# Bright MLS Benefits for Brokers

# Whether you work on the border of a county and belong to multiple MLSs or you only use one MLS system, Bright MLS can help you in your real estate business. We want to empower *everyone* to get more out of the MLS – that’s the power of us.

# Why did we need a new MLS organization?

The current boundaries of MLSs no longer provide what’s needed to conduct business. Real estate professionals need access to the same breadth and depth of listings in the same markets where clients are looking, traveling and moving. That area is often larger than a single MLS.

MLS consolidation is the most effective way for MLS subscribers to save time and money as a result of one system, one fee, one set of rules, and one data feed to run their businesses successfully. MLS consolidation also preserves cooperation and compensation, the most fundamental things an MLS ensures.

# How Bright MLS Will Benefit You

At Bright MLS, you, the broker, are the primary customer who must have control over and access to your listing content, including directing its syndication. With Bright, you will see reduced technology costs and freed internal resources to implement one data set from one MLS into your back-office and IDX on your consumer website. Bright MLS will also benefit brokers by:

* Giving you the data you need through one system and one fee, which will save time, money, and effort and make you and your agents better prepared to serve clients.
* Providing access to tools beyond MLS and Public Records included in the standard price such as a customized closing cost calculator, predictive analytics and other services your agents may not currently have.
* Offering a selection of premium products available for an on-going subscription or for one-time use.
* Supporting you 7 days a week through phone, email and chat on the system, rules, policies, subscriptions, and billing and compliance issues.
* Assigning a Customer Success Champion who is familiar with your area to provide personalized assistance by visiting offices, offering training and personal consultations, sharing updates and gathering feedback.
* Sharing profits through a broker rewards program. Brokers in good standing will be rewarded based on the number of accurate listings entered in a given year.

***Bright MLS will provide a broader market, for less cost and less time for you and your clients.***