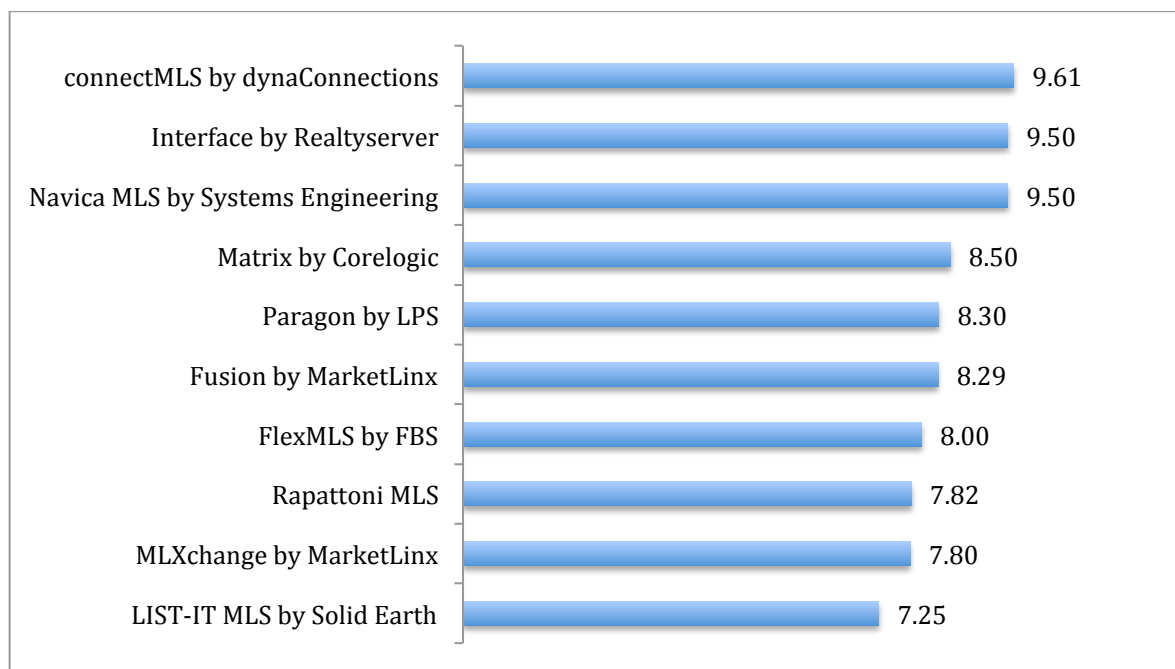


What is the likelihood you will renew with your current vendor?**How satisfied were you with the quality of the initial MLS system installation? (Only includes MLSs that had installations within the last 5 years)**

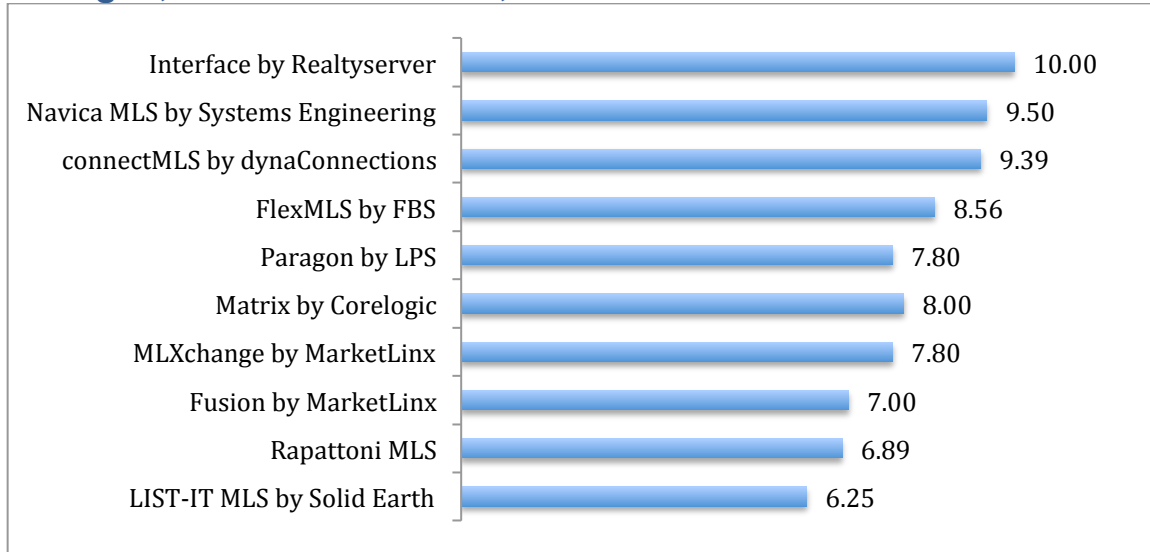
On a scale of 1 to 10, how satisfied are with your vendor's MLS system in providing technology that is good for low and high tech users



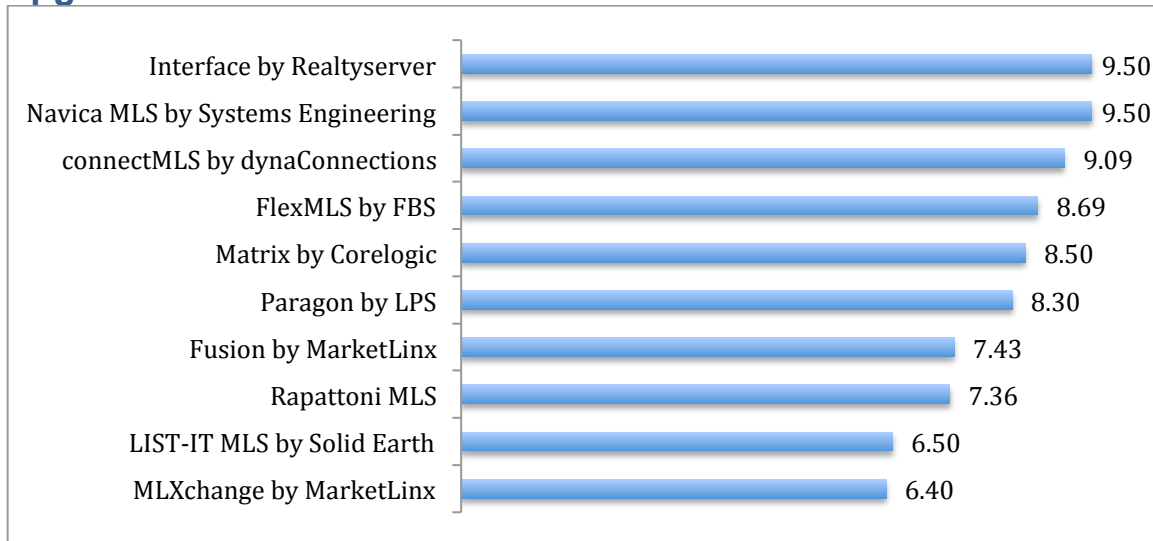
On a scale of 1 to 10, how would you rate your satisfaction with the customer service you receive from your MLS vendor?



