



8th Annual MLS Customer Satisfaction Survey

January-February 2009

By Clareity Consulting

www.CallClareity.com

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Introduction

Clareity Consulting conducted its eighth annual survey of Multiple Listing Services between January 26 and February 17, 2009. The purpose of the study was to learn more about MLS customer satisfaction and key metrics that affect it, including system performance and uptime, technical support, and vendor responsiveness. This year, 178 MLSs (14 more than last year) completed the survey, representing 817,140 subscribers. Several MLS vendors encouraged their customers to respond to this year’s survey and we thank those vendors for their cooperation. Clareity also thanks each of the MLSs that participated.

Like last year, this year’s survey report is focusing on the basic questions that MLS executives ask each other when performing reference checks during the system selection process – as that is one of the primary uses to which the report is put.



The following MLS systems had enough responses to be included in the survey results:

System	Responses	Smallest Respondent Size (Subscribers)	Largest Respondent Size (Subscribers)	Average Respondent Size (Subscribers)
dynaConnections	2	6,300	42,000	24,150
FBS	29	8	32,500	2,064
Fidelity MLS (Paragon)	26	168	14,000	1,704
Fidelity MLS (REXplorer)	2	477	7,483	3,980
MarketLinx (Innovia)	18	230	3,200	1,274
MarketLinx (MLXchange)	33	116	28,500	3,824
MarketLinx (TEMPO)	10	3,100	40,000	14,677
Rapattoni Corporation	17	85	25,935	5,891
Solid Earth	20	320	10,000	1,989
Stratus	2	23,500	30,300	26,900
Tarasoft	7	1,430	51,000	17,797
MLS owned and operated	3	5,300	12,500	9,767

Vendors with insufficient response (as a percentage of total customer-base) to include in this report include: Focal Point, Inc. (Real Focus), Quest Technologies, RealtyServer, Solid Business Solutions (EZList), and Sterling Marking Products. Vendors with no customer responses included: Advanced Marketing Services (AMS), ARIS, Filogix. ProMatch, Systems Engineering, Technology Concepts, and Valet MLS. Fidelity's Paragon XL also did not have sufficient response to include. Non-inclusion should not be regarded as indicating a negative opinion of any vendor, and Clarity Consulting welcomes their increased participation in years to come.

As one can see in the chart above, some vendors serve primarily large markets, others primarily serve small and medium markets, and some service a wide variety of market sizes. But there are other differentiators as well - for example, some vendors will make reasonable system changes quickly upon request, while others make their customers wait months for changes or deny them entirely, and some vendors allow the MLS staff themselves to make many changes to the MLS system. Another differentiator is that some vendors provide end-user customer support, and others do not.

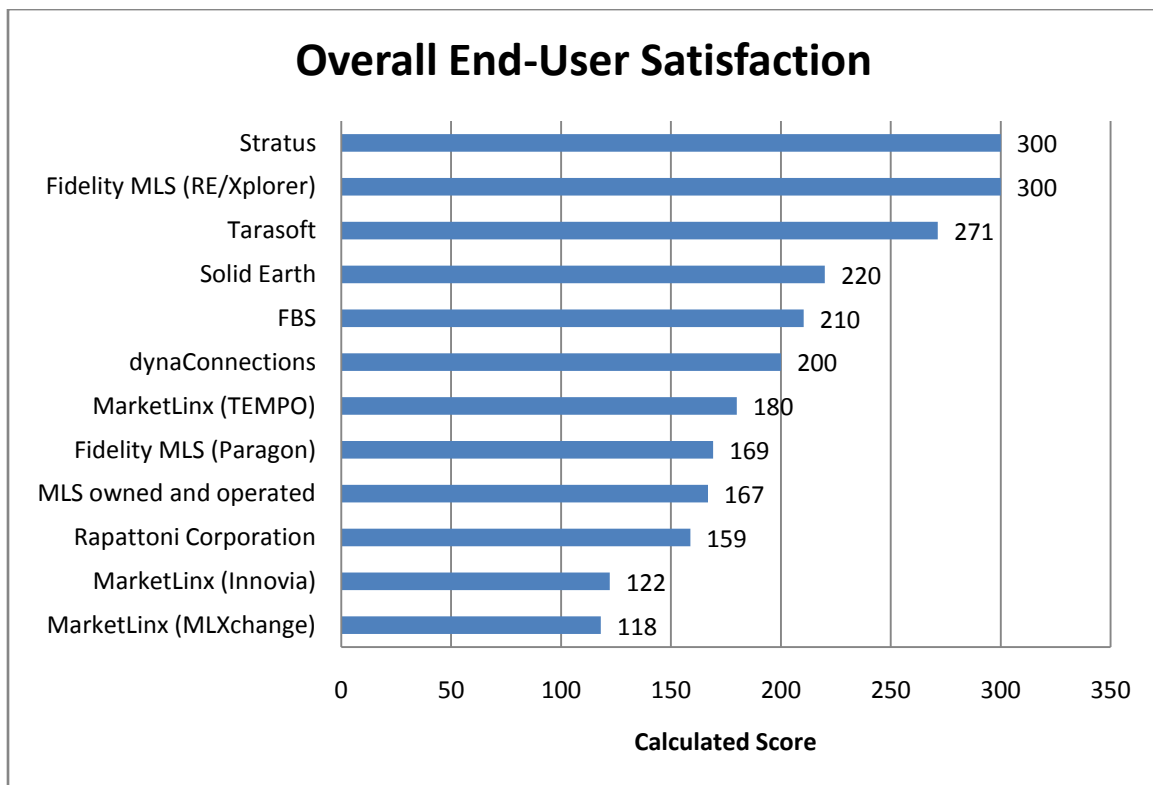
The point is that there are *many* factors to consider in evaluating and selecting an MLS vendor that is best for *your* organization. Every year Clarity leads a number of MLSs through a structured vendor and software selection process. We typically determine and prioritize MLS and member needs via discussions with staff and leadership, online surveys, and sometimes focus groups. This provides information that helps the selection task force better evaluate which vendors might best meet those needs. The information garnered from surveys and/or focus groups also provides feature and function priorities and a better, more localized foundation for a request for proposal (RFP) and competitive bid. Clarity then provides an 'apple-to-apples' analysis of the

proposals where vendor capabilities are measured against member needs, system demonstrations, hands-on testing, and other processes designed to ensure the best system and vendor selection is made by each MLS. Clareity's Annual MLS Customer Satisfaction Survey is *one* valuable source of input when evaluating a vendor's service and system capabilities, but we encourage all groups to do their due diligence, whether they choose to use a consultant or not. As in the past, Clareity hopes that MLS executives, selection committee members, and MLS vendors alike find this report valuable.

Overall Ratings and Movement

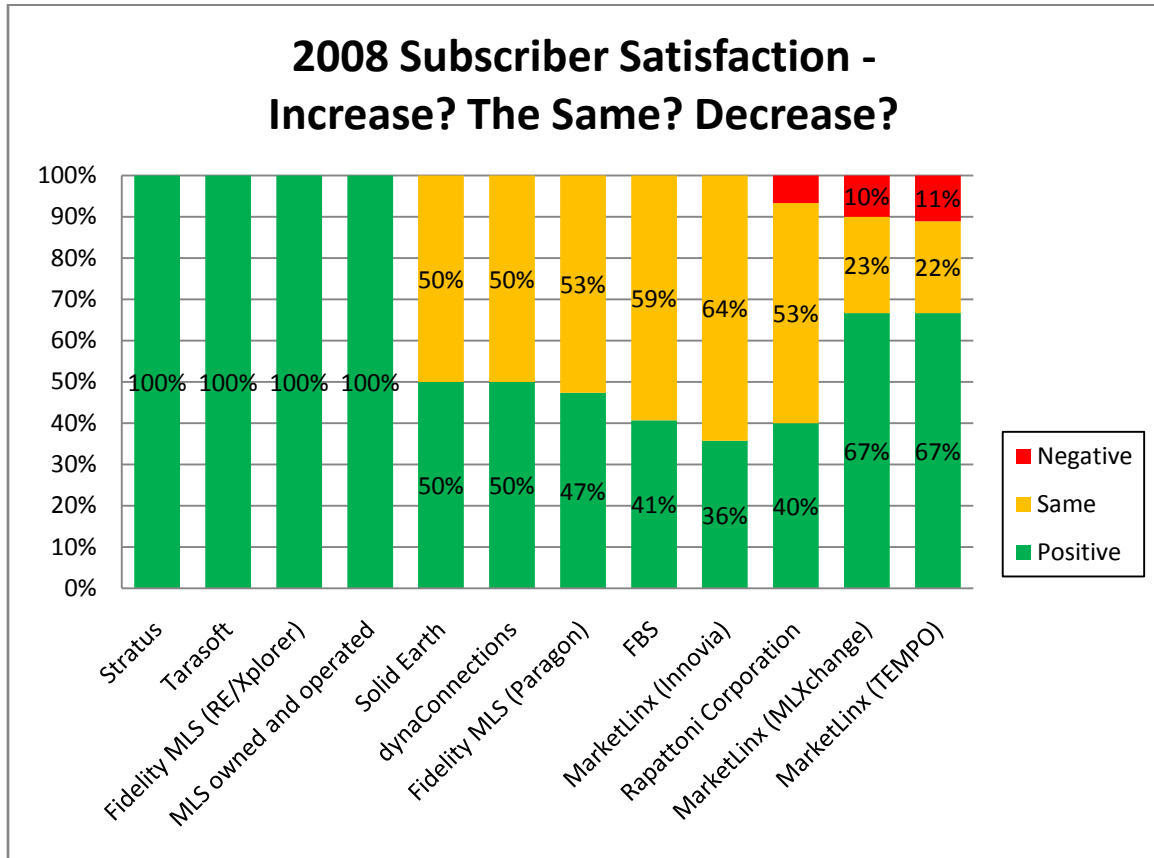
Clareity is including satisfaction ratings showing vendors side-by-side again this year; however, we urge readers – customers and vendors alike - not to take these ratings out of context. We had heard that a few MLSs that were seeking a new system only invited Clareity's 'top 4 or 5 ranked vendors' to participate in their selection process – regardless of whether those vendors had the capability to serve their specific needs. A vendor that does well servicing customers with different needs than your own may not have the ability to service your MLS.

The following chart shows overall end-user satisfaction grouped by MLS vendor, based on a calculated score (3 times the 'Excellent' percentage plus 'Good', minus 'Acceptable', minus 3 times 'Poor'). This will be referred to throughout this report as "Calculated Score". A higher calculated score signifies better performance.



All of the raw scores from which the calculated scores are generated are located in the "Vendor / System Details" section later in this report.

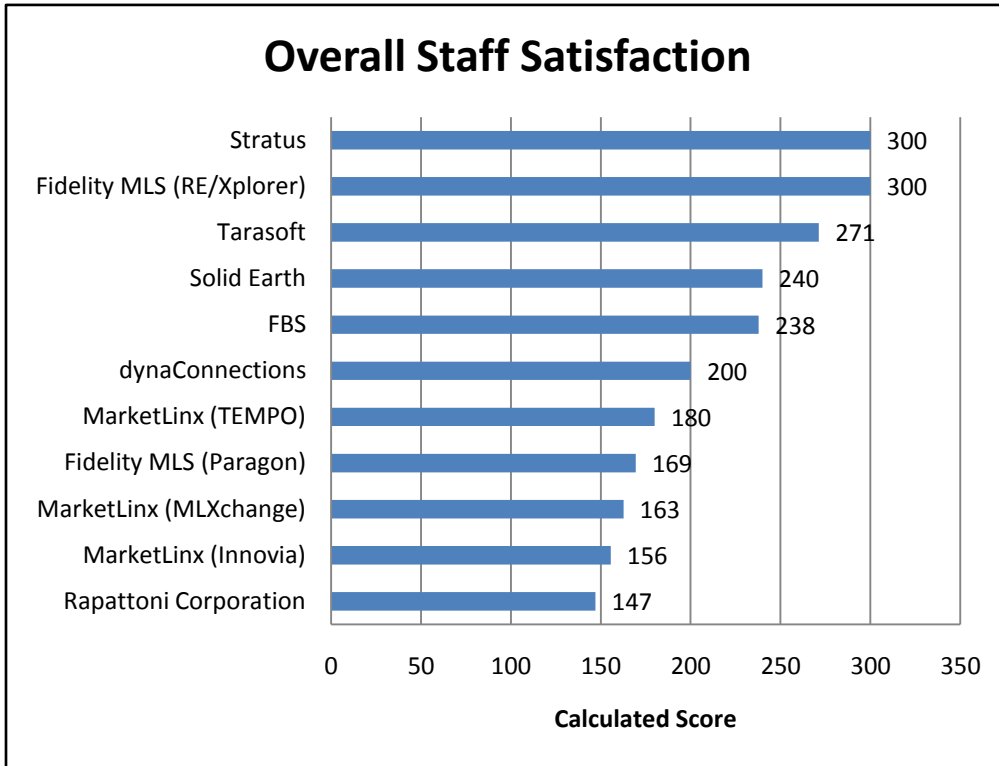
The chart below shows whether the respondents thought that subscriber satisfaction increased, decreased, or stayed the same in 2008.



