

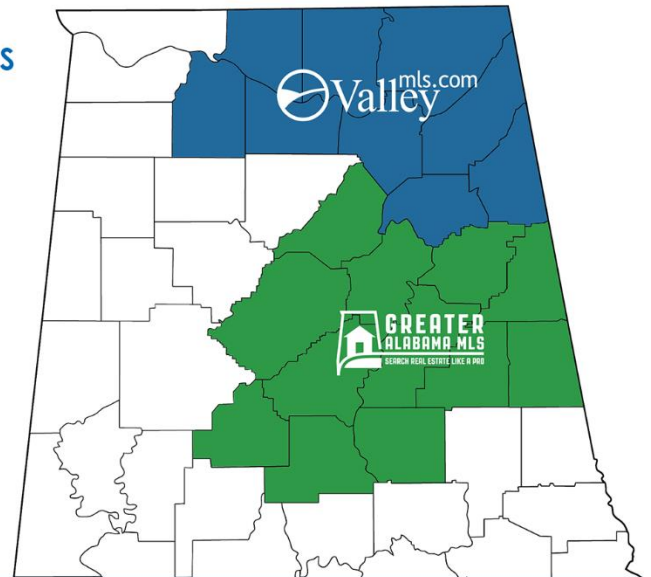
# The Alabama Exchange

Is where the

## THE COLLABORATION BEGINS

**VALLEYMLS.COM & GREATER ALABAMA MLS  
COMBINED COVERAGE MAP**

Cherokee, Dekalb, Etowah,  
Jackson, Lawrence, Limestone,  
Madison, Marshall, Morgan,  
Bibb, Blount, Calhoun, Chilton, Clay,  
Cleburne, Coosa, Jefferson, Randolph,  
St. Clair, Shelby, and Talladega,



BIRMINGHAM and HUNTSVILLE Alabama, November 12, 2020.

## INTERNAL RELEASE

The Greater Alabama MLS (GALMLS) and (VMLS) ValleyMLS.com, Inc are now sharing MLS data.

### **What does this mean?**

Under the datashare, **residential** property listings will be shared in both systems to expand the network of ValleyMLS and Greater Alabama MLS. This dramatically increases exposure throughout the state, which helps agents and brokers market and sell properties with more efficiency for potentially faster sales and greater market opportunity for both MLSs. There's a lot of movement between markets, and this makes the process much easier.

As more consumers start their home buying and selling process online, this allows our subscribers and their customers to have better access to the latest real estate data in the most efficient technology and training tools. This opens the door to more referral business between brokers and agents, which helps everyone.

### **Do I still need to be a member of both MLSs?**

It depends. Currently, GALMLS and VLMLS share only Residential listings. Not shared are the listings in the Rental, Land/Lot, Commercial or Multifamily property classes. The policy of 'MLS of Choice' remains as the solution for those who need to subscribe to both services for the data and business from these non-shared property classes.

For Participant and their agent(s) who only specialize in Residential transactions, and are currently subscribing to both GALMLS and VMLS, the decision might be to only maintain a subscription with one service. This data-share by GALMLS and VMLS provides the benefit of

these shared listings and the savings of not paying fees to both services.

### **Can I add the listings from both GALMLS and VMLS into my CMA Report?**

Yes! Agents can include residential data (all status') when doing a CMA or search within their own MLS system.

### **Will our clients/consumers be able to search for listings on our public sites?**

Yes! The data is on each public facing sites. (Valleymls.com) (liveinalabama.com) and Homesnap.

### **How can I search for the datashare listings?**

Your normal search will include listings from both GALMLS & VLMLS if your criteria includes listings from both systems.

### **How can I tell which from system the listing originated?**

At the bottom of your MLS default search screen, you will notice the below new fields.

**New RESIDENTIAL Search Field NAMES:**

Orig Listing ID	<input type="text"/>	?	Contains
Originating System Name	<input type="text"/>	P	Equals

- Start typing in **GALMLS** in the Originating System Name field to find listings from the Greater Alabama MLS
- Start typing **VLMLS** in the Originating System Name field to find listings from ValleyMLS

**Will any of our reports change to reflect the datashare?**

- Below is the **Agent Full Report** view on ValleyMLS

**New RESIDENTIAL Report Fields**

- Below is the **Agent Full with Photo Report** view on The Greater Alabama MLS

RESIDENTIAL -- Single Family	<b>Originating System/ID: VALLEYMLS 1150851</b>	Click photo
MLS# <a href="#">1253563</a>	List Price \$450,000	
Status <b>Active</b>	Orig Price \$460,000	
Address 3204 ROCK FENCE ROAD	Living Area (m <sup>+</sup> u) List \$/Sqft 123.93	
OWENS CROSS ROADS AL	HVAC Area 3631 HVAC/Sqft \$123.93	

**What type lockbox does each MLS use and will I be able to access these datashare properties?**

Yes! Both GALMLS & VLMLS are networked in order to work using the Supra eKey.

**ORIENTATION**

Each Participant/Subscriber will attend the Orientation Program offered by the MLS in which they hold membership and as stipulated in the MLS Rules & Regulations and Bylaws.

**The new data share will be LIVE in both systems: November 12, 2020.**