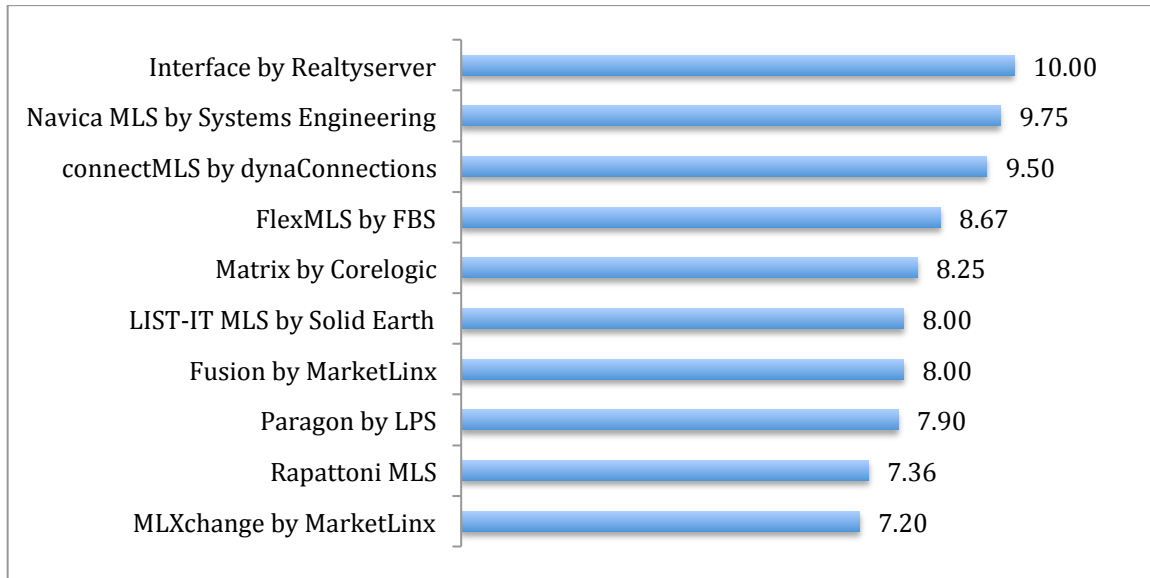
On a scale of 1 to 10, how satisfied are you with the responsiveness of your MLS vendor to complete administrative system change requests, in the last 12 months? For example: property sheet changes, additions to fields, etc.



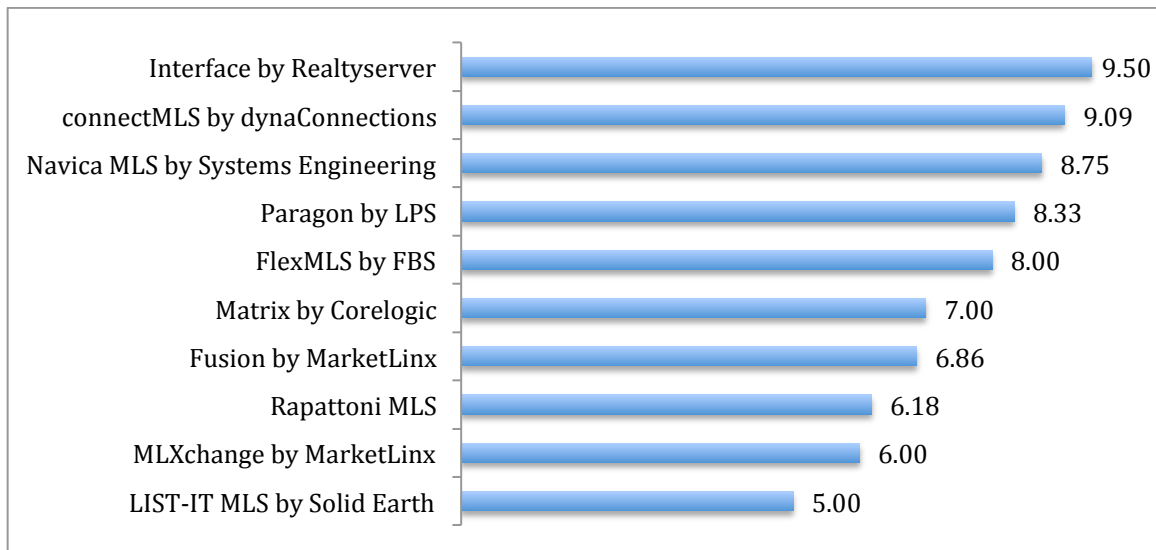
On a scale of 1 to 10, how satisfied are you with the quality of MLS upgrades and releases in terms of quality control - debugging before upgrades?



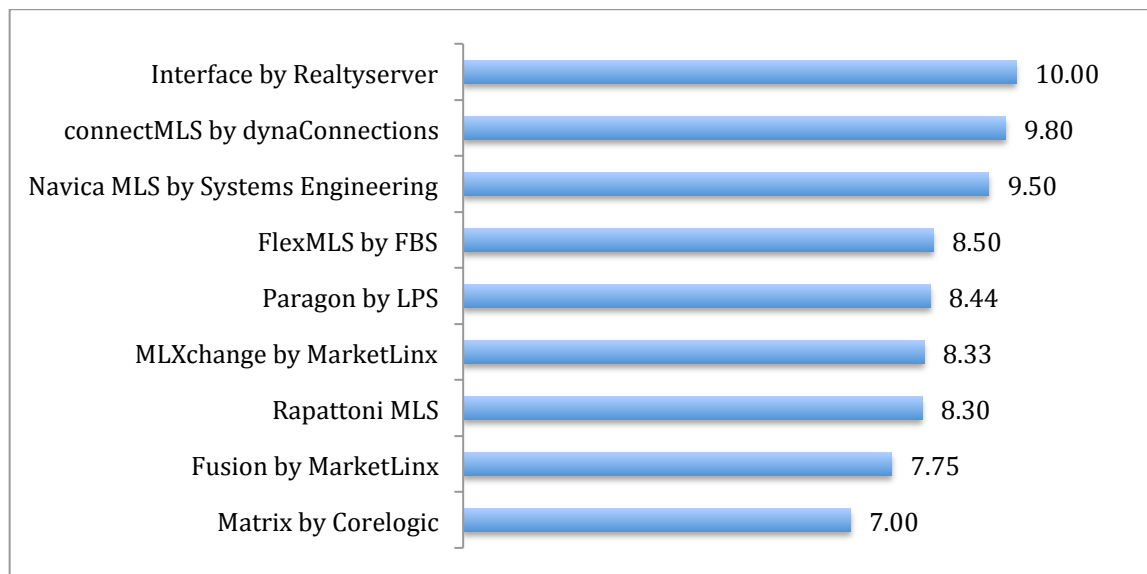
On a scale of 1 to 10, rate your satisfaction with your MLS vendor on how well they resolve system issues, such as bugs, outages or other system problems they do come up. (1 is not at all satisfied and 10 is totally satisfied)