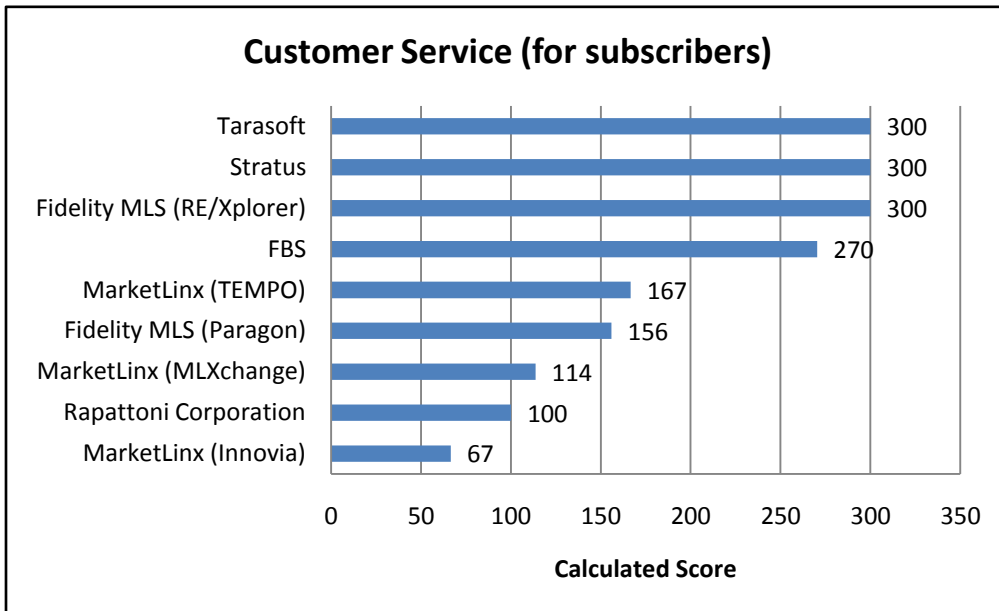
When asked “**If you could do it over again, would you select this MLS system again today?**” for the ‘flagship’ systems, the following percentage of customers would not select the same system again today:

- 13% of Rapattoni Corporation customers
- 13% of MarketLinx MLXchange customers
- 11% of MarketLinx InnoVia customers
- 8% of Fidelity Paragon customers

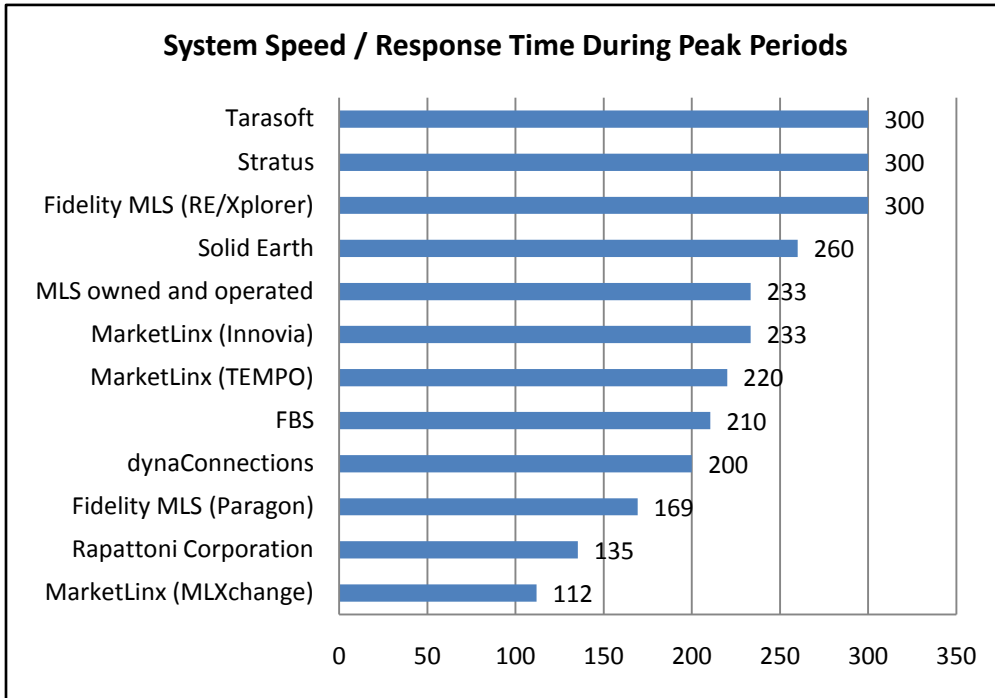
The following chart shows overall MLS staff satisfaction grouped by MLS vendor (based on the same calculated score as overall end-user satisfaction):



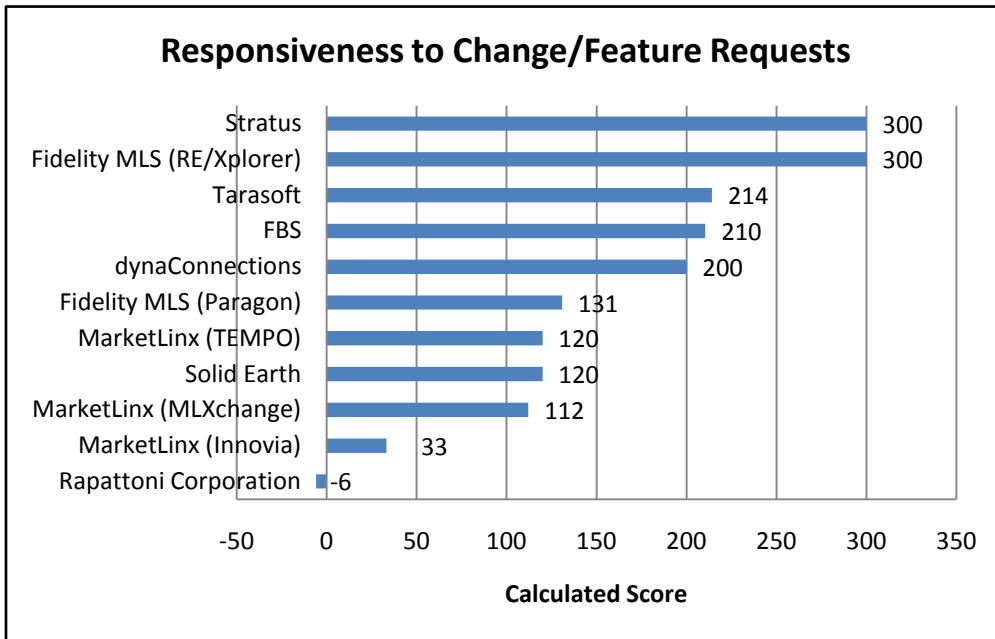
The following chart shows how respondents rated each vendor on subscriber technical support – not every vendor is listed as not every vendor provides such support.



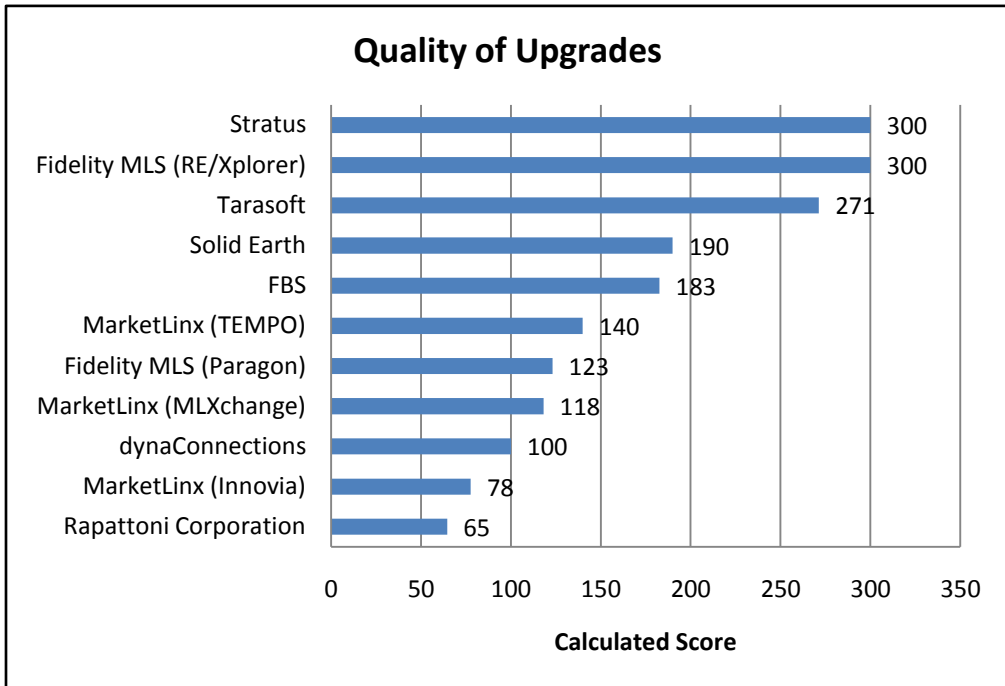
Even if the MLS system has excellent functionality, if the system is slow it can be very frustrating to users. The following chart shows side-by-side how respondents rated their vendors in terms of system performance during peak periods:



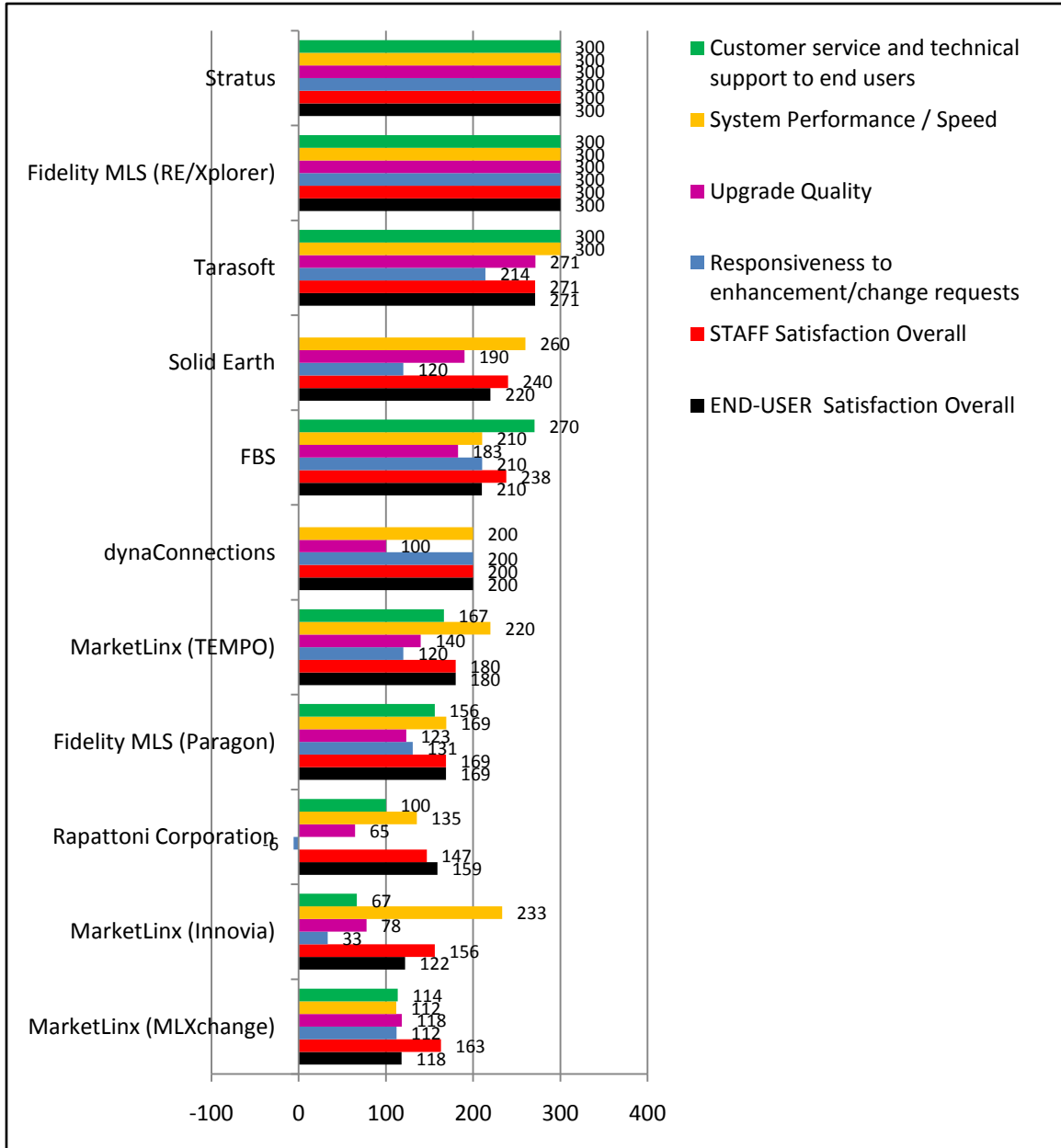
One of the key ratings that affects staff (and sometimes subscriber) ratings is the vendor responsiveness to system change or feature requests. The following chart shows how the vendors compare according to survey respondents:



Of course, no matter how responsive a vendor is to enhancement requests, if the quality of the upgrades is low (e.g. bugs or other problems), users will be frustrated with the system. The following chart shows how respondents rated their vendors on the quality of upgrades:



The following chart shows overall satisfaction side by side with other key metrics such as responsiveness to enhancement / change requests, upgrade quality, system performance / speed and customer service and technical support for end users. While some aspects of vendor satisfaction can only be viewed by looking at the details that follow later in this report, this chart should allow the reader to see at a glance which of these components may have affected the overall rating the most and identify which area may need the most attention for improvement.



