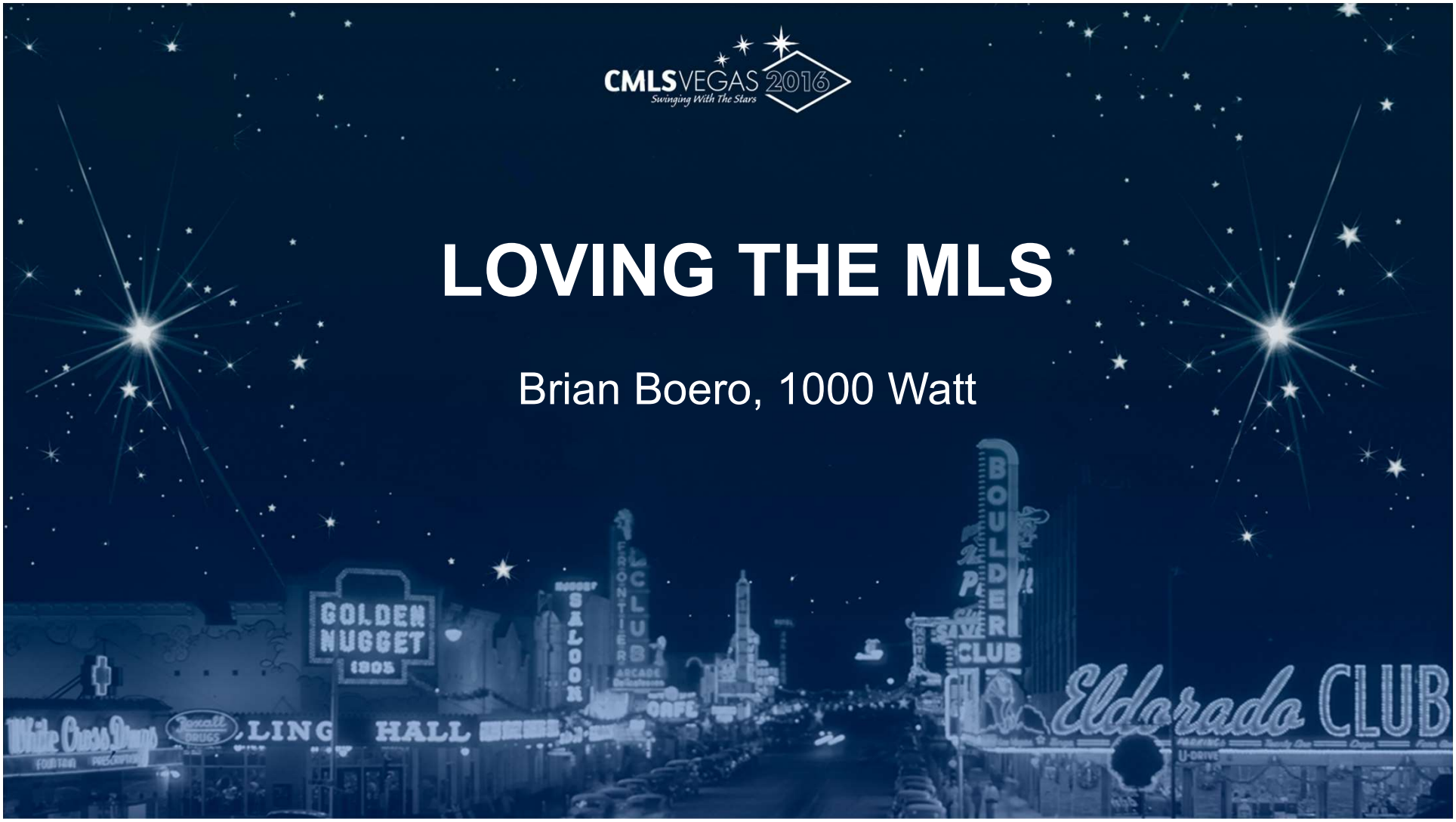
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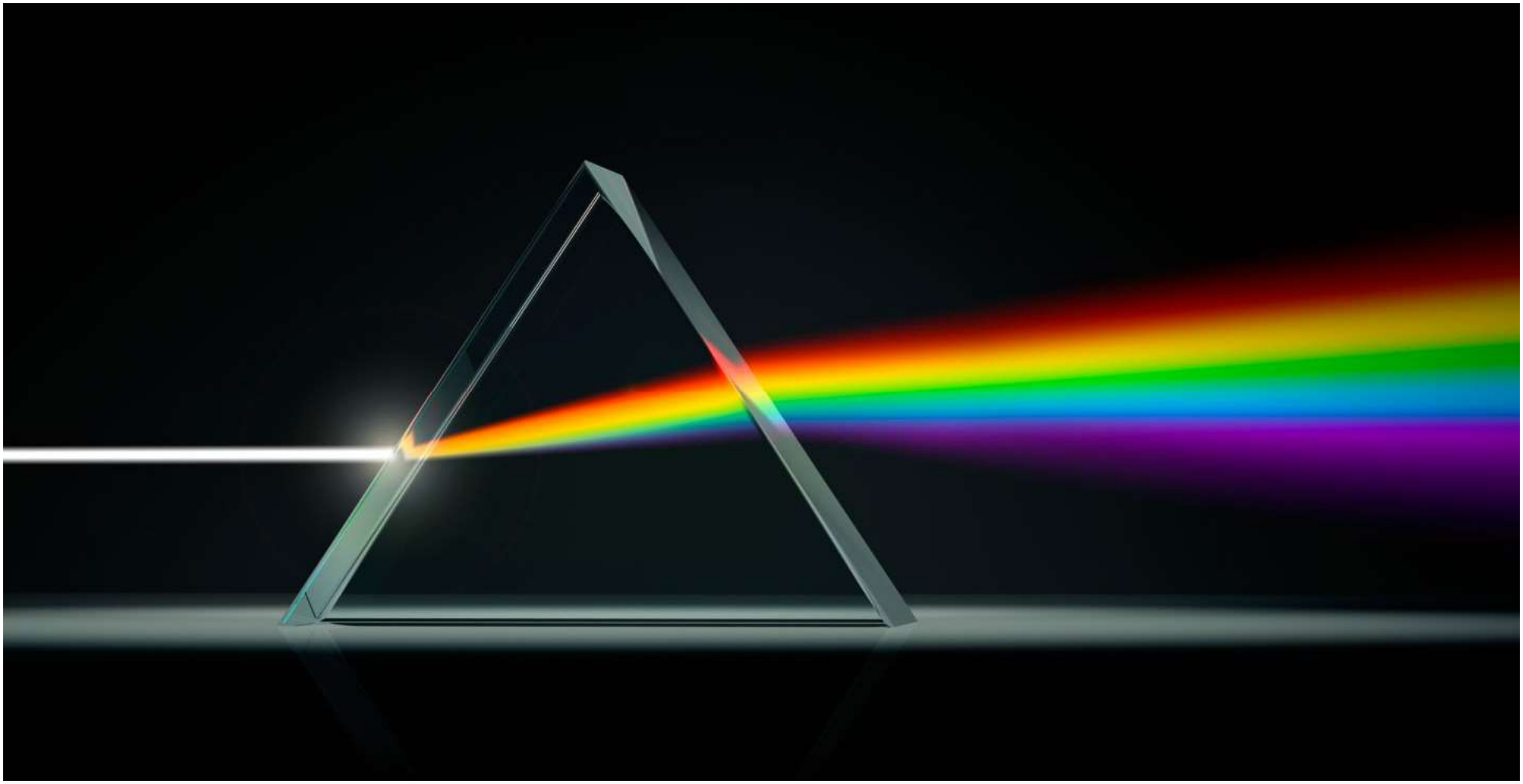