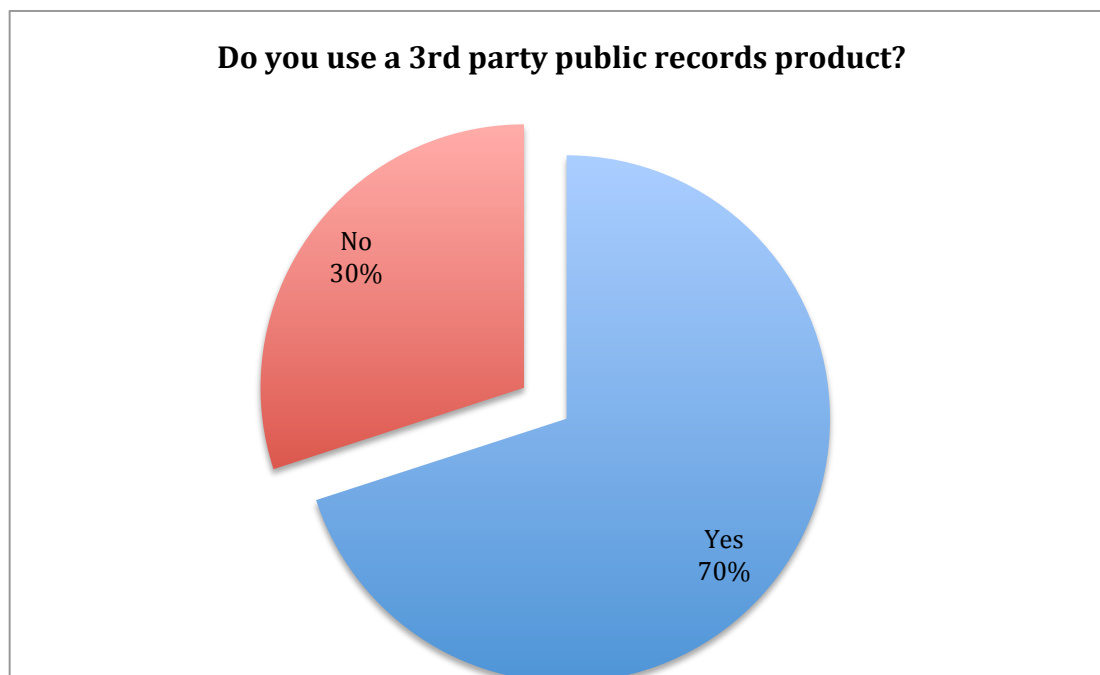
On a scale of 1 to 10, how satisfied are you with your MLS vendor's willingness and timeliness of implementing suggested changes to the MLS system. (1 is not at all satisfied and 10 is totally satisfied)



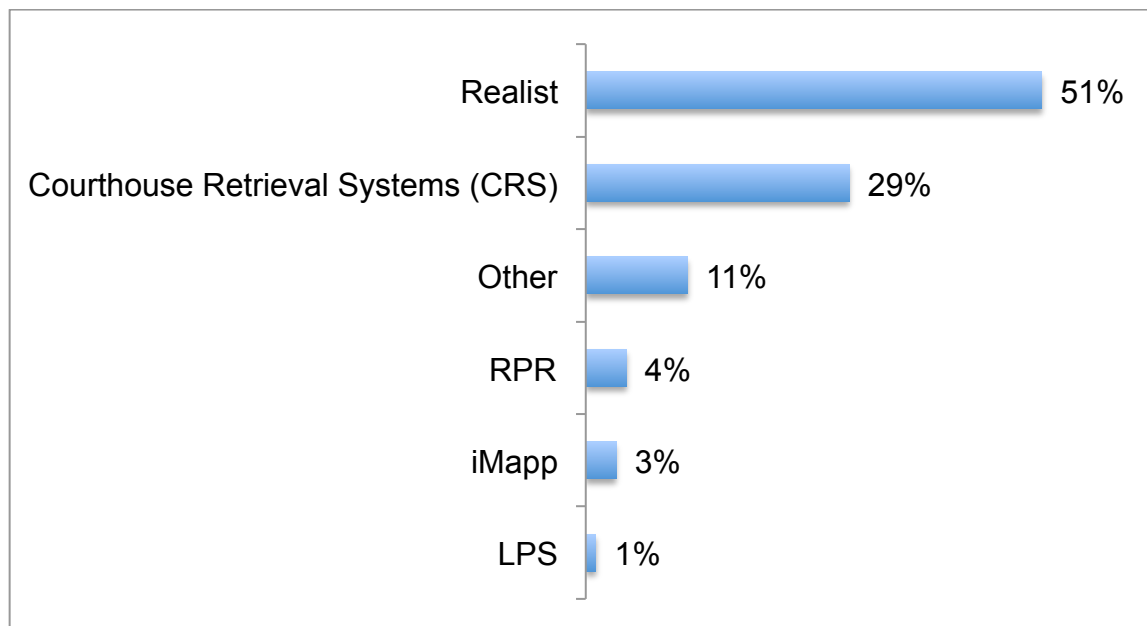
On a scale of 1 to 10, how satisfied are you with the service provided to your members by your MLS vendor's help desk. (1 is not at all satisfied and 10 is totally satisfied)



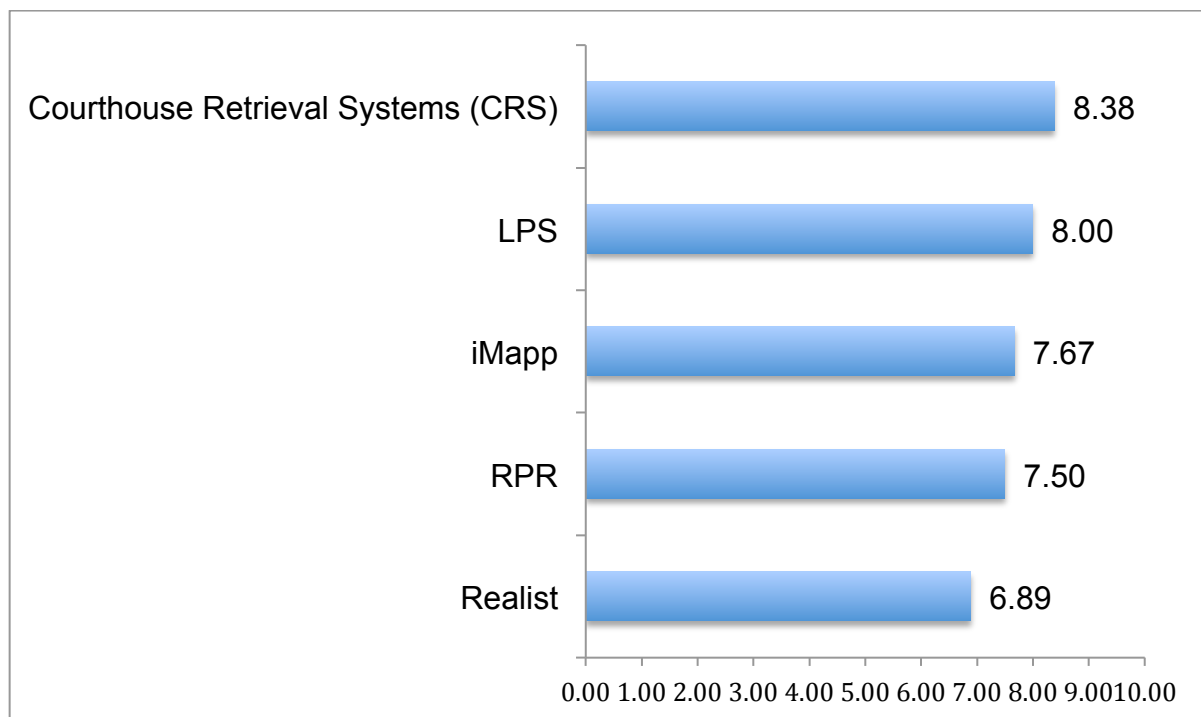
Do you use a 3rd party public records product?