No matter how the vendors perform over rest of the life of the contract, Clareity cannot ever overstate the importance of the implementation and cutover period on the long term success of the partnership between local MLSs and their software vendors. In the cross-tab analysis below, you can see that if the implementation and cutover was Excellent or Good, 100% of respondents were confident that they would definitely or likely select the same MLS system again. All three respondents that only had “acceptable” implementations said that it was unlikely that they would make the same decision, and the one of the two that had a “poor” implementation said they would definitely not select the same system. In the future, Clareity will be watching to see if the lasting impression of a poor initial implementation has an impact on contract renewals.

If your system was installed in the past year, please rate the implementation and cutover:

If you could do it over again, would you select this MLS system again today?

	Excellent	Good	Acceptable	Poor	Row Total / %
Definitely	7 87.5%	1 33.3%	0 0.0%	0 0.0%	8 50.0%
Likely	1 12.5%	2 66.7%	0 0.0%	1 50.0%	4 25.0%
Not likely	0 0.0%	0 0.0%	3 100.0%	0 0.0%	3 18.8%
Definitely not	0 0.0%	0 0.0%	0 0.0%	1 50.0%	1 6.3%
Column Total / %	8 50.0%	3 18.8%	3 18.8%	2 12.5%	16

Vendor / System Details

The following pages contain detailed responses for each MLS vendor and system. Reading the results for your system will help you further understand what customers in your MLS system community find important, how satisfied they are with specific aspects of the system and the service they receive, how they believe the system and service could be improved, and what improvement they liked most this past year. It can also provide insight into the kinds of answers you may receive if you are calling references to make a final decision on your next MLS system.

dynaConnections

Company Name / Division Name: dynaConnections Corp.

Year Established / Year Started in MLS System Business: 2001

Number of Employees: 20 (all located in Austin, Texas)

Headquarter Location: Austin, TX

Primary MLS Product Name(s): connectMLS

Number of MLS Accounts: 2

Number of Total Subscribers: 53,000

Offline (PC-based) Product Name: n/a

Mobile Product Name: connectMLS Wireless is a simplified version of the application written in "XHTML" technology, so it works on the most basic phone.

Web Browsers / Platforms Supported: IE6.0 and later, as well as Firefox 2.0 and later. Consumer side of connectMLS ("Client Webpage") is compatible with the same PLUS Safari and Google Chrome. Windows (2000 and above), Macintosh (OSX) via Firefox, Linux/Unix via Firefox

RETS Compliance (version #): 1.5 / 1.7

Other Products Offered: connectMLS Wireless, broadcastLister, ListingValidator

Company Strengths: dynaConnections Corporation is a privately held company that provides web-based MLS solutions for the real estate industry. Our mission to build the best MLS Solution in the industry led us to create our flagship product, connectMLS, a full-featured MLS solution with an embedded Transaction Management System (TMS). connectMLS is so intuitive that the majority of first-time users will begin working in connectMLS with little to no training. Typical connectMLS features include fast and robust searches, customizable CMA and flyer modules, real-time wireless access, RETS, and powerful 3rd party integration hooks for mapping solutions, public record systems, lockbox and showing solutions, security products, etc. In addition, connectMLS includes a rules management module ("Listing Validator"), contact management (CRM), fill-able forms (contracts, addendums, etc.), and a feature-rich Client Webpage.



connectMLS is built with enterprise technologies making it not only fast and powerful, but also extremely reliable. The underlying architecture of connectMLS uses industrial-strength technologies such as Oracle to power the database, Java to compute the business logic, Linux to control the hardware, and HTML to rapidly display the web pages that end-users see from both Microsoft and Mozilla-based browsers.



dynaConnections understands the importance of a seamless MLS conversion and has built connectMLS on a customizable, single-source codebase allowing us to easily rollout our product for the unique needs of multiple markets. Each implementation is characterized by re-configuration, rather than re-programming.


What sets us apart from our competitors is our commitment to fast response times, not only within connectMLS, but from our support team as well. More information:



<http://www.dynaconnections.com/>







How many subscribers are in your MLS?	
Total Responses - 2	100.00%
Less than 1000 - 0	0.00%
1000 to 3000 - 0	0.00%
3000 to 8000 - 1	 50.00%
8000 to 15000 - 0	0.00%
15000 or more - 1	 50.00%



Do you host your MLS system locally, or does an MLS vendor host the MLS system?	
Total Responses - 2	100.00%
Locally hosted (in your MLS office) - 1	 50.00%
Locally hosted (in a co-location facility) - 0	0.00%
MLS vendor hosted - 1	 50.00%


Do you measure subscriber satisfaction with your MLS system via surveys?	
Total Responses - 2	100.00%
Yes - 2	 100.00%
No - 0	0.00%



In the past year, did subscriber satisfaction:	
Total Responses - 2	100.00%
Greatly improve - 0	0.00%
Somewhat improve - 1	 50.00%
Remain the same - 1	 50.00%
Somewhat decrease - 0	0.00%
Greatly decrease - 0	0.00%



Current overall end-user overall satisfaction:	
Total Responses - 2	100.00%
Excellent - 1	 50.00%
Good - 1	 50.00%
Fair - 0	0.00%
Poor - 0	0.00%



Current overall MLS <i>staff</i> satisfaction:	
Total Responses - 2	100.00%
Excellent - 1	 50.00%
Good - 1	 50.00%
Fair - 0	0.00%
Poor - 0	0.00%


System speed / response time during peak periods:	
Total Responses - 2	100.00%
Excellent - 1	 50.00%
Good - 1	 50.00%
Fair - 0	0.00%
Poor - 0	0.00%

System uptime and availability:	
Total Responses - 2	100.00%
Excellent - 2	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%

How would you rate the capability of your system to allow MLS staff to make your own system modifications (add fields, change business rules, modify reports, etc.)	
Total Responses - 2	100.00%
Excellent - 0	0.00%
Good - 1	 50.00%
Fair - 1	 50.00%
Poor - 0	0.00%


Vendor responsiveness to system change / feature requests:	
Total Responses - 2	100.00%
Excellent - 1	 50.00%
Good - 1	 50.00%
Fair - 0	0.00%
Poor - 0	0.00%

Quality of software upgrades (e.g. bugs or other problems):	
Total Responses - 2	100.00%
Excellent - 1	 50.00%
Good - 0	0.00%
Fair - 1	 50.00%
Poor - 0	0.00%

Vendor customer service and technical support to MLS staff:	
Total Responses - 2	100.00%
Excellent - 2	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%

Vendor customer service and technical support to end users (if applicable):

n/a

If you could do it over again, would you select this MLS system again today?	
Total Responses - 2	100.00%
Definitely - 0	0.00%
Likely - 2	 100.00%
Not likely - 0	0.00%
Definitely not - 0	0.00%

If you could add or improve features in your current MLS system, what would you do?


- More flexibility for emailing and a greater ability to customize reports.
- [We] are continually improving the system with new features and modifications to the current features. There is a rolling table of enhancement requests.

How could service be improved?

- More tools need to be added to give staff the ability to make changes in the system.

What was your favorite system/service improvement this past year?

- Forms were added to MLS, we no longer send emails to track information sent to clients - a secure web site is added for the client. Some of the membership has resisted this change.
- Integrated Listings Violation check against the [MLS] Rules & Regulations.

If your system was installed in the past year, please rate the implementation and cutover:	
Total Responses - 1	50.00%
Excellent - 1	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%

FBS

Company Name: FBS

Year Established / Year Started in MLS System Business: 1979

Number of Employees: 41 (16 technology, 10 support, 7 sales/marketing, 8 others)

Headquarter Location: Fargo, ND

Primary MLS Product Name(s): flexmls® Web

Web Browsers / Platforms Supported: Current versions of Internet Explorer and Firefox

Number of MLS Accounts: 110

Number of Total Subscribers: 90,000





Offline Product Name: flexmls® PC (Windows)




Mobile Product Name: flexmls® Wireless (supports any device with an HTML browser)

RETS Compliance (version): 1.7



Other Products Offered: flexmls® IDX, flexmls® Tax, flexmls® Mapping, flexmls® Forms




Company Strengths: FBS is a 100% employee-owned company. Each person you come in contact with at FBS has a personal financial stake in exceeding your expectations. Each day we strive to let you know, in an open and honest way, what to expect from us, and then we work like crazy to exceed those expectations with both our products and services. Our flexmls® Web system and related products are designed to allow agents to engage with prospects and customers in new and exciting ways, all focused on generating more sales by our broker and agent customers through the MLS. More information: <http://www.mlslistingonlinesoftware.com/>



How many subscribers are in your MLS?	
Total Responses - 29	100.00%
Less than 1000 - 22	 75.86%
1000 to 3000 - 4	 13.79%
3000 to 8000 - 2	 6.90%
8000 to 15000 - 0	0.00%
15000 or more - 1	 3.45%



Do you host your MLS system locally, or does an MLS vendor host the MLS system?	
Total Responses - 29	100.00%
Locally hosted (in your MLS office) - 4	 13.79%
Locally hosted (in a co-location facility) - 1	 3.45%
MLS vendor hosted - 24	 82.76%







Do you measure subscriber satisfaction with your MLS system via surveys?	
Total Responses - 29	100.00%
Yes - 9	 31.03%
No - 20	 68.97%



In the past year, did subscriber satisfaction:	
Total Responses - 27	93.10%
Greatly improve - 2	 7.41%
Somewhat improve - 9	 33.33%
Remain the same - 16	 59.26%
Somewhat decrease - 0	0.00%
Greatly decrease - 0	0.00%




Current overall end-user overall satisfaction:	
Total Responses - 29	100.00%
Excellent - 16	 55.17%
Good - 13	 44.83%
Fair - 0	0.00%
Poor - 0	0.00%





Current overall MLS <i>staff</i> satisfaction:	
Total Responses - 29	100.00%
Excellent - 21	 72.41%
Good - 7	 24.14%
Fair - 1	3.45%
Poor - 0	0.00%





System speed / response time during peak periods:	
Total Responses - 29	100.00%
Excellent - 16	 55.17%
Good - 13	 44.83%
Fair - 0	0.00%
Poor - 0	0.00%





System uptime and availability:	
Total Responses - 29	100.00%
Excellent - 24	 82.76%
Good - 5	 17.24%
Fair - 0	0.00%
Poor - 0	0.00%





How would you rate the capability of your system to allow MLS staff to make your own system modifications (add fields, change business rules, modify reports, etc.)	
Total Responses - 29	100.00%
Excellent - 19	 65.52%
Good - 9	 31.03%
Fair - 1	3.45%
Poor - 0	0.00%

Vendor responsiveness to system change / feature requests:	
Total Responses - 29	100.00%
Excellent - 18	 62.07%
Good - 9	 31.03%
Fair - 2	 6.90%
Poor - 0	0.00%

Quality of software upgrades (e.g. bugs or other problems):	
Total Responses - 29	100.00%
Excellent - 15	 51.72%
Good - 11	 37.93%
Fair - 3	 10.34%
Poor - 0	 0.00%

Vendor customer service and technical support to MLS staff:	
Total Responses - 29	100.00%
Excellent - 26	 89.66%
Good - 3	 10.34%
Fair - 0	 0.00%
Poor - 0	 0.00%

Vendor customer service and technical support to end users (if applicable):	
Total Responses - 27	93.10%
Excellent - 23	 85.19%
Good - 4	 14.81%
Fair - 0	 0.00%
Poor - 0	 0.00%

If you could do it over again, would you select this MLS system again today?	
Total Responses - 29	100.00%
Definitely - 24	 82.76%
Likely - 5	 17.24%
Not likely - 0	 0.00%
Definitely not - 0	 0.00%

If you could add or improve features in your current MLS system, what would you do?

- Add tax information and GIS mapping
- Tracking for the members on how many hits they get on each of their listings
- Multi Photo uploader
- Continue improvements in report generation. The system provides so many reports it is often difficult for the end user to determine which report best meets their needs. The new My Market Report is great we need more of these.
- Continued improvements in mapping accuracy would be a big plus
- Query report writing
- Improved reports and improved/additional layouts for data on listing sheets
- To remove old company and agent usernames when they have been inactive over a certain number of years.
- Be able to sort the list of users by user code
- I wish there was a manual or tutorial for use by the MLS Admin. I only find out about new features or updates when I am searching the system for something else.
- I would try to increase the fields for private comments to print in the weekly MLS books and also for a field for printed directions to properties to show up in the printed book.
- Base the entire system on a property database of fixed property records with each listing as a child of that master record.
- Easier custom reports for stats and such
- The ability to share saved searches with other agents.
- Training in use of statistics programs Better integration of maps and tax data
- new and improved features are added regularly through vendor innovation and subscriber and customer suggestions
- Statistical Reports that I could create from a "general data base."
- Have a member management system tied to it so we didn't have to enter names in MLS, our member system and Supra. Install a fine tracking system.

How could service be improved?

