



MLSAlliance is a web-based technology platform that networks together multiple MLS databases, providing real estate professionals with a single point of access to listing information from multiple MLS systems.

MLSAlliance Features

- Real time access to listings from multiple MLS systems, from one easy-to-use MLSAlliance website.
- Listing source legend identifies which participating MLS contributed each listing.
- Access to multiple property types and all statuses from each MLS, all updated in real time.
- Automated virtual tour slide show for all listings with multiple images.
- Search across MLS boundaries by city, area, zip code, address, or map area.
- Listing reports include street maps, neighborhood information, and school information.
- Create CMA's and buyer's tours with listings from multiple MLS systems.

MLS Provider Benefits

MLSAlliance provides MLS organizations with a private network to enable data sharing with other MLS's, expanding data access beyond traditional boundaries.

- Expands coverage area beyond traditional MLS boundaries, a positive alternative to regionalization.
- Proven platform for real time data sharing, without the negative side-effects.
- Enhances security by eliminating the need to provide reciprocal data access to non-participants.
- Protects the identity and independence of each participating MLS.

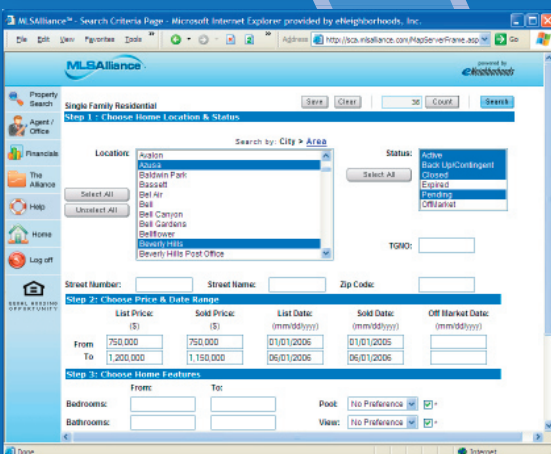
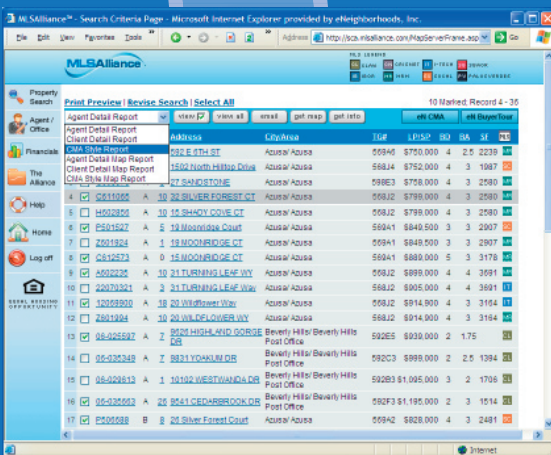
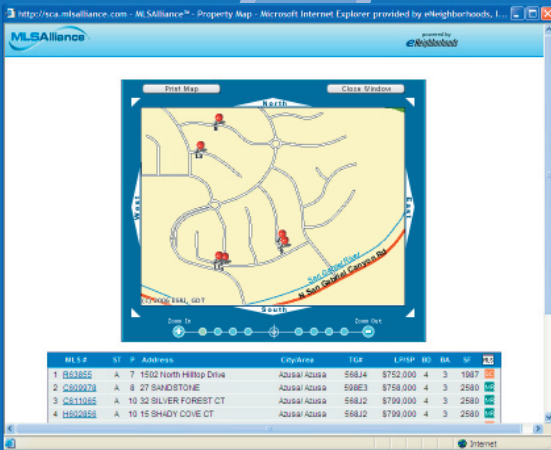
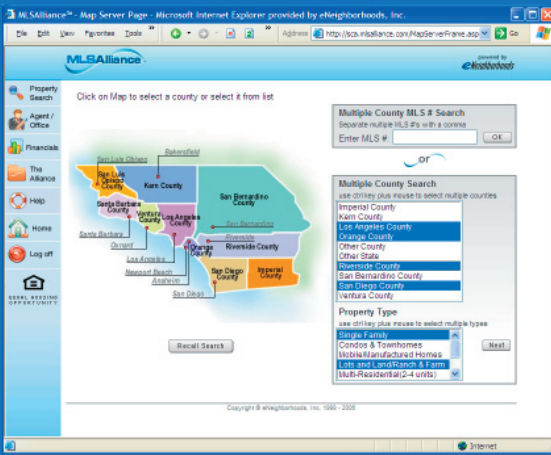
Agent and Broker Benefits

MLSAlliance provides real estate professionals with a single source for accessing listing information from multiple MLS systems.