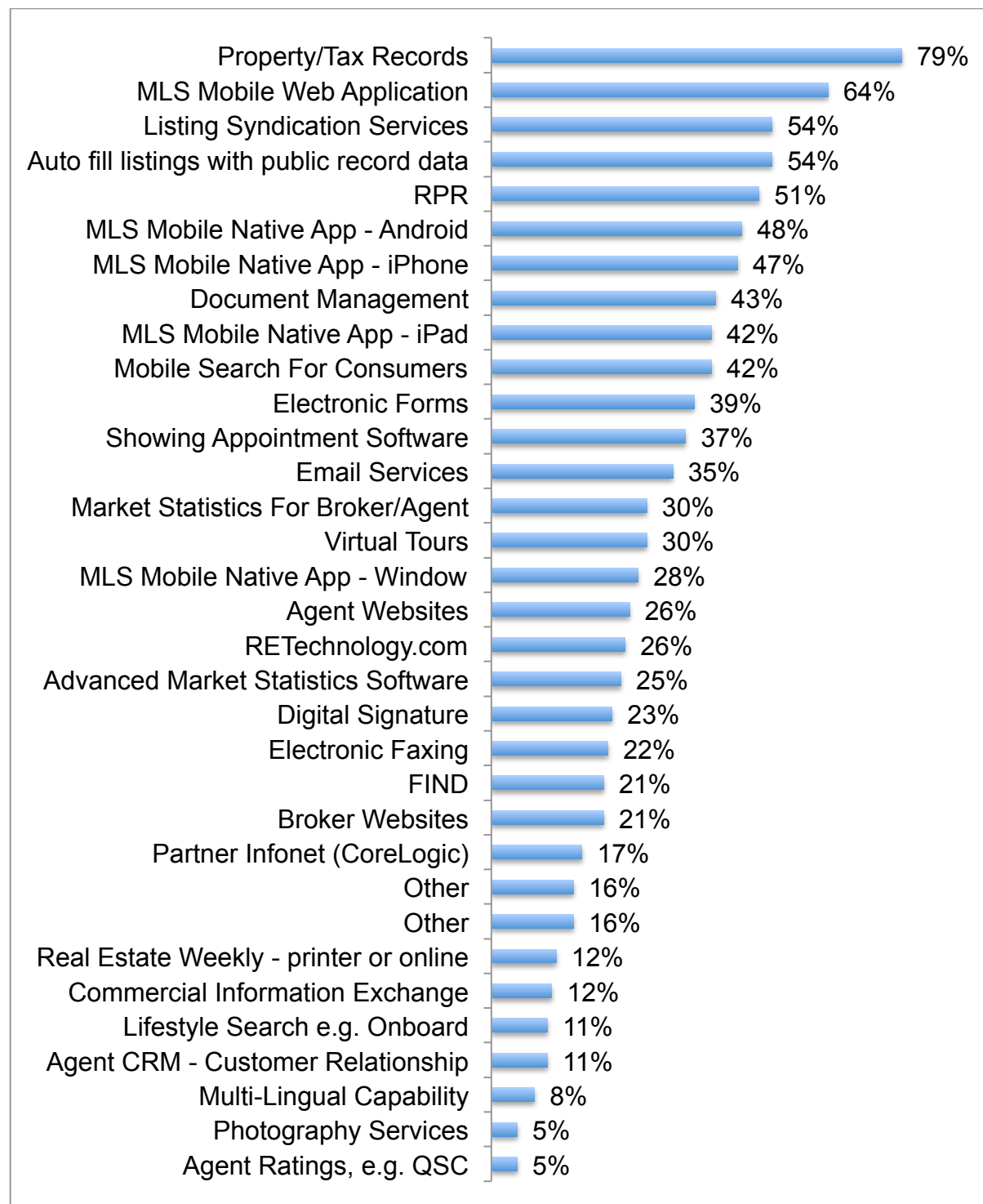
Which 3rd party public record product provider do you use?