- Be more responsive to customization of our system
- More training - hands on would be great. Quarterly training sessions - training tips etc. Folks don't seem to use the training videos as much as I'd hoped.
- Redesign the user interface
- Have asked FBS to give more of a heads up to MLS staff on any system upgrade affecting the administrative side of the MLS

There were also several responses indicating that there was no further way to improve –

- Just keep improving as they have been.
- Service could not be better!
- It's very good. Does not need improved.
- The service is excellent. I am working with the same people as I started with 9 years ago. They are great.

- Can't...the service we receive is excellent. I have never had something not addressed and taken care of as quickly as possible.
- Service is already outstanding - I can't think of how it could be improved.
- Services are responsive and due to few issues are not in need of improvement
- They are excellent - no way to improve
- FBS's service is second to none. Tech support is friendly yet professional. I believe as a company they are always anticipating what the future will bring so that they stay ahead of the curve.

What was your favorite system/service improvement this past year?

- Customer Portal
- New mapping, customized map layers, plat maps with metes and bounds
- E-mailing of the hot sheet each day.
- addition of Forms
- User Management changes
- User Guides-online training videos
- More statistical reports
- RETS administration at the board level.
- Upgrade in interface

Fidelity MLS

Company Name: Fidelity National Real Estate Solutions (FNRES MLS)

Year Established / Year Started in MLS System Business: 1979

Number of Employees: 120

Headquarter Location: Olathe, Kansas

Primary MLS Product Name(s): Paragon 4, Paragon XL, REXplorer (Compass REX)

Number of MLS Accounts: Paragon 4 – 242; Paragon XL – 4;

REXplorer (Compass-REX) - 2

Number of Total Subscribers: Paragon 4 Online – 166,870; Paragon XL – 16,995;

REXplorer (Compass-REX) – 41,959

Offline (PC-based) Product Name: Paragon 4 Desktop

Mobile Product Name: relInsight Mobile

Web Browsers Fully Supported: Microsoft Internet Explorer 6.0 or higher

Platform (OS) Supported: Windows 2000, Windows XP-SP2 or Windows Vista





RETS Compliance (version): 1.5, 1.7




Other Products Offered: relInsight Tax, relInsight Data Share, Hi-Fi



Voice Technologies, DocCentral, rDesk Suite, Transaction Point.

Company Strengths: Fidelity National Real Estate Solutions (FNRES MLS) provides the most comprehensive collection of advanced, fully-integrated professional MLS tools available anywhere. Designed with customization as a standard and easy-to-use interface, our Paragon 4 MLS system provides real estate professionals with business solutions to help them increase profits and enhance efficiencies. Through continual enhancements guided by a customer advisory group, FNRES MLS constantly evolves its “best in industry” functionality. Reliable systems are an integral component of a successful organization; with 99.7% uptime, Paragon servers are one of the most reliable MLS systems available in the industry today. FNRES is also dedicated to delivering premier customer service, from contact to contract through implementation to end-user support. Our recently released Data Sharing Solution, relInsight Data Share, is a scalable, high-performance system that combines multiple MLS databases to form a single, shared data system. It is powerful enough to support the huge volumes of listings, photos, concurrent users and transactions that cooperative agreements between MLS organizations generate. relInsight Data Share also includes a state-of-the-art map based search utility that incorporates the latest Internet technology, including cross browser and multi platform support. In addition to relInsight Data Share, FNRES MLS has recently introduced products for tax record retrieval and mobile communications: relInsight™ Tax (for more comprehensive neighborhood and public record data) and relInsight™ Mobile (to enhance Internet searching by the latest generation of hand-held devices). relInsight Tax leverages the data assets of Fidelity and offers today’s real estate brokers or agents with a robust online data delivery solution that can seamlessly integrate into your MLS system, giving your members access to one of the most robust public records databases of its kind. As part of a Fortune 500 company, we continue to invest in new technologies for the future. More information: www.fidelitymlsolutions.com

Paragon

How many subscribers are in your MLS?	
Total Responses - 26	100.00%
Less than 1000 - 17	 65.38%
1000 to 3000 - 5	 19.23%
3000 to 8000 - 3	 11.54%
8000 to 15000 - 1	 3.85%
15000 or more - 0	0.00%

Do you host your MLS system locally, or does an MLS vendor host the MLS system?	
Total Responses - 26	100.00%
Locally hosted (in your MLS office) - 1	 3.85%
Locally hosted (in a co-location facility) - 1	 3.85%
MLS vendor hosted - 24	 92.31%





Do you measure subscriber satisfaction with your MLS system via surveys?	
Total Responses - 26	100.00%
Yes - 10	 38.46%
No - 16	 61.54%





In the past year, did subscriber satisfaction:	
Total Responses - 19	73.08%
Greatly improve - 4	21.05%
Somewhat improve - 5	26.32%
Remain the same - 10	52.63%
Somewhat decrease - 0	0.00%
Greatly decrease - 0	0.00%





Current overall end-user overall satisfaction:	
Total Responses - 26	100.00%
Excellent - 13	50.00%
Good - 9	34.62%
Fair - 4	15.38%
Poor - 0	0.00%





Current overall MLS <i>staff</i> satisfaction:	
Total Responses - 26	100.00%
Excellent - 15	57.69%
Good - 6	23.08%
Fair - 4	15.38%
Poor - 1	3.85%





System speed / response time during peak periods:	
Total Responses - 26	100.00%
Excellent - 15	57.69%
Good - 5	19.23%
Fair - 6	23.08%
Poor - 0	0.00%





System uptime and availability:	
Total Responses - 26	100.00%
Excellent - 18	 69.23%
Good - 4	 15.38%
Fair - 4	 15.38%
Poor - 0	 0.00%





How would you rate the capability of your system to allow MLS staff to make your own system modifications (add fields, change business rules, modify reports, etc.)	
Total Responses - 25	96.15%
Excellent - 15	 60.00%
Good - 5	 20.00%
Fair - 4	 16.00%
Poor - 1	 4.00%

Vendor responsiveness to system change / feature requests:	
Total Responses - 26	100.00%
Excellent - 11	 42.31%
Good - 10	 38.46%
Fair - 3	 11.54%
Poor - 2	 7.69%

Quality of software upgrades (e.g. bugs or other problems):	
Total Responses - 26	100.00%
Excellent - 11	 42.31%
Good - 10	 38.46%
Fair - 2	 7.69%
Poor - 3	 11.54%

Vendor customer service and technical support to MLS staff:	
Total Responses - 26	100.00%
Excellent - 20	 76.92%
Good - 3	 11.54%
Fair - 3	 11.54%
Poor - 0	 0.00%

Vendor customer service and technical support to end users (if applicable):	
Total Responses - 25	96.15%
Excellent - 12	 48.00%
Good - 9	 36.00%
Fair - 3	 12.00%
Poor - 1	 4.00%

If you could do it over again, would you select this MLS system again today?	
Total Responses - 26	100.00%
Definitely - 15	 57.69%
Likely - 9	 34.62%
Not likely - 2	 7.69%
Definitely not - 0	 0.00%

If you could add or improve features in your current MLS system, what would you do?

- Add more Graphs and Chart capabilities.
- Open up the main application to allow more customization/integration of other software/applications by users
- I would like to have an additional correction button that the MLS staff can use to send listings back to the members to make correction or changes. Once you hit the correction button it would automatically add the email address from the system and allow for remarks.
- Have it so the admin could add towns and locations.
- We asked for and it is coming - Agents want their email addresses as links
- More user friendly and intuitive input screens.
- RETS platform--too long in coming and is not up to snuff yet.
- Paragon Online available on Mac

- Ability to print information on MLS Home Page
- Unlimited pictures Faster navigation More intuitive system
- Two big things apparently are going to be added in the first quarter of this year: the ability to save a search with a map associated with it and an agent/client hit count for listings.
- Map searching for automatic e-mail
- Add SSO capabilities (they are working on it right now)
- One contact database for all services, better RETS filters
- Have MapPoint to update their mapping more often in order to map listing in a more timely manner.
- Provide tracking/auditing system to determine which features/reports/modules are used and how much they are used. This would allow us to eliminate unused, unwanted system bloat, and conversely pinpoint areas for better education of members as to what IS in the system and how to use it.
- Add Hit Counter (Fidelity is in the process of adding a hit counter)
- More customization and faster.
- Agents would like email notification when someone views the link in the prospecting emails. Also, allow expiration notifications to be sent to more than one e-mail address - like to the office administrator and the listing agent and to include another field i.e. property address.

How could service be improved?




- OH-H-H!! Get the bugs out! Fix a problem as soon as tech is notified of it rather than wait for "next release", which could be months down the road.
- Better response time to issues and follow-up.
- Faster fixes to known problems.
- Training could be a free service and not a costly add on Tech support could handle how to questions and not just problems
- Faster/Better/Cheaper
- Tech support only helps with problems not how to's Training is inadequate.

There were also several responses indicating that there was no further way to improve –

- The service is excellent and system is up almost 100% o time and customer support is outstanding. I know of no improvement that is needed in service.
- Service has improved over the past years and I have no problem
- Customer service has been excellent!
- Service from support is great, the tech help team is always polite and will talk with you about problems or whatever we may not understand. I really appreciate that they always seem to be up-to-date with NAR requirements as well.
- Fidelity is really very responsive to any question or issue that is brought before them. Sometimes the answer is "Not at this time", but you can't have everything immediately.
- Our service was excellent
- Fidelity is always quick and available to answer all of our questions and give us an answer as quickly as possible.
- Already has excellent service and communication.
- I really can't complain - I'm very satisfied with the service.

What was your favorite system/service improvement this past year?



- Paragon Desktop - offline product Statistical reporting
- Upgrading the system checker.
- Giving us back decent pictures!!
- Move to Microsoft Virtual mapping
- The new & larger icons, gave the entire home page a new look and lots of new and faster quick links.
- The new look to the Paragon system in general.
- E-adwriter
- Addition of RDesk and DocCentral
- from P3>4 Market Monitor improvements and current release improvements coming to MM
- Exporting contacts, GUI improvements
- New faster servers
- We added a dropdown of cities/townships which has worked well.
- They were all wonderful. Every upgrade makes our life a little easier!



If your system was installed in the past year, please rate the implementation and cutover:	
Total Responses - 3	11.54%
Excellent - 1	 33.33%
Good - 1	 33.33%
Fair - 1	 33.33%
Poor - 0	0.00%


If you answered the previous question "Acceptable" or "Poor", what could have been improved?


- More training for agents


REXplorer


How many subscribers are in your MLS?	
Total Responses - 2	100.00%
Less than 1000 - 1	 50.00%
1000 to 3000 - 0	0.00%
3000 to 8000 - 1	 50.00%
8000 to 15000 - 0	0.00%
15000 or more - 0	0.00%


Do you host your MLS system locally, or does an MLS vendor host the MLS system?	
Total Responses - 2	100.00%
Locally hosted (in your MLS office) - 1	 50.00%
Locally hosted (in a co-location facility) - 0	0.00%
MLS vendor hosted - 1	 50.00%


Do you measure subscriber satisfaction with your MLS system via surveys?	
Total Responses - 1	50.00%
Yes - 1	 100.00%
No - 0	0.00%



In the past year, did subscriber satisfaction:	
Total Responses - 1	50.00%
Greatly improve - 1	 100.00%
Somewhat improve - 0	0.00%
Remain the same - 0	0.00%
Somewhat decrease - 0	0.00%
Greatly decrease - 0	0.00%


Current overall end-user overall satisfaction:	
Total Responses - 2	100.00%
Excellent - 2	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%


Current overall MLS <i>staff</i> satisfaction:	
Total Responses - 2	100.00%
Excellent - 2	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%


System speed / response time during peak periods:	
Total Responses - 2	100.00%
Excellent - 2	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%


System uptime and availability:	
Total Responses - 1	50.00%
Excellent - 1	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%



How would you rate the capability of your system to allow MLS staff to make your own system modifications (add fields, change business rules, modify reports, etc.)	
Total Responses - 2	100.00%
Excellent - 1	 50.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 1	 50.00%

Vendor responsiveness to system change / feature requests:	
Total Responses - 2	100.00%
Excellent - 2	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%

Quality of software upgrades (e.g. bugs or other problems):	
Total Responses - 2	100.00%
Excellent - 2	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%

Vendor customer service and technical support to MLS staff:	
Total Responses - 2	100.00%
Excellent - 2	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%

Vendor customer service and technical support to end users (if applicable):	
Total Responses - 1	50.00%
Excellent - 1	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%

If you could do it over again, would you select this MLS system again today?	
Total Responses - 2	100.00%
Definitely - 1	 50.00%
Likely - 0	0.00%
Not likely - 0	0.00%
Definitely not - 1	 50.00%

If you could add or improve features in your current MLS system, what would you do?

- Tax information but that is a county issue [not Fidelity]
- Better support and integration for sales teams and stronger market analysis tools

How could service be improved?

- Service from Fidelity is excellent. If we call we have a call back within 10 minutes with an answer or that they are looking into it.
- As one of two remaining MLSs running RE/Xplorer we receive very personal quality service. It would be very hard to improve.

What was your favorite system/service improvement this past year?

- We have added several "Action Icons" within listing screen reports that instantly provide members with access to data related to the specific listing being viewed, such Listing History, Property History, Upcoming Open Houses, and detailed neighborhood demographics.

