

What Is MLS And Why Is It Important?

What is MLS?

“MLS” stands for **M**ultiple **L**isting **S**ervice. It is a database containing information about real estate currently “listed” for sale and other data useful to real estate professionals.

Most real estate agents belong to a regional “association” which manages a local MLS database for its member agents. Our regional association is the Central Oregon Association of Realtors and the local MLS is known as the MLS of Central Oregon (MLSCO).

How it works

When agents “list” property for sale on behalf of a seller, they enter information about the property on the local MLS database and offer to share part of the commission with any member agent who helps find a buyer for the property and assists the parties through to a successful close.

Although it is not a marketing tool per se, the MLS is the primary resource used by agents to find properties to show buyers. Agents search the database for homes that fit the price range and needs of their clients. It is faster and much more efficient than scanning newspaper ads, surfing websites or driving around looking for houses for sale that match a buyer’s needs.

Why is MLS important to home sellers?

Nationally, 8 in 10 homebuyers use a real estate agent during their search for a home. With the number of people moving here from out of the area, this number is probably much higher in central Oregon. Since agents depend largely on the MLS to find properties to show to buyers, it is the single best way to expose your property to the most potential buyers. The more exposure a property has, the greater the chances of selling it faster and for the highest possible price.

To find out more about the benefits of MLS when selling your home, please call me to arrange a time for us to sit down and discuss your situation in complete confidence and without obligation.



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