- Provides maximum exposure for every listing to a broad geographic market, beyond traditional MLS boundaries.
- One simple search retrieves listings from multiple MLS systems, all from the MLSAlliance website.
- Enables extensive, more reliable access to listings from bordering MLS systems.
- Ensures that real estate professionals stay more informed than their clients.

For more information about MLSAlliance, email mlsalliance@eneighborhoods.com.

eNeighborhoods
The Neighborhood Info Experts™
www.eNeighborhoods.com



MLSAlliance™

MLSAlliance Case Study – Southern California MLSAlliance

Southern California is a good example of the real estate industry today. Agents and brokers often conduct business throughout the region, across the traditional MLS boundaries. Access to multiple MLS's in the past has been, at best, cumbersome. Many agents and brokers have been forced behind the technology curve, not able to keep pace with the access to information and technological expertise of their client base. Consumers demand the freedom to directly explore properties for sale via the Internet. At first sight it often appears that clients are more informed than their real estate professional, as to the properties available outside of their agent's MLS boundaries.

The Southern California MLSAlliance, originally formed in 2001, currently consists of 26 participating real estate associations, representing eight regional MLS organizations, serving over 110,000 real estate professionals.

Although the accuracy of property data on the Internet can be suspect, consumers have become more familiar with comparables and frequently have a short list of properties to tour prior to contacting a real estate professional. The advantage of informed consumers is many of the objections that have traditionally slowed the sales process have already been overcome. What these consumers really need is a professional who can provide accurate property information from a wide geographic area and the experience to facilitate all aspects of the transaction.

Working with real estate associations and their MLS providers across Southern California, eNeighborhoods has created an Internet-based, private, regional data-sharing system that gives real estate professionals in the area the tools necessary to meet the increasing demands of their clients. For the first time, real estate professionals across Southern California are able to make one search for properties and retrieve results from multiple MLS systems. It's called MLSAlliance.

MLSAlliance is a single source for providing MLS information from across Southern California to authorized MLS participants and their subscribers. Access is browser based. Agents and brokers search for and retrieve active and off-market listings over a secure Internet connection. Data-transfer from the primary MLS database into MLSAlliance is maintained through

the established, reliable, Data Synchronization Interface originally developed by WyldFyre Technologies and acquired by eNeighborhoods in 2004. MLS data is hosted in a state of the art co-location facility, with each MLS participant's data maintained on a separate Parallel Server to optimize security. With WyldFyre Technologies extensive expertise in parallel server technology, no major development costs were incurred by the participating MLS's. Each MLS pays a moderate monthly hosting and license fee to provide all of their participants and subscribers with access to MLSAlliance.

Each participating MLS controls and maintains their participant and subscriber passwords and ID's. Listing printouts are displayed in the same format as the listing MLS's primary system. There is no loss of independence or identity of the participating MLS's. New listings that are added to the participating MLS's primary systems are quickly made available to MLSAlliance users, typically within a couple of hours.

While technologically sophisticated, MLSAlliance has an easy feel. When a user connects to the MLSAlliance site, they are connected to the MLSAlliance Web Server and are presented with a login screen. The login information required is the same as that used on their primary MLS system. The MLSAlliance Web Server converts each search request to SQL queries and directs it to the appropriate participating MLS's Parallel Server(s).

MLSAlliance Parallel Servers synchronize with each primary MLS system and routinely update listing information and photos, typically on an hourly basis. When MLSAlliance determines that the search must be conducted on more than one MLS system, separate requests are made to each corresponding Parallel Server, optimizing the search process and information retrieval. Returning data is formatted and integrated before returning the results to the end user: Thus the system presents itself to the end-user as a single system unifying data from multiple MLS's.

MLSAlliance ensures that real estate professionals in Southern California are more informed than their clients. It provides maximum exposure for every listing to a broad geographic market, beyond the traditionally limited MLS boundaries, delivering additional value to clients who list their property with a participating MLS member.