MarketLinx

Company Name: MarketLinx, Inc. (A First American Company)

Year Established: The new MarketLinx was formed in January 2007 when First American MLS Solutions (Interealty, MarketLinx & MMSI) was combined with several other First American holdings, including Offutt Systems, Sonic Eagle and Lucero Research Corporation. Through various mergers, acquisitions and name changes, MarketLinx can trace its origins in the MLS industry back to 1966, and many MarketLinx personnel have been continuously employed by the same entity for more than 20 years.

Number of Employees: 300+

Headquarters Location: Santa Ana, CA

Primary MLS Product Names: MLXchange, TEMPO and InnoVia

Web Browsers/Platforms Supported:

- TEMPO/MLXchange: Internet Explorer 6+ running on Windows
- InnoVia: Compatible with nearly all browsers (IE and Firefox *officially* supported) running on Windows and Mac operating systems

Number of MLS Accounts:

- MLXchange: 61
- TEMPO: 18
- InnoVia: 55

Number of Total Subscribers:

- MLXchange: 216,000
- TEMPO: 229,000
- InnoVia: 57,000

Offline (PC-based) Product Name: Personal InnoVia (Windows-based, works with InnoVia only)

Mobile Product Name:

- MarketLinx MLS Wireless (Blackberry, Palm, Windows Mobile and iPhone)
- Wireless InnoVia (Blackberry, Palm, Windows Mobile and iPhone)




RETS Compliance (version #):




- TEMPO/MLXchange – 1.7.2
- InnoVia – 1.7



Other Products Offered: Consumer MLS Websites, MLS Data Checker, Document/Transaction Manager, MLX Professional, RETS Professional, RETS Connector, Statistics Professional, SecurityLinx, MarketLinx GIS, MarketLinx ListHub, MarketLinx Property Panorama, SAFEMLS/SAFEACCESS, AgentAchieve, Lucero Summit






Company Strengths: Together, the three MLS platforms make MarketLinx the leading MLS technology provider. MLXchange/TEMPO offers flexible customization and localization capabilities through meta data configuration as well as the unmatched RETS functionality of RETS Pro and RETS Connector, advanced CRM tools and the Agent Web portal and a diverse lineup of third-party product integrations. InnoVia offers platform/browser neutrality, matching online/offline interfaces, strong intuitiveness / ease of use, and Spanish language capability. MarketLinx has focused on customer service and responsiveness, providing a streamlined, single-point-of-contact customer service structure, same-day fulfillment of most program change requests, a full range of support, training, consulting and professional services, and strong relationships between customers and staff, based on an active and successful User Group, and monthly Advisory Board conference calls. MarketLinx is backed by First American, a Fortune 500 company, MarketLinx offers the financial stability of a profitable business model with proven sustainability. More info: <http://www.marketlinx.com/>




TEMPO



How many subscribers are in your MLS?	
Total Responses - 10	100.00%
Less than 1000 - 0	0.00%
1000 to 3000 - 0	0.00%
3000 to 8000 - 5	 50.00%
8000 to 15000 - 1	 10.00%
15000 or more - 4	 40.00%



Do you host your MLS system locally, or does an MLS vendor host the MLS system?	
Total Responses - 10	100.00%
Locally hosted (in your MLS office) - 1	 10.00%
Locally hosted (in a co-location facility) - 3	 30.00%
MLS vendor hosted - 6	 60.00%


Do you measure subscriber satisfaction with your MLS system via surveys?	
Total Responses - 10	100.00%
Yes - 6	 60.00%
No - 4	 40.00%





In the past year, did subscriber satisfaction:	
Total Responses - 9	90.00%
Greatly improve - 2	 22.22%
Somewhat improve - 4	 44.44%
Remain the same - 2	 22.22%
Somewhat decrease - 1	 11.11%
Greatly decrease - 0	 0.00%




Current overall end-user overall satisfaction:	
Total Responses - 10	100.00%
Excellent - 5	 50.00%
Good - 4	 40.00%
Fair - 1	 10.00%
Poor - 0	0.00%

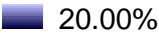

Current overall MLS <i>staff</i> satisfaction:	
Total Responses - 10	100.00%
Excellent - 4	 40.00%
Good - 6	 60.00%
Fair - 0	0.00%
Poor - 0	0.00%


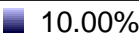
System speed / response time during peak periods:	
Total Responses - 10	100.00%
Excellent - 6	 60.00%
Good - 4	 40.00%
Fair - 0	0.00%
Poor - 0	0.00%


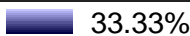
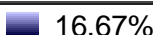
System uptime and availability:	
Total Responses - 10	100.00%
Excellent - 10	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%



How would you rate the capability of your system to allow MLS staff to make your own system modifications (add fields, change business rules, modify reports, etc.)	
Total Responses - 10	100.00%
Excellent - 1	 10.00%
Good - 2	 20.00%
Fair - 4	 40.00%
Poor - 3	 30.00%

Vendor responsiveness to system change / feature requests:	
Total Responses - 10	100.00%
Excellent - 2	 20.00%
Good - 7	 70.00%
Fair - 1	 10.00%
Poor - 0	0.00%

Quality of software upgrades (e.g. bugs or other problems):	
Total Responses - 10	100.00%
Excellent - 2	 20.00%
Good - 8	 80.00%
Fair - 0	0.00%
Poor - 0	0.00%

Vendor customer service and technical support to MLS staff:	
Total Responses - 10	100.00%
Excellent - 9	 90.00%
Good - 1	 10.00%
Fair - 0	0.00%
Poor - 0	0.00%

Vendor customer service and technical support to end users (if applicable):	
Total Responses - 6	60.00%
Excellent - 3	 50.00%
Good - 2	 33.33%
Fair - 1	 16.67%
Poor - 0	0.00%

If you could do it over again, would you select this MLS system again today?	
Total Responses - 10	100.00%
Definitely - 6	 60.00%
Likely - 4	 40.00%
Not likely - 0	0.00%
Definitely not - 0	0.00%

If you could add or improve features in your current MLS system, what would you do?



- Mac & other browser compatibility, mouse (scroll wheel) and back button in browser. Enhancements to system should not affect other modules such as RETS & IDX
- Features of TEMPO 5 without hassles of TEMPO 5. MAC/Apple compatibility.
- Better CMA
- More message space on home page
- Statistical reporting program for both staff and vendors.
- Better CMA Reports - better stats w/ graphs
- There are new Fannie Mae appraisal requirements. It would be nice if we could accommodate these in the system.
- Improve the Prospect/Client Web function: it is somewhat cumbersome when the user changes their saved search criteria.
- Creating and updating reports
- Better CMA; More media functionality; Better statistical reports; More customer modification ability; Cross browser support.

How could service be improved?

- Vendor knowledge of our day to day business and inter-company communication of customer needs, rules etc.
- Length of time to have changes approved is too long.
- More flexible publish schedules and the ability for staff to change business rules.
- Additional resources added to the vendor employee roster.
- We're very happy with the support service we currently receive.
- Firstam has bent over backwards to assist us with the implementation of CARETS and done a great job.
- More frequent publishes; More corporate interaction.

What was your favorite system/service improvement this past year?






- RETS admin module, sql 2005 support
- Upgraded mapping (Microsoft mapping)
- TEMPO 5.0 with Virtual Earth mapping.
- We installed a new "For Lease" property type.
- Realist Tax Integration Virtual Earth Mapping
- Expanded mapping capability.
- CARETS
- Virtual Earth mapping
- Our conversion from Tempo 4 to Tempo 5




If your system was installed in the past year, please rate the implementation and cutover:	
Total Responses - 2	20.00%
Excellent - 1	 50.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 1	 50.00%



If you answered the previous question "Acceptable" or "Poor", what could have been improved?





- Lack of knowledge about [our] business rules & T3 functionality. Poor communication (or none) of Vienna staff with ML Knoxville. Legacy structure/processes/procedures with Tempo 5 / MLXchange staff in Vienna.

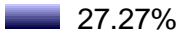

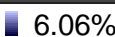
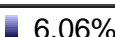
MLXchange



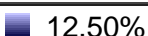

How many subscribers are in your MLS?	
Total Responses - 33	100.00%
Less than 1000 - 15	 45.45%
1000 to 3000 - 8	 24.24%
3000 to 8000 - 5	 15.15%
8000 to 15000 - 4	 12.12%
15000 or more - 1	 3.03%

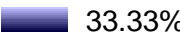

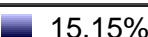
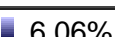
Do you host your MLS system locally, or does an MLS vendor host the MLS system?	
Total Responses - 32	96.97%
Locally hosted (in your MLS office) - 1	 3.13%
Locally hosted (in a co-location facility) - 2	 6.25%
MLS vendor hosted - 29	 90.63%



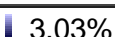
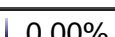
Do you measure subscriber satisfaction with your MLS system via surveys?	
Total Responses - 33	100.00%
Yes - 12	 36.36%
No - 21	 63.64%





In the past year, did subscriber satisfaction:	
Total Responses - 30	90.91%
Greatly improve - 3	 10.00%
Somewhat improve - 17	 56.67%
Remain the same - 7	 23.33%
Somewhat decrease - 3	 10.00%
Greatly decrease - 0	0.00%





Current overall end-user overall satisfaction:	
Total Responses - 33	100.00%
Excellent - 9	 27.27%
Good - 20	 60.61%
Fair - 2	 6.06%
Poor - 2	 6.06%





Current overall MLS <i>staff</i> satisfaction:	
Total Responses - 32	96.97%
Excellent - 14	 43.75%
Good - 14	 43.75%
Fair - 4	 12.50%
Poor - 0	 0.00%





System speed / response time during peak periods:	
Total Responses - 33	100.00%
Excellent - 11	 33.33%
Good - 15	 45.45%
Fair - 5	 15.15%
Poor - 2	 6.06%

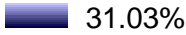


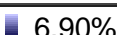
System uptime and availability:	
Total Responses - 33	100.00%
Excellent - 20	 60.61%
Good - 12	 36.36%
Fair - 1	 3.03%
Poor - 0	 0.00%



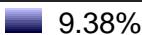
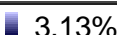
How would you rate the capability of your system to allow MLS staff to make your own system modifications (add fields, change business rules, modify reports, etc.)	
Total Responses - 33	100.00%
Excellent – 9	 27.27%
Good – 9	 27.27%
Fair – 7	 21.21%
Poor – 8	 24.24%

Vendor responsiveness to system change / feature requests:	
Total Responses - 33	100.00%
Excellent - 12	 36.36%
Good – 13	 39.39%
Fair – 6	 18.18%
Poor – 2	 6.06%

Quality of software upgrades (e.g. bugs or other problems):	
Total Responses - 33	100.00%
Excellent - 11	 33.33%
Good – 15	 45.45%
Fair – 6	 18.18%
Poor – 1	 3.03%

Vendor customer service and technical support to MLS staff:	
Total Responses - 32	96.97%
Excellent - 15	 46.88%
Good – 12	 37.50%
Fair – 4	 12.50%
Poor – 1	 3.13%

Vendor customer service and technical support to end users (if applicable):	
Total Responses - 29	87.88%
Excellent – 9	 31.03%
Good – 15	 51.72%
Fair – 3	 10.34%
Poor – 2	 6.90%

If you could do it over again, would you select this MLS system again today?	
Total Responses - 32	96.97%
Definitely - 18	 56.25%
Likely - 10	 31.25%
Not likely - 3	 9.38%
Definitely not - 1	 3.13%

If you could add or improve features in your current MLS system, what would you do?

- Better Responsiveness - page loading - getting search results - Listing entry and Maintenance
- More customization by the MLS staff.
- More customizable agent websites
- More access to table maintenance
- Statistics
- More map tools; better stats reports
- Increase simplicity for individual customizations of CMA`s and Report`s
- Whenever we have any ideas for new features or changes, we present them to MarketLinx and they get right on it. We are very happy with them.
- Remove reliance on Active-X; since auto-pop from tax records isn`t currently a feasible option, add a street name validation table; cross-platform operability (PC & Mac); ability for staff to write-over/replace system reports; improved market reporting and analytics
- 1)flexible system statistical reports, emailing of system statistical reports 2)add VOW solution 3)update IDX solution
- Usability & Continuity study
- Totally redo the statistics reporting features.
- DO WHAT WAS PROMISED IN THE BEGINING(APR07)!
- Reporting and stats on market conditions is very poor or none at all.
- MarketLinx has taken every one of our suggestions and improved/added as per our request.



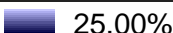
- Statistical information is lacking and very difficult to obtain from an end user perspective. Listing entry process.
- Speed. Always want more speed 2. Greater control for MLS Admin 3. Improve IDX interface
- Improve reporting and customization capabilities.
- Every time that I think of something they already have it in the works
- map searches through IDX

How could service be improved?