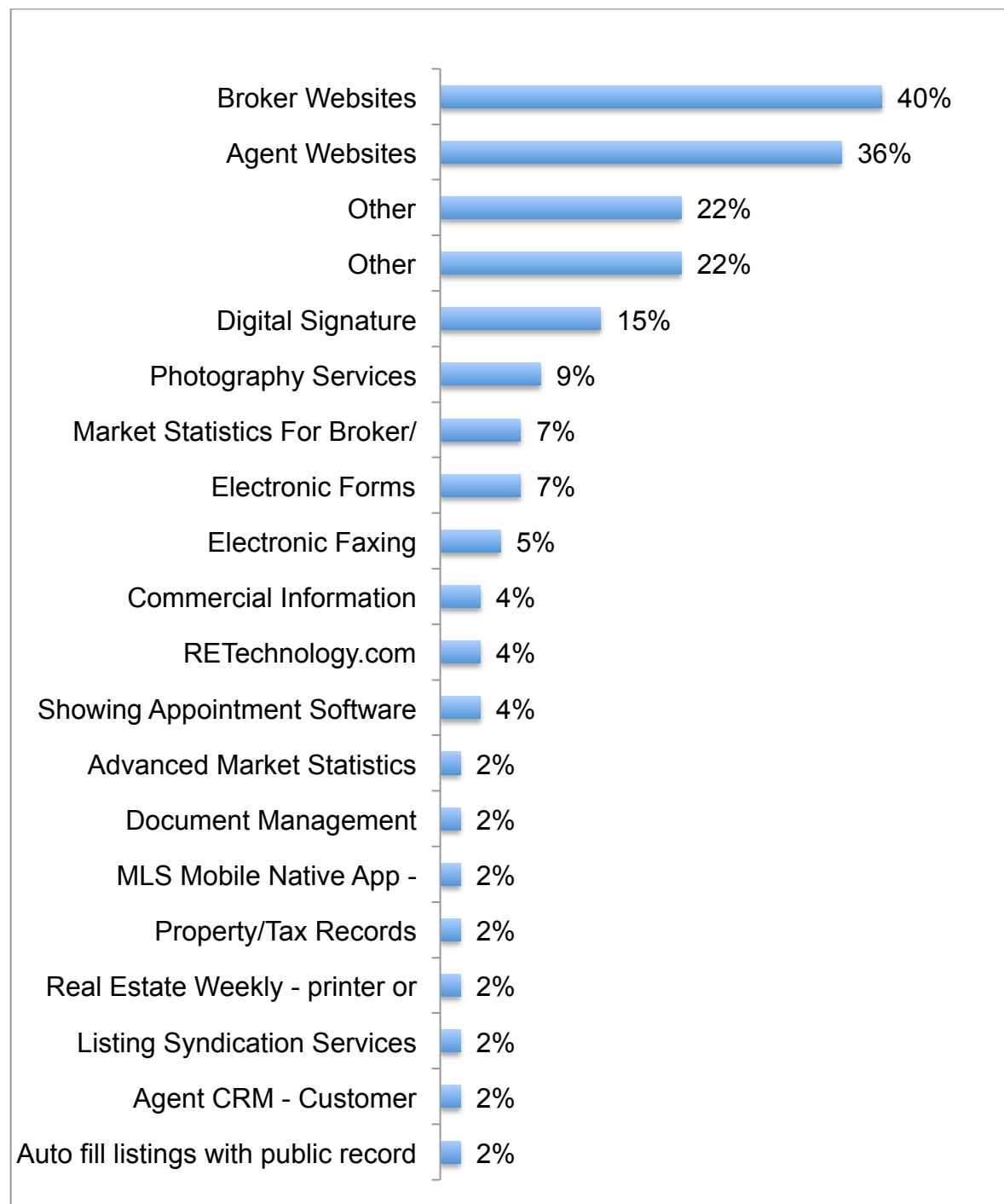
Satisfaction with your 3rd party public records software provider



Which of the following services do you offer through your MLS at no additional fee? (check all that apply)

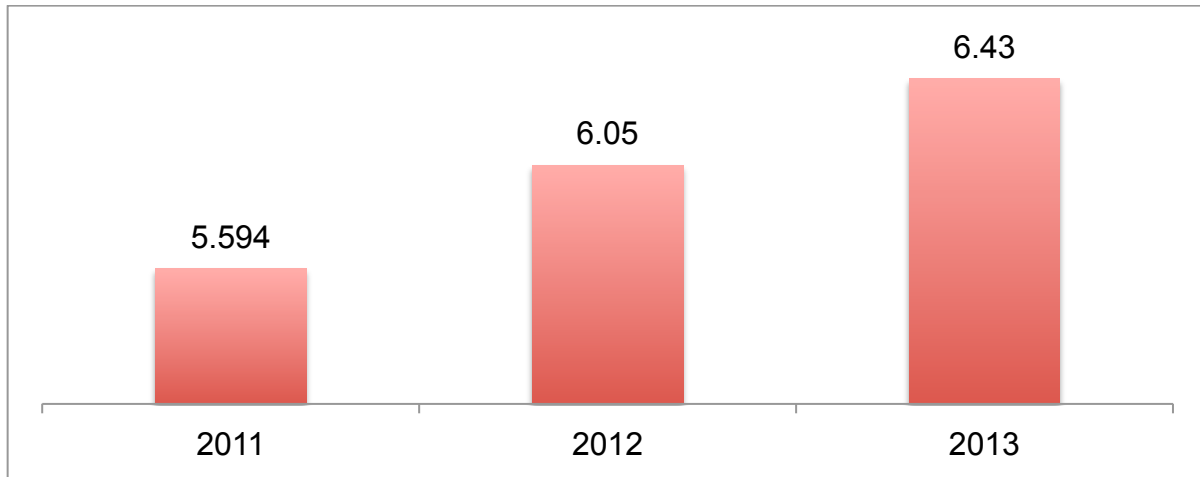


Which of the following services do you offer through your MLS at for an additional fee? (check all that apply)



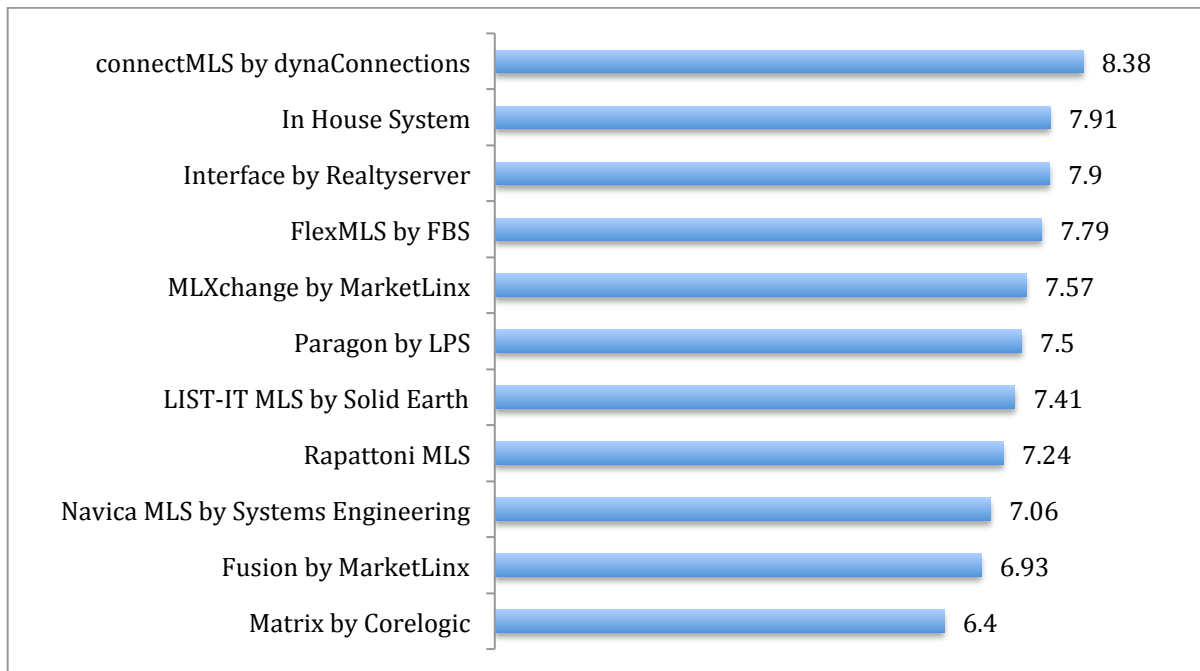
User Question – Details

On a scale of 1 to 10, how would you rate your satisfaction with the mobile MLS access product(s) offered by your MLS? (1 is not at all satisfied and 10 is totally satisfied)