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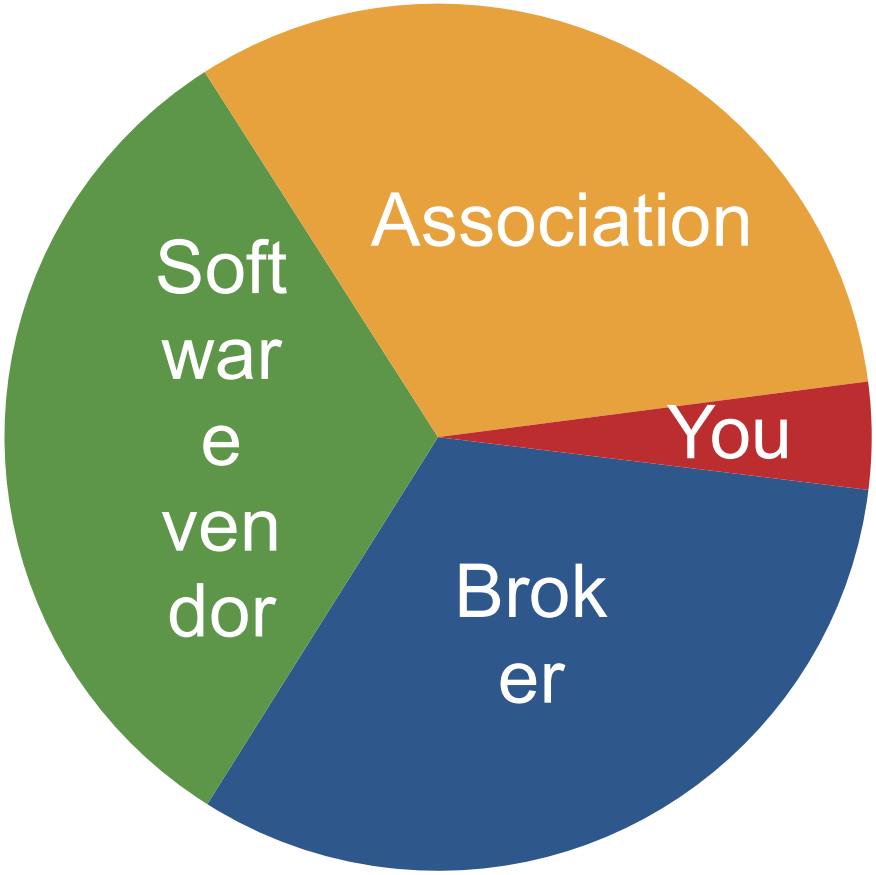
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BROKERAGE | MLS & ASSOCIATIONS