- Better support to third party developers
- Improve overall system performance
- quicker turnaround on major bug fixes
- Speed - way too slow now.
- Ensuring releases have a limited amount of bugs prior to release
- Less wait time on the Help Desk phone line and better music....
- (Very tough to improve) Add an on-line bug submittal/tracking system like FogBugz.
- 1)account customized live MLS webinar training, account customized tutorials
2)mac compatibility
- Better review of submitted bugs/enhancement requests; Marketlinx only shoots for the big ticket items and leaves behind all sorts of annoying problems in the user interface.
- Deliver what was promised rather than constantly trying to sell new 3rd party vendors and charge more install and fees.
- TOO MANY TO LIST IN THIS SPACE! THE REPORTS SYSTEM IS A JOKE! AND IT IS HIGHLY INACCURATE!
- They improve it as needed, we never have to "wait" for an extended period of time for revisions.
- One of the biggest factors in weighing service is customer service. Customer Service affects all levels of operation from MLS staff, to brokers/agents. Technical support team is mostly helpful but their knowledge at a local level is lacking. End users at times have to be re-routed back to their Association or MLS office and the directives from the Tech. Staff are not warm and fuzzy. The knowledge base for the local environment needs to be made available to the tech. team. New enhancement features are rich and readily available. however the delivery of the information relating to enhancement installation or materials that are delivered to MLS staff are not often provided in a manner that can be re-purposed to the agent/broker level. MLS staff need to put a great amount of time re-packaging materials that could be delivered in a much more end user friendly format.
- Communication and responsiveness from project managers and middle management to the MLS staff could be proactive and faster.
- Service is great
- Increase the number of resources available to respond to issues and improve the turnaround time on TD`s.

What was your favorite system/service improvement this past year?




- Report Manager
- Good upgrades in MLXchange 5.0. Easier UI.
- Expansion of image capability from 10 to 20
- Implementation of Virtual Earth Mapping
- Improved mapping capabilities with Microsoft's Virtual Earth.
- MLXPro and Agent web Pages
- Report Editor improvements; simple drop and drag options
- Bringing up the status of a listing for the Administrator when accessing listings of terminated members. Saved time knowing if it was already W or X.
- Public viewing of attachment via e-notifications
- Automated email notices to members on various MLS rules
- Better agent webpage with client interaction
- none
- Open House Flyer
- Mapping features.
- Property Panorama and MLX Pro
- change in the mapping partner from MapQuest to Virtual earth and the many mapping tools that have been made available. Also enhanced features that have been added to the search/prospect functionality.
- RETS Pro
- Members: Multiple shape map searches.
- MLS Staff: Ability to log in as a member with Identity Sharing Lookup
- The maps
- Maps and easier functionality to the client web pages
- Virtual tour added


If your system was installed in the past year, please rate the implementation and cutover:	
Total Responses – 4	12.12%
Excellent – 1	 25.00%
Good - 0	0.00%
Fair - 2	 50.00%
Poor - 1	 25.00%



If you answered the previous question "Acceptable" or "Poor", what could have been improved?




- The old system tech`s blamed the mlx team and the mlx team blamed the old tech team..rather than simply correcting the issues. 2nd...Deliver what is Promised at the time of selling the system...it hasn't happened yet. My brokers are very unhappy with the statistical reports and are totally unwilling to pay extra fees to implement a 3rd party vendor to correct the issues. They feel that MLX should correct the issues at their own expense, since they promised the feature.
- Failed to download previous sold data so their bragged about / demo-d "History Button" wouldn't really produce the data that we were shown in their demonstrations.

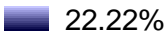

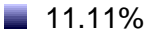
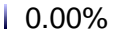
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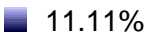
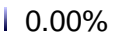
How many subscribers are in your MLS?	
Total Responses - 18	100.00%
Less than 1000 - 10	 55.56%
1000 to 3000 - 6	 33.33%
3000 to 8000 - 2	 11.11%
8000 to 15000 - 0	0.00%
15000 or more - 0	0.00%


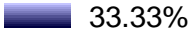
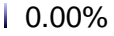
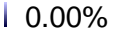
Do you host your MLS system locally, or does an MLS vendor host the MLS system?	
Total Responses - 18	100.00%
Locally hosted (in your MLS office) - 0	0.00%
Locally hosted (in a co-location facility) - 0	0.00%
MLS vendor hosted - 18	 100.00%


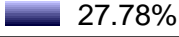
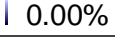
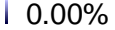
Do you measure subscriber satisfaction with your MLS system via surveys?	
Total Responses - 18	100.00%
Yes - 7	 38.89%
No - 11	 61.11%

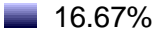
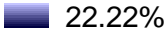
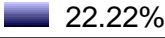

In the past year, did subscriber satisfaction:	
Total Responses - 14	77.78%
Greatly improve - 3	 21.43%
Somewhat improve - 2	 14.29%
Remain the same - 9	 64.29%
Somewhat decrease - 0	0.00%
Greatly decrease - 0	0.00%

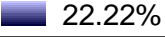


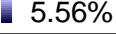
Current overall end-user overall satisfaction:	
Total Responses - 18	100.00%
Excellent - 4	 22.22%
Good - 12	 66.67%
Fair - 2	 11.11%
Poor - 0	 0.00%

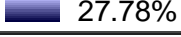

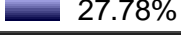
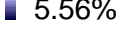
Current overall MLS <i>staff</i> satisfaction:	
Total Responses - 18	100.00%
Excellent - 7	 38.89%
Good - 9	 50.00%
Fair - 2	 11.11%
Poor - 0	 0.00%


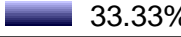

System speed / response time during peak periods:	
Total Responses - 18	100.00%
Excellent - 12	 66.67%
Good - 6	 33.33%
Fair - 0	 0.00%
Poor - 0	 0.00%




System uptime and availability:	
Total Responses - 18	100.00%
Excellent - 13	 72.22%
Good - 5	 27.78%
Fair - 0	 0.00%
Poor - 0	 0.00%





How would you rate the capability of your system to allow MLS staff to make your own system modifications (add fields, change business rules, modify reports, etc.)	
Total Responses - 18	100.00%
Excellent - 3	 16.67%
Good - 4	 22.22%
Fair - 4	 22.22%
Poor - 7	 38.89%

Vendor responsiveness to system change / feature requests:	
Total Responses - 18	100.00%
Excellent - 4	 22.22%
Good - 5	 27.78%
Fair - 8	 44.44%
Poor - 1	 5.56%

Quality of software upgrades (e.g. bugs or other problems):	
Total Responses - 18	100.00%
Excellent - 5	 27.78%
Good - 7	 38.89%
Fair - 5	 27.78%
Poor - 1	 5.56%

Vendor customer service and technical support to MLS staff:	
Total Responses - 18	100.00%
Excellent - 7	 38.89%
Good - 6	 33.33%
Fair - 5	 27.78%
Poor - 0	0.00%

Vendor customer service and technical support to end users (if applicable):	
Total Responses - 18	100.00%
Excellent - 4	 22.22%
Good - 7	 38.89%
Fair - 7	 38.89%
Poor - 0	0.00%

If you could do it over again, would you select this MLS system again today?	
Total Responses - 18	100.00%
Definitely - 8	 44.44%
Likely - 8	 44.44%
Not likely - 1	 5.56%
Definitely not - 1	 5.56%

If you could add or improve features in your current MLS system, what would you do?

- Not pay fees for every change. Ensure it is competitive with other MLS services
- Merge MLS functionality into a full-featured public records system. In other words, start with all parcels in the market as the base, then add MLS functionality.
- a checklist of new features to review and add along the duration of the contract
- Add better e-mail capability and receive notice if mail fails. Not to log into system to check on prospect e-mail.
- Add a forms program
- Separate commercial lease from improved, upgrade prospecting module and add visual tour capabilities.
- We wish that we could make our own changes to business rules, make changes to (and God bless see) all the fields in MLS, add flexibility in regards to agent user levels and add ability separate agent and office from each other.
- Better reporting features; more flexibility
- Too many to list
- Increase Prospecting limits Increase emailing limits Ability to send links to customers
- The ability to produce statistical reports on the fly!!!!!!
- All vendors, not just MarketLinx, should increase ability for the systems to interact with any other through RETS to facilitate data sharing. MLS Vendors work with an egocentric export philosophy and make no provisions for import.

How could service be improved?

- Be proactive in offering enhancements Communicate with staff/MLS before turning on new features to allow `introduction` to subscribers
- MLS vendors need to be much more responsive to changing marketplace; i.e., changes required by short sales, foreclosures, VOW`s, etc. Be more pro-active when they KNOW these changes affect all their customers!
- Our customer rep doesn`t follow through very well and fails to notify us when items are completed.
- We are currently working on redesign of our forms with MarketLinx as part of our renewal.
- Faster response time and follow through. Many of my requests/issues seem to get "lost". I would like to know when an issue I inquired about was fixed/resolved so I don`t have to take the time to keep checking.
- Get more consistent responses and response time from staff. Get HONEST answers instead of ones that seem contrite. We are on the same team...I need honesty...not wind blown up my skirt (and I do NOT wear a skirt!!)
- Deliver requested changes within 3 months of promise date.
- Increase response time to trackers
- Quit screwing up the statistical reports we do have!
- Working with a large vendor, service requests seem to be weighted against the vendor corporate needs and goals. The "deli line" seems to be very long on some requests without a clear "no" response. Competition between neighboring MLS in our region is fierce with board members and common users constantly complaining that another system has some better feature.

What was your favorite system/service improvement this past year?

- Monthly reports
- Prospect Pro
- Prospecting Pro was the best feature!!
- Prospect Pro
- New mapping Map based search
- Driving directions
- Driving directions
- We added Document Manager at the end of the year
- We had a redesign, so the system got a makeover which visually is great and functionality increase was good
- Ability to alias another was another great enhancement.
- Data checker, which is about to launch.

Rapattoni Corporation

Company Name: Rapattoni Corporation

Year Established / Year Started in MLS System Business: 1970 / 1999

Number of Employees: 100+

Headquarter Location: Simi Valley, California

Primary MLS Product Name(s): Rapattoni MLS

Web Browsers / Platforms Supported: Microsoft Internet Explorer 6.0+ / Windows XP or Vista

Number of MLS Accounts: 100+ primary accounts

Number of Total Subscribers: 200,000+






Offline Product Name: N/A

Mobile Product Name: Rapattoni MLS for Internet Capable Cell Phone or PDA

RETS Compliance (version #): 1.5

Other Products Offered: Secure Logon, Association Management (Magic)

Company Strengths: Rapattoni Corporation has been serving the real estate industry under the same name and management since 1970. Rapattoni provides an array of integrated products and services for real estate associations and MLS organizations, including Internet MLS systems, association management software, and Secure Logon two-factor authentication services. Rapattoni Magic association management software has more than 250 installations nationwide and the Rapattoni MLS system powers more than 100 multiple listing services around the country. In 2006 the company launched a two-factor logon authentication product, and in 2007 began offering Single Sign-On capability. More information: www.rapattoni.com





How many subscribers are in your MLS?	
Total Responses – 17	100.00%
Less than 1000 - 5	 29.41%
1000 to 3000 - 3	 17.65%
3000 to 8000 - 5	 29.41%
8000 to 15000 - 2	 11.76%
15000 or more - 2	 11.76%




Do you host your MLS system locally, or does an MLS vendor host the MLS system?	
Total Responses - 17	100.00%
Locally hosted (in your MLS office) - 1	■ 5.88%
Locally hosted (in a co-location facility) - 2	■ 11.76%
MLS vendor hosted - 14	■ 82.35%




Do you measure subscriber satisfaction with your MLS system via surveys?	
Total Responses - 17	100.00%
Yes - 10	■ 58.82%
No - 7	■ 41.18%





In the past year, did subscriber satisfaction:	
Total Responses - 15	88.24%
Greatly improve - 1	■ 6.67%
Somewhat improve - 5	■ 33.33%
Remain the same - 8	■ 53.33%
Somewhat decrease - 1	■ 6.67%
Greatly decrease - 0	0.00%

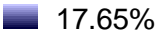
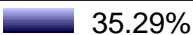
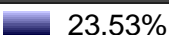
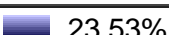
Current overall end-user overall satisfaction:	
Total Responses - 17	100.00%
Excellent - 6	■ 35.29%
Good - 10	■ 58.82%
Fair - 1	■ 5.88%
Poor - 0	0.00%



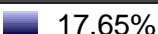
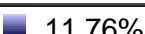
Current overall MLS <i>staff</i> satisfaction:	
Total Responses - 17	100.00%
Excellent - 7	 41.18%
Good - 8	 47.06%
Fair - 1	 5.88%
Poor - 1	 5.88%


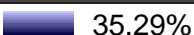
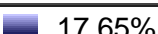

System speed / response time during peak periods:	
Total Responses - 17	100.00%
Excellent - 6	 35.29%
Good - 8	 47.06%
Fair - 3	 17.65%
Poor - 0	0.00%

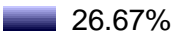

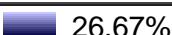

System uptime and availability:	
Total Responses - 17	100.00%
Excellent - 11	 64.71%
Good - 5	 29.41%
Fair - 1	 5.88%
Poor - 0	0.00%





How would you rate the capability of your system to allow MLS staff to make your own system modifications (add fields, change business rules, modify reports, etc.)	
Total Responses - 16	94.12%
Excellent - 1	 6.25%
Good - 6	 37.50%
Fair - 5	 31.25%
Poor - 4	 25.00%

Vendor responsiveness to system change / feature requests:	
Total Responses - 17	100.00%
Excellent - 3	 17.65%
Good - 6	 35.29%
Fair - 4	 23.53%
Poor - 4	 23.53%

Quality of software upgrades (e.g. bugs or other problems):	
Total Responses - 17	100.00%
Excellent - 4	 23.53%
Good - 8	 47.06%
Fair - 3	 17.65%
Poor - 2	 11.76%

Vendor customer service and technical support to MLS staff:	
Total Responses - 17	100.00%
Excellent - 8	 47.06%
Good - 6	 35.29%
Fair - 3	 17.65%
Poor - 0	 0.00%

Vendor customer service and technical support to end users (if applicable):	
Total Responses - 15	88.24%
Excellent - 4	 26.67%
Good - 7	 46.67%
Fair - 4	 26.67%
Poor - 0	 0.00%

If you could do it over again, would you select this MLS system again today?	
Total Responses - 16	94.12%
Definitely - 9	 56.25%
Likely - 5	 31.25%
Not likely - 1	 6.25%
Definitely not - 1	 6.25%

If you could add or improve features in your current MLS system, what would you do?