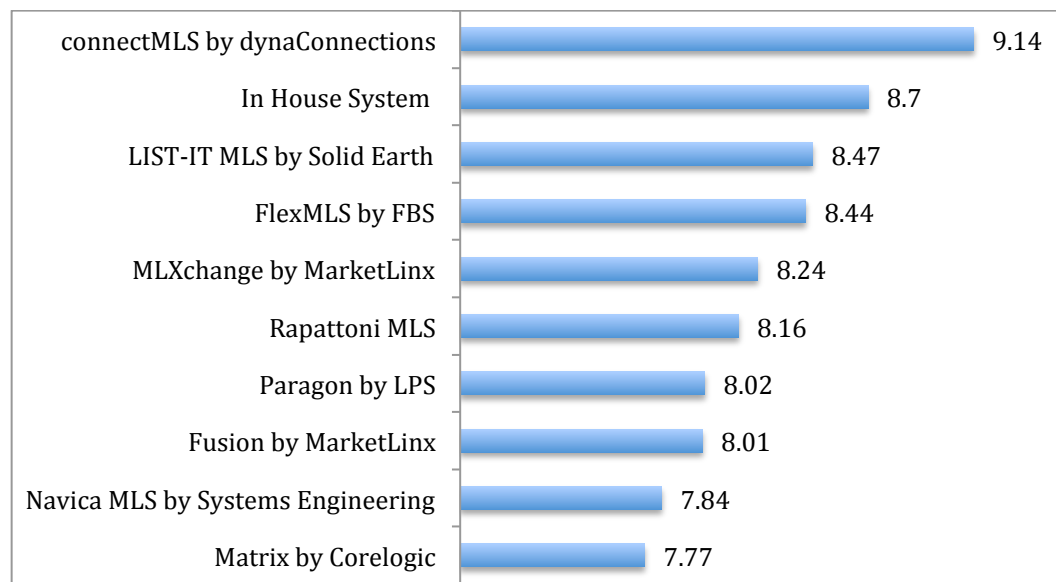
Mobile satisfaction is on the rise as seen from 2011 to 2013 but still has a long way to go.

On a scale of 1 to 10, how would you rate your overall satisfaction with your MLS system? (1 is not at all satisfied and 10 is totally satisfied)

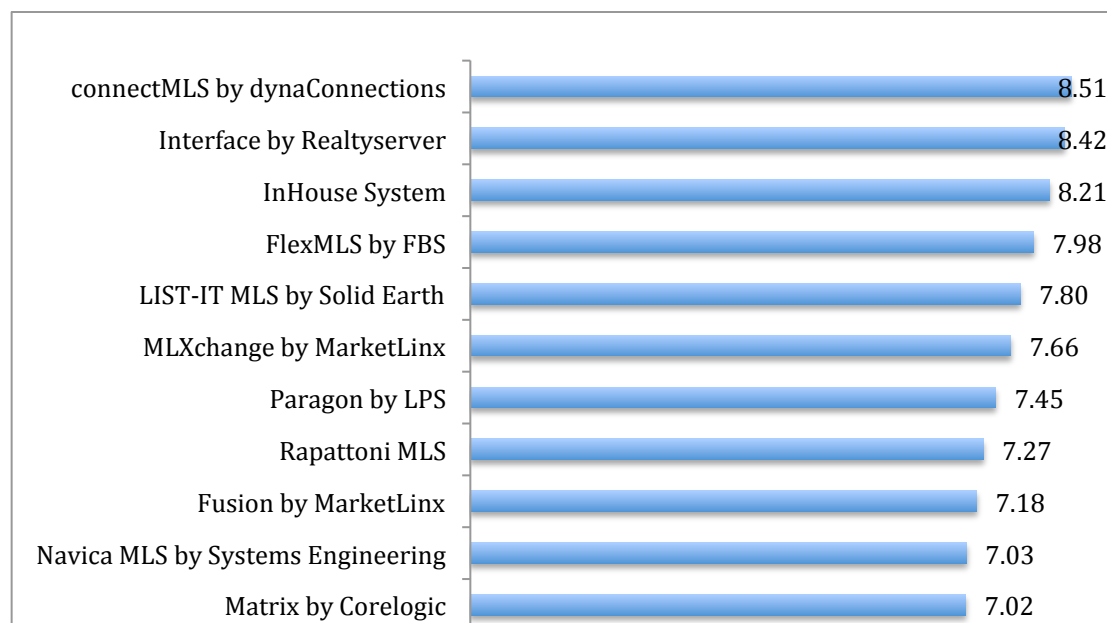


It is important to note that all of the Matrix accounts that took part in the survey this year were recent installations, which definitely had an impact on their user ratings. Staff ratings for Matrix were 7.5 in this survey.

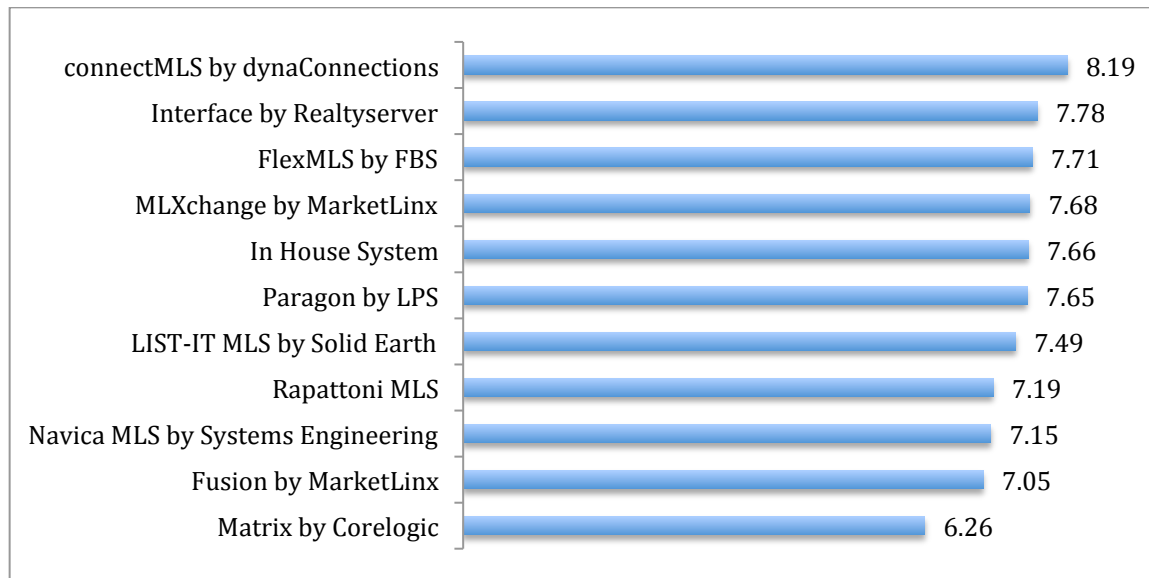
On a scale of 1 to 10, how satisfied are you with the technical support you receive from your MLS? (1 is not at all satisfied and 10 is totally satisfied)