Let's get rid of the MLS

It's time to move on

PUBLISHED ON JUL 28, 2016

BY KENNETH JENNY

64
SHARES

Key Takeaways

- Face it. The MLS industry is a monopoly operating in a brokerage industry that has no alternative.

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Story

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"We are the premier source of data in greater _____, delivering cutting-edge technologies and best-of-breed training programs to our members."

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“you’d be hosed
without us.”

8,926
8,926 Agents:
Competitors.
Gladiators.
Make-it-happeners.
Working, together.
That's the power
of MLS.

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There's a lot of little things I'll worry about today.
And a few big things I won't.
That's the power of MLS.

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The comps.
The disclosures.
The easement.
The other agent.
I got this.
That's the power of MLS.

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Never having to say

"I don't know."

That's the power of MLS.

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“Why should I care?”

“People don’t want to buy a quarter-inch drill, they want a quarter-inch hole.”

Theodore Levitt

“Data”

Experience

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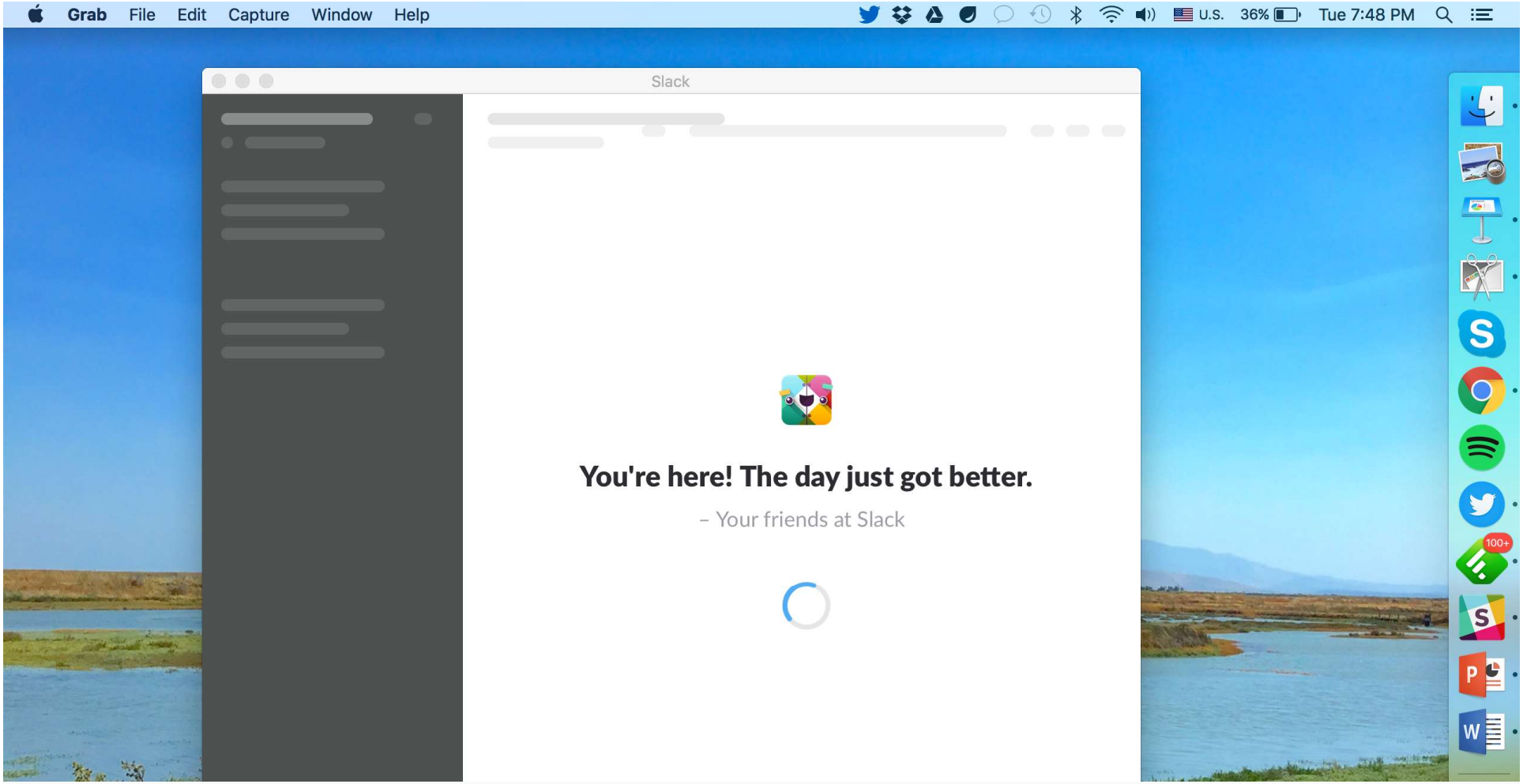
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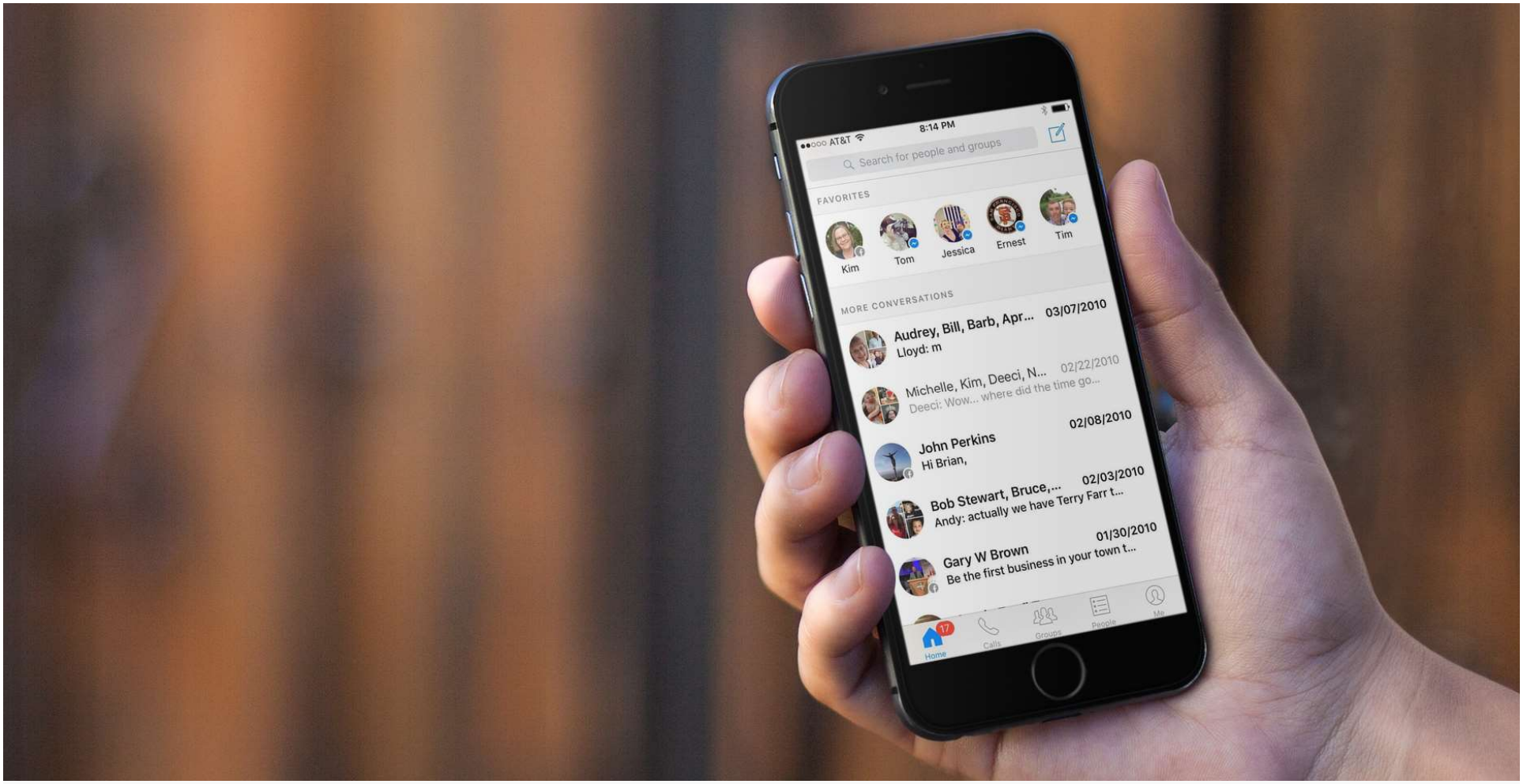
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Deeci: Wow... where did the time go...
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Andy: actually we have Terry Farr t...
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