- Better membership records keeping.
- Listing input from web forms. MLS custom reports.
- Integrate public records and listing data with either the vendor`s data or another third party public records data (Rapattoni is going to offer this service, but we do not believe in putting all of our eggs in one basket). 2. Ability of staff to modify reports.
- Add capability on back end for staff to maintain inventory per MLS Rules and Regs.
- More flexibility for staff to make changes. Improved public facing portal.
- Make all search results even more spreadsheet-like.
- Automated listing compliance Direct integration with outlook Texting capability Better system for membership data integration Ability to create/modify custom reports Better statistical analysis
- Integrate tax record sales into the CMA
- Make it more technologically advanced to compete with and/or outperform Zillow or other similar web sites in terms of data and functions as well as each of use.
- Allow for MLS staff to make limited system changes.
- More flexibility adding changes enhancements to the system and reports.
- Statistical programs and reports need to be improved and provide more accurate results
- Tighter integration with Public Records information


How could service be improved?

- Notify staff when requested changed are made. Sometimes they do, sometimes they don`t, depending on the change I suppose.
- More timely bug fixes.
- Rapattoni needs a users group. 90 MLS organizations are asking for improvements and enhancements. This could be better coordinated.

- if you mean customer service/ standards should be put in place for the customer/system admin to see an overview of all outstanding work in progress by logging in.
- Timely responses, faster implementation times. Accept user feedback.
- They have an excellent service team.
- Faster turnaround with enhancement requests Faster turnaround with custom report changes We would like a quicker follow up to reported issues- Its better to e-mail than to call
- Willingness to make sure the customer understands what to do and ALWAYS ask the customer to write down the staff support's name. Difficult tracking which staff person supplied a wrong response.
- More tech support help personnel to shorten wait time and better trained support personnel.
- Allow more integration with outside applications.
- Customer Service is generally pretty responsive.
- Rapattoni does a very good job but as MLS Staff we would always like their response to be quicker. Never have they left us out in the cold where it has affected our ability to service our customers.

What was your favorite system/service improvement this past year?

- Mapping updates - Virtual Earth integration.
- Mapping feature was enhanced to allow routing of listings.
- Polygon search in mapping.
- The aggregated data approach for the Quattro group.
- Enhancements to the client portal
- The ability to use Internet Explorer browser elements while in Rapattoni MLS.
- Implemented Lease/Rental listings & search capability through our MLS
- Additional feature videos
- First American Tax foreclosure improvements.
- System navigation, look & feel
- We cleaned up our listing input screens (added fields, rearrange fields etc.) based upon Broker/Agent input which has made our users very happy.

If your system was installed in the past year, please rate the implementation and cutover:	
Total Responses - 1	5.88%
Excellent - 0	0.00%
Good - 1	 100.00%
Fair - 0	0.00%
Poor - 0	0.00%

Solid Earth

Company Name: Solid Earth, Inc.

Year Established / Year Started in MLS System Business: 1998

Number of Employees: 14+

Headquarter Location: Huntsville, Alabama

Primary MLS Product Name(s): LIST-IT

Web Browsers / Platforms Supported: Microsoft Internet Explorer, Mozilla; Windows 98 to current, Macintosh OSX running Mozilla

Number of MLS Accounts: 23

Number of Total Subscribers: 60,000





Offline Product Name: LIST-IT Desktop (being phased out)


Mobile Product Name: (part of LIST-IT)



RETS Compliance (version #): 1.5, 1.7




Other Products Offered: LIST-IT IDX Gateway



Company Strengths: According to Solid Earth President Matt Fowler, “Solid Earth has consistently delivered for its 23 MLS clients so that after 10 years in business, only 2 have ever left for other suppliers. By carefully listening to our users, AEs and MLS Administrators, we learn about new features and tools needed by today’s real estate professional. Our talent is to rapidly develop, test and stage solutions that meet their needs in an orderly and deliberate way but with a sense of urgency. On average we post 10 new “enhancements” (not bug fixes) to the network per week creating an environment that is highly responsive and relentlessly evolutionary. Advanced mapping, consumer facing webs, statistics, automated CMAs, comprehensive searching, reporting and email are all core features. Solid Earth specializes in MLS systems with a distinct sense of identity. The LIST-IT system is a set of tools with which the new MLS is created. It’s more than configurable, much of the software is written specifically for each new account based on unique local problems and goals. This is not a good fit for all MLS systems but the ones that are able and willing to do the research and planning to determine what’s best for the subscriber, using Solid Earth as their development team, get the benefits of a fully custom system. Since we spend so much time on each new system, we can’t do more than 3 or 4 per year. That allows us to deliver a better solution while it also limits our growth; that has proven to be a good thing. Used by markets with as many as 12,000 subscribers (Monmouth NJ), the LIST-IT system is built using the latest Microsoft asp.net programming environment staged on the industry leading Oracle 10g, 64-bit database platform. Paired with the dedication, experience and commitment to service of the Solid Earth Team, LIST-IT is the obvious choice for proven, custom real estate technology solutions.” More info: <http://www.solidearth.com/>



How many subscribers are in your MLS?	
Total Responses - 20	100.00%
Less than 1000 - 7	 35.00%
1000 to 3000 - 10	 50.00%
3000 to 8000 - 2	 10.00%
8000 to 15000 - 1	 5.00%
15000 or more - 0	0.00%



Do you host your MLS system locally, or does an MLS vendor host the MLS system?	
Total Responses - 19	95.00%
Locally hosted (in your MLS office) - 0	0.00%
Locally hosted (in a co-location facility) - 0	0.00%
MLS vendor hosted - 19	 100.00%



Do you measure subscriber satisfaction with your MLS system via surveys?	
Total Responses - 20	100.00%
Yes - 7	 35.00%
No - 13	 65.00%





In the past year, did subscriber satisfaction:	
Total Responses - 18	90.00%
Greatly improve - 2	 11.11%
Somewhat improve - 7	 38.89%
Remain the same - 9	 50.00%
Somewhat decrease - 0	0.00%
Greatly decrease - 0	0.00%




Current overall end-user overall satisfaction:	
Total Responses - 20	100.00%
Excellent - 12	 60.00%
Good - 8	 40.00%
Fair - 0	0.00%
Poor - 0	0.00%




Current overall MLS <i>staff</i> satisfaction:	
Total Responses - 20	100.00%
Excellent - 14	 70.00%
Good - 6	 30.00%
Fair - 0	0.00%
Poor - 0	0.00%



System speed / response time during peak periods:	
Total Responses - 20	100.00%
Excellent - 16	 80.00%
Good - 4	 20.00%
Fair - 0	0.00%
Poor - 0	0.00%



System uptime and availability:	
Total Responses - 20	100.00%
Excellent - 16	 80.00%
Good - 4	 20.00%
Fair - 0	0.00%
Poor - 0	0.00%

How would you rate the capability of your system to allow MLS staff to make your own system modifications (add fields, change business rules, modify reports, etc.)	
Total Responses - 20	100.00%
Excellent - 6	 30.00%
Good - 11	 55.00%
Fair - 2	 10.00%
Poor - 1	 5.00%

Vendor responsiveness to system change / feature requests:	
Total Responses - 20	100.00%
Excellent - 7	 35.00%
Good - 8	 40.00%
Fair - 5	 25.00%
Poor - 0	0.00%

Quality of software upgrades (e.g. bugs or other problems):	
Total Responses - 20	100.00%
Excellent - 10	 50.00%
Good - 9	 45.00%
Fair - 1	 5.00%
Poor - 0	0.00%

Vendor customer service and technical support to MLS staff:	
Total Responses - 20	100.00%
Excellent - 14	 70.00%
Good - 6	 30.00%
Fair - 0	0.00%
Poor - 0	0.00%

If you could do it over again, would you select this MLS system again today?	
Total Responses - 20	100.00%
Definitely - 16	 80.00%
Likely - 4	 20.00%
Not likely - 0	0.00%
Definitely not - 0	0.00%

If you could add or improve features in your current MLS system, what would you do?

- I would like to see a “district 9” MLS (splash page) that would allow each area to keep its control over system modifications.
- Combine MLS` s into a regional database so users could subscribe to whatever data is valuable to them.
- Upgrade our public site utilizing google "Street View".
- Add the Tax Assessor information to our MLS
- Allow for more staff customizations, increased availability for wild cards (more flexibility in custom searching)
- Make it property based rather listing based
- add RSS feeds as an option for prospecting, improve the look of the Gateway
- Simplify prospecting with a wizard

How could service be improved?

- By remembering that, even when they are working on large program modules that might help us all, that might not be what is most important to us individually. Taking care of us as individuals is probably the greatest reason we went with this company. Our last company forgot us and we left.
- Is already happening by expanding personnel and focusing on upgrades.
- Better communication with staff when it involves an addition/upgrade to the system.
- Solid Earth has increased their staff which has improved service.
- Service is exceptional
- Faster implementation of new enhancements. 2. Greater access to the backend database 3. Improved customizations with the user idx service (gateway).
- Quicker response times for deployment of bug fixes or enhancement requests
- More hands on staff training

What was your favorite system/service improvement this past year?

- "Second Generation" mapping products
- Google maps
- Google Maps; recently replaced by an enhanced version of Solid Earth maps.

- Switching over to Google maps which included street view.
- The new Map interface
- Google mapping
- Expanded mapping
- Google earth
- Unified mapping. Statistics and mapping functions.
- The data quality function
- RETS Manager built in for all MLS's.
- RETS access

No customers answered questions regarding system conversions taking place in 2008.

Stratus

Company Name: Stratus Data Systems, Inc. (STRATUS)

Year Established / Year Started in MLS System Business: 1998. STRATUS principals have been providing MLS Systems together since the early 1980s.

Number of Employees: 16 (Tech: 11; Support: 3; Sales: 1 Other: 1)

Headquarter Location: Katonah, NY with offices in Phoenix, AZ and Long Island, NY

Primary MLS Product Name(s): StratusMLS

Web Browsers Fully Supported: Microsoft Internet Explorer versions 6, 7, and 8. Safari version 3 or greater. Firefox version 3 or greater. Opera 9 or greater.

Platform (OS) Supported: Client: Microsoft Windows XP, Vista, and 2008. Mac OS X 10.4, 10.5 or greater.

Number of MLS accounts: 3 (of the largest MLSs in North America)

Number of Total Subscribers: 73,000

Offline Product Name: N/A


Mobile Product Name: Stratus Unplugged. Platforms: Any web-enabled phone with a browser that supports standard HTML, including BlackBerry, Windows Mobile, Palm OS, iPhone.