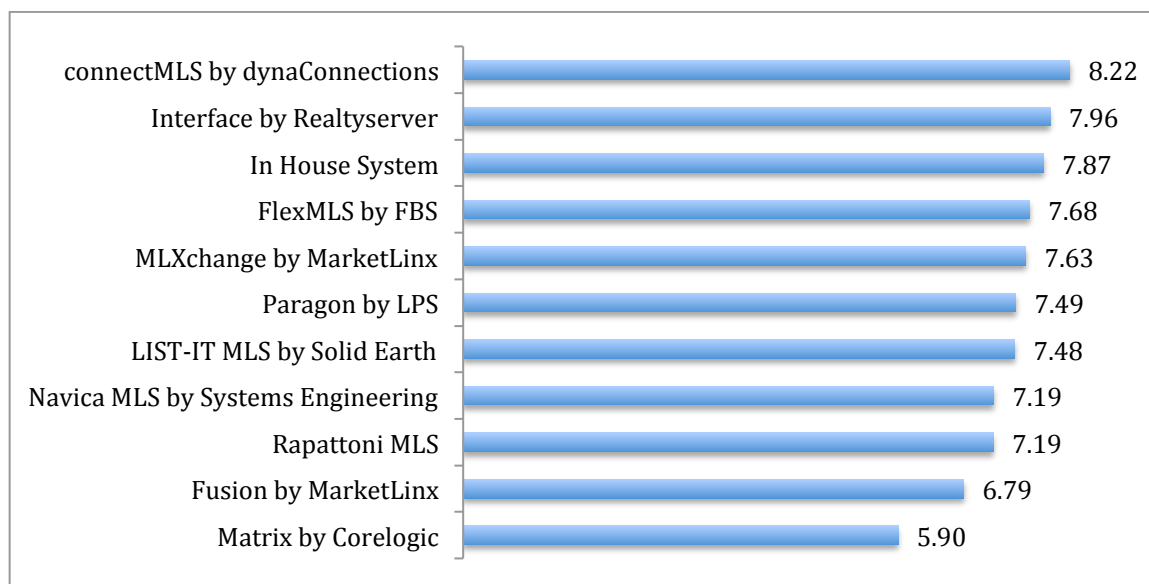
How satisfied are you with your MLS system in terms of overall performance and speed? (1 is not at all satisfied and 10 is totally satisfied)



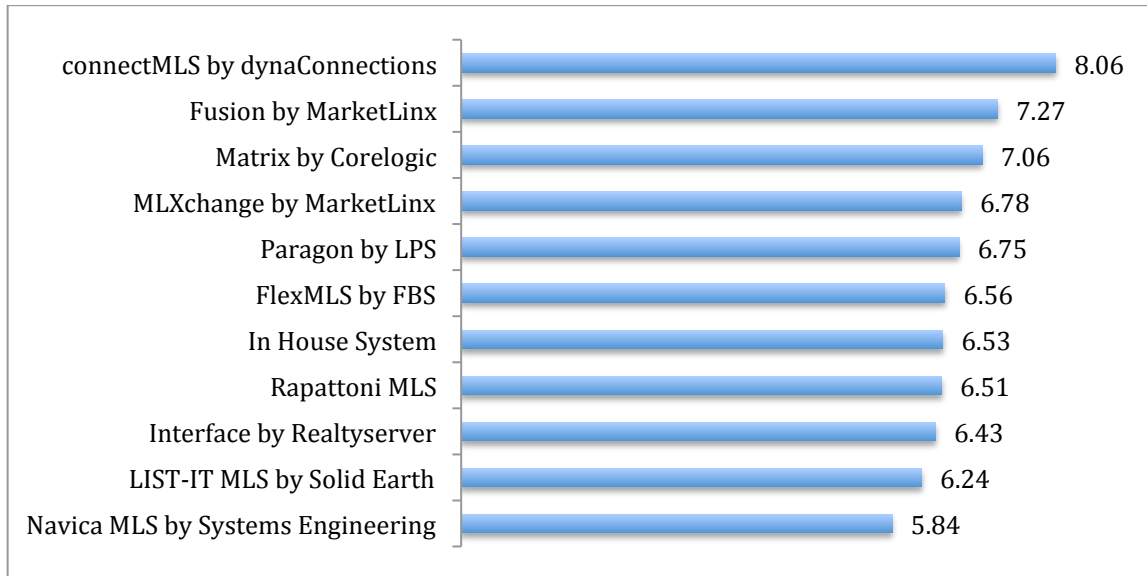
On a scale of 1 to 10, how satisfied are you with your MLS system in terms of its design and visual appeal? (1 is not at all satisfied and 10 is totally satisfied)



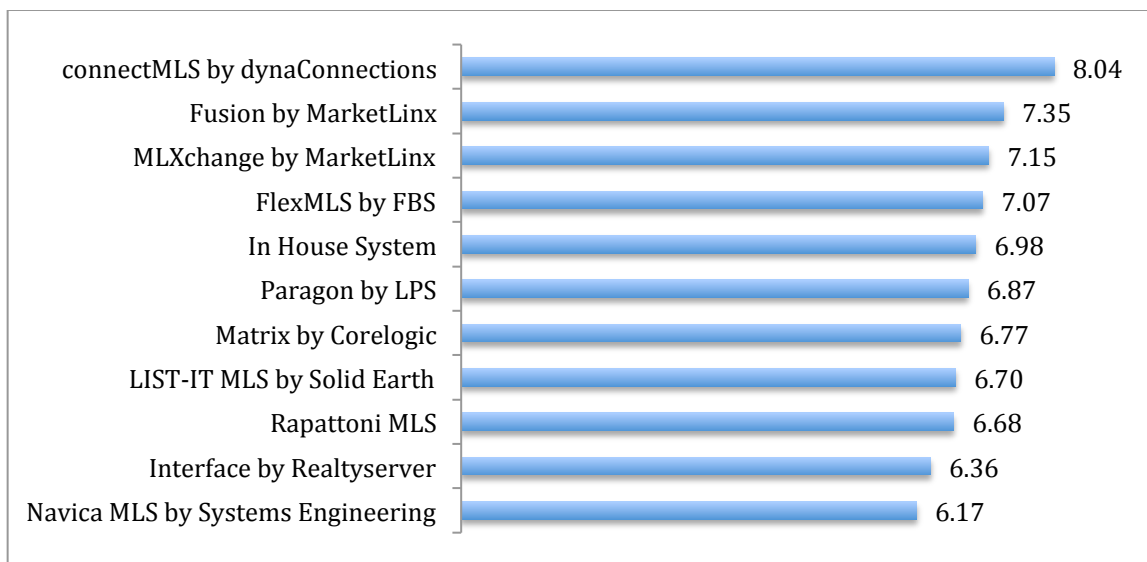
On a scale of 1 to 10, how satisfied are you with your MLS system in terms of it's ease of use? (1 is not at all satisfied and 10 is totally satisfied)



