

## **Michigan MLSs Launch Data Sharing Repository**

The Down River Association of REALTORS®, Jackson Multiple Listing Service, Inc, Lenawee County Association of REALTORS®, Monroe County Association of REALTORS® and MiRealSource are proud to debut the Great Lakes Repository (GLR). REALTORS® from these organizations have been working together for nearly two years to develop this cooperative solution.

The purpose of the Great Lakes Repository is to permit all Michigan MLSs to combine and share listing content for the benefit of the MLS users in the participating MLSs home database. The MLSs abide by individual Data Sharing Agreements, which also governs the treatment of IDX Data. The group's mission statement, "Bringing MLSs together to combine listing data in your home MLS" reinforces the position of having all the data in your home MLS for single sign-on capability. The GLR provides the listing data and your MLS provides a full menu of functionality. Participants will, therefore, view the data in a familiar environment without the disruption of learning a new MLS system or the cost of joining another MLS.

After reviewing several vendor proposals, the partnering MLSs contracted with MRIS (Metropolitan Regional Information Services) to employ their CURE or "Cornerstone" product. The merging of the data went live last month. Content includes current active listings and all sold, pending, expired and withdrawn properties. MRIS currently hosts repositories for WiREX, CARETS as well as their own MLS repository serving over 60,000 real estate agents.

In addition, all GLR participants have access to Listingbook, an MLS-wide online service that connects agents and their clients through an integrated platform of client management, sales productivity and direct marketing tools.

"I'm proud to be part of an Association that realized participating in the Great Lakes Repository (GLR) would be a valuable member benefit" comments Trish Lentz, MAR Director, Down River member and REALTOR®, Real Estate One, Southgate. "The increased listing data in a single search makes me a more efficient REALTOR® to better serve my clients. In addition to the GLR my buyers and sellers love Listingbook. I have seen an increase in my business since the system became active."

Any Michigan MLS has the opportunity to participate and add their listing content to the database. The entities comprising the founding group represent over 5100 members.

More information can be found on [www.GreatLakesRepository.com](http://www.GreatLakesRepository.com). Participating local Association Executives are available to facilitate demonstrations and to assist with participation in "the Great Lakes Repository".