RETS Version(s) offered: 1.7



Other Products Offered: IDX Search Engine, Sold Map Search, RETS-Compliant Server, Stratus Connect (RETS client), Consumer-Facing Property Search Website


Company Strengths: Since the early 1980's, STRATUS has been dedicated to building and supporting real estate information systems for large MLS and Realtor Associations. STRATUS systems are recognized for technical excellence, reliability, exceptional system performance and meeting its customer's requirements over the long haul. STRATUS provides an MLS with a high level of customization for its MLS system with each installation tailored to its specific needs, rather than requiring conformity to a rigid cookie cutter solution. STRATUS clients play an integral part in the design of new features and products for their MLS system. STRATUS systems are designed for scalability and component redundancy and employ sophisticated and optimized methods of real time replication of databases across servers within a network or across the Internet to a Disaster Recovery Site. Their system architecture is designed to avert most common problems associated with system downtime by using redundant components at every possible level. STRATUS has been applying this methodology since the late 1980's and are proud to point to 99.9% uptime. StratusMLS is a full-featured Internet based system offering real estate professionals searching, reports, mapping, CMA, Prospect Match, Forms Designer, Listing Maintenance and more. StratusMLS offers many tools for an MLS to increase the reliability of its listing data and provides MLS staff with extensive administrative tools to manage their MLS system and their data. StratusMLS offers Dynamic Multi-Language Support allowing dynamic selection of language and country. Table-driven language implementation allows the MLS to provide all user-interface and pop-up help translations with the expense of translators and programmers. STRATUS' integrated add-on modules include its wireless product - Stratus Unplugged, IDX Search Engine, RETS-Complaint Server, RETS Client, Data Sharing Solutions and Consumer-Facing Property Search. For more information, please visit www.StratusData.com





How many subscribers are in your MLS?	
Total Responses - 2	100.00%
Less than 1000 - 0	0.00%
1000 to 3000 - 0	0.00%
3000 to 8000 - 0	0.00%
8000 to 15000 - 0	0.00%
15000 or more - 2	 100.00%


Do you host your MLS system locally, or does an MLS vendor host the MLS system?	
Total Responses - 2	100.00%
Locally hosted (in your MLS office) - 1	 50.00%
Locally hosted (in a co-location facility) - 1	 50.00%
MLS vendor hosted - 0	0.00%


Do you measure subscriber satisfaction with your MLS system via surveys?	
Total Responses - 2	100.00%
Yes - 1	 50.00%
No - 1	 50.00%



In the past year, did subscriber satisfaction:	
Total Responses - 1	50.00%
Greatly improve - 1	 100.00%
Somewhat improve - 0	0.00%
Remain the same - 0	0.00%
Somewhat decrease - 0	0.00%
Greatly decrease - 0	0.00%


Current overall end-user overall satisfaction:	
Total Responses - 2	100.00%
Excellent - 2	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%


Current overall MLS <i>staff</i> satisfaction:	
Total Responses - 2	100.00%
Excellent - 2	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%


System speed / response time during peak periods:	
Total Responses - 2	100.00%
Excellent - 2	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%


System uptime and availability:	
Total Responses - 2	100.00%
Excellent - 2	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%


How would you rate the capability of your system to allow MLS staff to make your own system modifications (add fields, change business rules, modify reports, etc.)	
Total Responses - 2	100.00%
Excellent - 0	0.00%
Good - 1	 50.00%
Fair - 1	 50.00%
Poor - 0	0.00%

Vendor responsiveness to system change / feature requests:	
Total Responses - 2	100.00%
Excellent - 2	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%

Quality of software upgrades (e.g. bugs or other problems):	
Total Responses - 2	100.00%
Excellent - 2	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%

Vendor customer service and technical support to MLS staff:	
Total Responses - 2	100.00%
Excellent - 2	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%

Vendor customer service and technical support to end users (if applicable):	
Total Responses - 1	50.00%
Excellent - 1	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%

If you could do it over again, would you select this MLS system again today?	
Total Responses - 2	100.00%
Definitely - 2	 100.00%
Likely - 0	0.00%
Not likely - 0	0.00%
Definitely not - 0	0.00%

If you could add or improve features in your current MLS system, what would you do?

- Give ability to upload documents to a CMA.
- CMA, Report Designer

How could service be improved?

- Service is excellent.
- Major improvements and services to be implemented in the next few months (i.e. mapping).

What was your favorite system/service improvement this past year?

- New map search feature using Virtual Earth. This allows the user to draw the search area, plot selected points of interest and get driving directions to listed properties.
- Over 100 improvements and changes to the database and system in the past year. That in itself was very significant.

No customers answered questions regarding system conversions taking place in 2008.

Tarasoft

Company Name: Tarasoft

Year Established / Year Started in MLS System Business: 1990

Number of Employees: Technology: 20; Support: 3; Sales/Marketing: 5

Headquarter Location: Victoria and Nelson British Columbia, Canada

Primary MLS Product Name(s): Tarasoft Matrix and Tarasoft Titan

Web Browsers / Platforms Supported: Mac & PC compatible - Fully functional on IE, Firefox, Mozilla, Safari and Google Chrome

Number of MLS Accounts: 12




Number of Total Subscribers: 180,000



Offline Product Name: Tarasoft Titan



Mobile Product Name: Matrix Wireless



RETS Compliance (version): 1.5 and 1.7



Company Strengths: Tarasoft has invested heavily in designing its core technology to power the demands of North America's largest MLS providers. Offering unrivalled performance and flexibility at every level, Matrix has quickly become the premier MLS platform in North America. Adding to Tarasoft's unprecedented growth of many of North America's largest MLS providers is Tarasoft's January 2009 announcement that MLSListings of Sunnyvale, California has selected Matrix. Tarasoft continues to add significant new functionality to its platform including a new consumer-centric portal, full integration of Microsoft Virtual Earth, vast cross browser support including Mac, a new fully integrated wireless feature providing wireless access from any modern device, sophisticated security support including Clarity's SAFEMLS, the ability to layer Matrix directly upon RETS directly, and the impressive new multi-lingual support. Matrix is now able to render in any desired language, such as a toggle on every page between English and Spanish, or English and French. Tarasoft is enormously flexible in its business model, be it as a traditional vendor of choice, or in complex data sharing initiatives, or in parallel MLS platform configurations, and custom deployment beyond these mentioned. 2009 looks set to be another banner year for Tarasoft. Expect to see many new Tarasoft initiatives and announcements in the coming months. More info: <http://www.tarasoft.com/>



How many subscribers are in your MLS?	
Total Responses - 7	100.00%
Less than 1000 - 0	0.00%
1000 to 3000 - 2	 28.57%
3000 to 8000 - 0	0.00%
8000 to 15000 - 2	 28.57%
15000 or more - 3	 42.86%


Do you host your MLS system locally, or does an MLS vendor host the MLS system?	
Total Responses - 7	100.00%
Locally hosted (in your MLS office) - 0	0.00%
Locally hosted (in a co-location facility) - 3	 42.86%
MLS vendor hosted - 4	 57.14%



Do you measure subscriber satisfaction with your MLS system via surveys?	
Total Responses - 7	100.00%
Yes - 4	 57.14%
No - 3	 42.86%



In the past year, did subscriber satisfaction:	
Total Responses - 5	71.43%
Greatly improve - 2	 40.00%
Somewhat improve - 3	 60.00%
Remain the same - 0	0.00%
Somewhat decrease - 0	0.00%
Greatly decrease - 0	0.00%



Current overall end-user overall satisfaction:	
Total Responses - 7	100.00%
Excellent - 6	 85.71%
Good - 1	 14.29%
Fair - 0	0.00%
Poor - 0	0.00%



Current overall MLS <i>staff</i> satisfaction:	
Total Responses - 7	100.00%
Excellent - 6	 85.71%
Good - 1	 14.29%
Fair - 0	0.00%
Poor - 0	0.00%


System speed / response time during peak periods:	
Total Responses - 7	100.00%
Excellent - 7	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%


System uptime and availability:	
Total Responses - 7	100.00%
Excellent - 6	 85.71%
Good - 1	 14.29%
Fair - 0	0.00%
Poor - 0	0.00%



How would you rate the capability of your system to allow MLS staff to make your own system modifications (add fields, change business rules, modify reports, etc.)	
Total Responses - 7	100.00%
Excellent - 6	 85.71%
Good - 1	 14.29%
Fair - 0	0.00%
Poor - 0	0.00%

Vendor responsiveness to system change / feature requests:	
Total Responses - 7	100.00%
Excellent - 4	 57.14%
Good - 3	 42.86%
Fair - 0	0.00%
Poor - 0	0.00%

Quality of software upgrades (e.g. bugs or other problems):	
Total Responses - 7	100.00%
Excellent - 6	 85.71%
Good - 1	 14.29%
Fair - 0	0.00%
Poor - 0	0.00%

Vendor customer service and technical support to MLS staff:	
Total Responses - 7	100.00%
Excellent - 7	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%

Vendor customer service and technical support to end users (if applicable):	
Total Responses - 4	57.14%
Excellent - 4	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%

If you could do it over again, would you select this MLS system again today?	
Total Responses - 7	100.00%
Definitely - 6	 85.71%
Likely - 1	 14.29%
Not likely - 0	0.00%
Definitely not - 0	0.00%

If you could add or improve features in your current MLS system, what would you do?

- Make CMA portion more intuitive to use with better features.
- Better third party product integration
- Ability to navigate between different categories of properties
- Tarasoft is so forward thinking that they anticipate our Members needs before they can ask themselves. We feel we have the most cutting edge MLS technology available.


How could service be improved?

- Overall service is excellent. Would like to see better documentation for new releases.
- Better quality of version releases.
- Provide a clear Disaster recovery plan.
- We have found their service incredibly timely and responsive. Consistent, excellent service.

What was your favorite system/service improvement this past year?



- Driving directions, team functionality and mobile version for hand-held devices.
- New client portal
- Customer Portal!
- Radius search
- As we are a new customer, the entire system has been a major improvement and our Members rave about the functions, speed and ease of use. Our Members have embraced the system with great enthusiasm.



If your system was installed in the past year, please rate the implementation and cutover:



Total Responses - 2	28.57%
Excellent - 2	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%



MLS owned and operated



A number of MLSs, small and large, have chosen to own and operate their own MLS system in recent years. Some have built the system themselves using employees, while others have contracted with a company to build and maintain a custom-made system just for them. They do this to avoid vendors that are less responsive to customization requests, to take full control over (and responsibility for) system uptime and performance, and because they get tired of moving from vendor to vendor – it can be expensive and drives members crazy! Some also believe they will save money by creating their own system – though Clarity finds that this is rarely the reality of owning and operating – and continually improving – one’s own system. While some MLSs have enjoyed all of the advantages of creating and managing their own system and are extremely satisfied with their chosen course, we have begun to see more MLSs going back to a vendor-owned and managed MLS system.



How many subscribers are in your MLS?	
Total Responses - 3	100.00%
Less than 1000 - 0	0.00%
1000 to 3000 - 0	0.00%
3000 to 8000 - 1	 33.33%
8000 to 15000 - 2	 66.67%
15000 or more - 0	0.00%



Do you host your MLS system locally, or does an MLS vendor host the MLS system?	
Total Responses – 3	100.00%
Locally hosted (in your MLS office) - 1	 33.33%
Locally hosted (in a co-location facility) - 2	 66.67%
MLS vendor hosted - 0	0.00%


Do you measure subscriber satisfaction with your MLS system via surveys?	
Total Responses - 3	100.00%
Yes - 2	 66.67%
No - 1	 33.33%



In the past year, did subscriber satisfaction:	
Total Responses - 3	100.00%
Greatly improve - 1	 33.33%
Somewhat improve - 2	 66.67%
Remain the same - 0	0.00%
Somewhat decrease - 0	0.00%
Greatly decrease - 0	0.00%



Current overall end-user overall satisfaction:	
Total Responses - 3	100.00%
Excellent - 2	 66.67%
Good - 0	0.00%
Fair - 1	 33.33%
Poor - 0	0.00%



Current overall MLS <i>staff</i> satisfaction:	
Total Responses - 3	100.00%
Excellent - 2	 66.67%
Good - 1	 33.33%
Fair - 0	0.00%
Poor - 0	0.00%


System speed / response time during peak periods:	
Total Responses - 3	100.00%
Excellent - 2	 66.67%
Good - 1	 33.33%
Fair - 0	0.00%
Poor - 0	0.00%


System uptime and availability:	
Total Responses - 3	100.00%
Excellent - 3	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%



How would you rate the capability of your system to allow MLS staff to make your own system modifications (add fields, change business rules, modify reports, etc.)	
Total Responses - 2	66.67%
Excellent - 1	 50.00%
Good - 1	 50.00%
Fair - 0	0.00%
Poor - 0	0.00%

Vendor responsiveness to system change / feature requests:	
Total Responses - 2	66.67%
Excellent - 1	 50.00%
Good - 1	 50.00%
Fair - 0	0.00%
Poor - 0	0.00%

Quality of software upgrades (e.g. bugs or other problems):	
Total Responses - 2	66.67%
Excellent - 1	 50.00%
Good - 1	 50.00%
Fair - 0	0.00%
Poor - 0	0.00%

Vendor customer service and technical support to MLS staff:	
Total Responses - 1	33.33%
Excellent - 1	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%

Vendor customer service and technical support to end users (if applicable):	
Total Responses - 1	33.33%
Excellent - 1	 100.00%
Good - 0	0.00%
Fair - 0	0.00%
Poor - 0	0.00%

If you could do it over again, would you select this MLS system again today?	
Total Responses - 2	66.67%
Definitely - 1	 50.00%
Likely - 1	 50.00%
Not likely - 0	0.00%
Definitely not - 0	0.00%

If you could add or improve features in your current MLS system, what would you do?

- Explore iPhone Aps
- Enhance public-facing MLS site.

How could service be improved?

- Continue to provide value add services to our subscribers
- More resources so system enhancements would be delivered more quickly.

What was your favorite system/service improvement this past year?

- Statewide public records
- Discussion forum, map-based searching.

Thank You!

Thank you for reading Clareity's "8th Annual MLS Customer Satisfaction Survey"! And thanks again to the many MLS organizations that participated in this year's survey.

The Clareity Consulting Team

About Clareity

Founded in 1996, Clareity continually strives to provide our clients an independent and unique perspective. Due to our extensive involvement and interaction across the entire Real Estate industry, we have a finger on the pulse of the industry. Clareity has successfully executed a vast array of consulting projects for our clients, related to:

- Development and analysis of RFPs for MLS systems, public records, broker systems and transaction management systems
- Public speaking and presentations
- Strategic planning
- Information security and business risk management assessments
- Regionalization and data share consulting
- Mergers and acquisitions and strategic alliances
- New product marketing and business plans
- Product integration specifications
- Conference planning and content development
- Competitive analysis
- Contract negotiation
- Executive recruitment
- Project management and implementation assistance
- Market research including agent, broker, and staff surveys as well as onsite focus groups

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