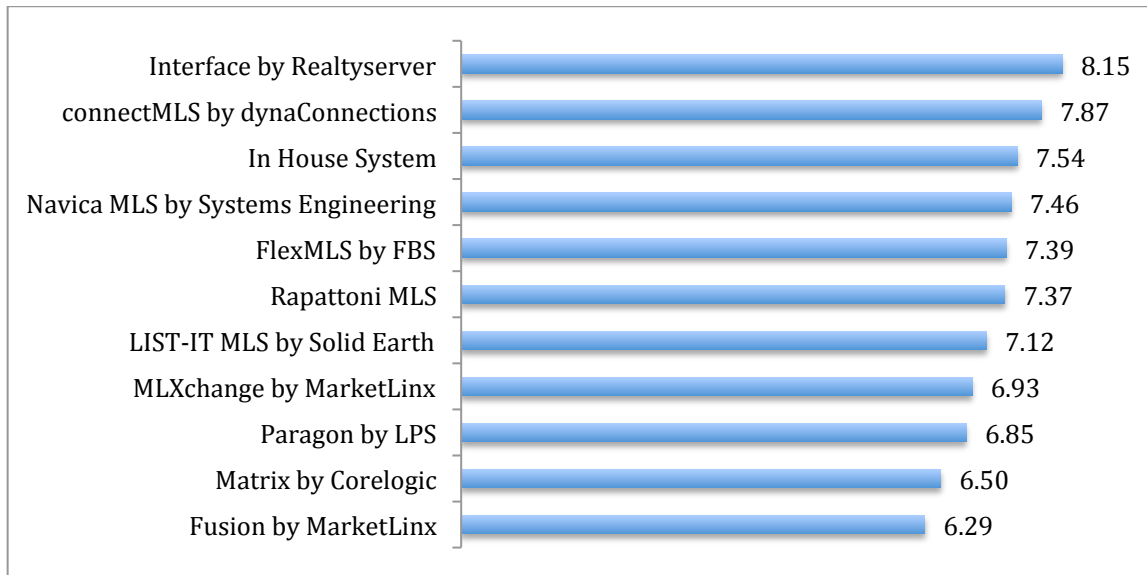
On a scale of 1 to 10, how satisfied are you with your MLS system in terms of being able to search for listings by drawing shapes on a map to define your areas? (1 is not at all satisfied and 10 is totally satisfied).



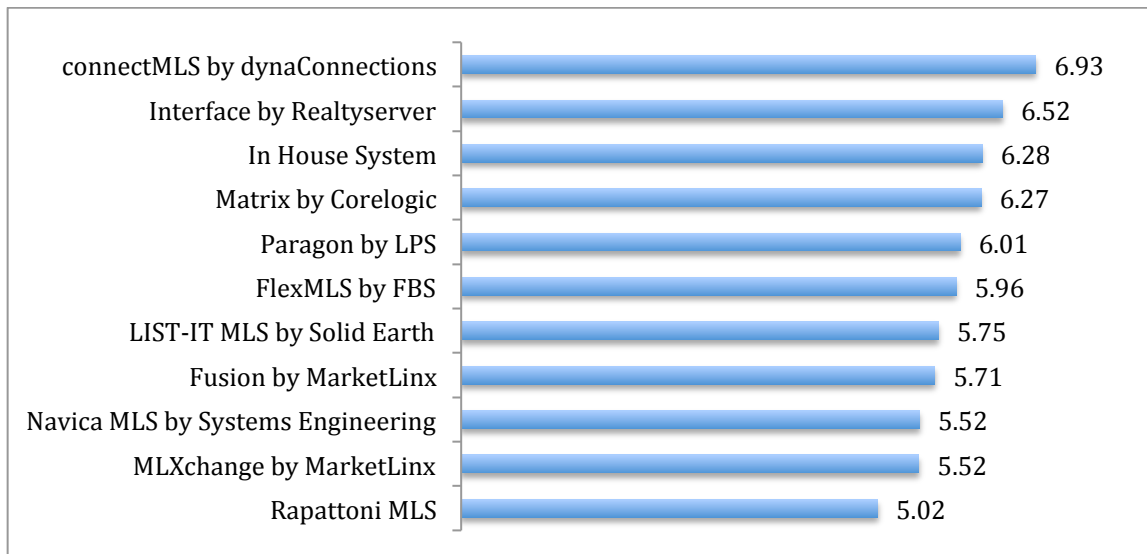
On a scale of 1 to 10, how satisfied are you with the way your MLS system displays search results on a map for review? (1 is not at all satisfied and 10 is totally satisfied)



On a scale of 1 to 10, how satisfied are you with the client website portal your MLS system provides to view their matching listings? (1 is not at all satisfied and 10 is totally satisfied)



On a scale of 1 to 10, how would you rate your satisfaction with the mobile MLS access product(s) offered by your MLS? (1 is not at all satisfied and 10 is totally satisfied)



About WAV Group

WAV Group is a leader in providing consulting services to the real estate industry and is comprised of corporate executives with a depth of expertise in both the real estate industry as well as the consumer market.

The company has conducted studies for some of the largest organizations in the industry including the National Association of REALTORS®, California Association of REALTORS® and others. It has also authored several of its own studies including the 2009 Transaction Management Adoption Study, MLS Consumer Website Effectiveness Study, Broker Website Effectiveness Study, Edutizing, Real Estate Technology – Keys to Adoption, MLS Mobile Technology 2012 – What You Need to Know and many others.

WAV Group works with Multiple Listing Services, Associations, real estate firms, franchise organizations and technology vendors in the US, Canada, Europe and South America. WAV Group has expertise in the areas of technology evaluation, product development, market research, strategic planning, sales & marketing, technology selection and implementation.

For more information on WAV Group products and services, contact Mike Audet at mike@wavgroup.com visit or website at www.wavgroup.com.

WAV Group MLS Vendor/System Selection Services

WAV Group has extensive experience working with MLS vendors and MLS technology having worked with hundreds of MLSs from system selection and installation for MLSs to helping MLS vendors improve their products.

We recognize that measuring satisfaction with a vendor or system is a complicated process. Surveys are just one tool that should be used when trying to gain a clear understanding of technology options. Surveys should never be used on their own to make a technology selection. We recommend this information be included as part of your ongoing technology review but encourage you to do a detailed analysis when and if you are looking to make a technology change.

WAV Group assists numerous MLSs each year with technology evaluation and selection and can help you're your organization through this process whether you are interested in an industry or technology update or would like to do a full "Request for Proposal".

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