

## CMLS Launches “The Value Of MLS” Campaign

*New promotional effort highlights the role of the Multiple Listing Service in creating a healthy, efficient real estate market*

**CHICAGO - JUNE 6, 2017** - The [Council of Multiple Listing Services](#) (CMLS), which represents 200 MLSs with a combined membership of over 1.2 million real estate professionals, has launched a nationwide campaign highlighting the value of the Multiple Listing Services system. The campaign’s slogan - *Making the market work* - communicates the fundamental place the MLS holds as a guarantor of basic principles real estate professionals rely upon.

The campaign, which was previewed to MLS leaders at the CMLS Brings It To The Table series workshop and NAR’s Legislative Meetings and Trade Show in Washington, D.C., will be promoted through CMLS as well as local MLSs that are CMLS members. Print-ready promotional materials, social ad templates, and a marketing guide providing examples for promoting the campaign will be available to CMLS members.

The campaign message is centered upon three core benefits that the MLS system provides:

1. **Confidence:** The MLS safeguards market information and enforces rules that govern market participation. This allows real estate professionals to do their jobs with a confidence that would not otherwise exist.
2. **Connections:** The MLS creates connections between professionals with properties to sell and those with clients who may buy them. It is the platform on which those who make transactions happen come together.
3. **Community:** The MLS sustains a dynamic community of professionals where competitors cooperate to make homeownership happen.

“Every day, well over a million real estate professionals wake up knowing they can count on reliable market information, agreed-upon rules and professional norms, and certainty about how they compensate and are compensated when working together” said Denee Evans, CEO of CMLS. “The MLS provides much more than data; it establishes and safeguards the conditions necessary for a large and diverse group of real estate brokers, agents and service providers to work together constructively.”

“Real estate brokers and agents sell real estate, and in doing so sustain our American Dream of homeownership,” said Lauren Hansen, president of CMLS and CEO of IRES, an MLS serving Northern Colorado. “And nearly all of them rely upon the MLS system to do that important work. This new campaign is aimed at creating a greater understanding of that basic fact.”

### About CMLS

CMLS exists to bring the real estate industry together to explore issues, provide solutions, advance multiple listing services and build a better real estate marketplace. CMLS, based in Chicago, claims 200 MLS members across North America. Learn more about CMLS at [councilofmls.org](http://councilofmls.org).