

# News Release

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## **Illinois and Iowa REALTORS Announce Consolidation of Technology Services**

RMLS Alliance, LLC, a brand new multiple listing service (MLS) and commercial information exchange (CIE), today revealed the consolidation of four REALTOR owned MLS systems: Capital Area REALTORS MLS, Egyptian Board of REALTORS MLS, Peoria Area Association of REALTORS MLS and Quad City Area REALTOR Association MLS.

The new entity will cover territory in Illinois and Iowa running from Cairo, Carbondale and Mt. Vernon in southern Illinois on up through Springfield, Peoria, Galesburg and into the Quad City area on both the Illinois and Iowa side of the river. The service area of this MLS will cover 61 counties constituting approximately 30,000 square miles, covering nearly half of the land mass of Illinois and a portion of Iowa and will serve a population basis of over 2 million consumers.

According to RMLS Alliance, LLC, MLS and CIE subscribers from all four shareholder associations will receive more robust and streamlined real estate technology services, access to improved products, standardized data feeds, more exposure for sellers, and more options for buyers — all from a single source.

The CEO's of the respective shareholder associations will serve as the management team at RMLS Alliance, LLC. They include: Dan Sale (Capital Area REALTORS); Charay Palmer (Egyptian Board of REALTORS); Dallas Hancock (Peoria Area Association of REALTORS) and Sharon Carlson (Quad City Area REALTOR Association).

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After extensive discussions and due diligence, we're excited about the wealth of possibilities this new alliance offers," said 2018 Capital Area REALTORS' President Ed Mahoney, "We believe that providing our members with greater access to technology tools and resources in a constantly evolving industry is needed to compete in today's real estate market and better serve the consumer."

"The Peoria Area Association of Realtors (PAAR) is very excited about the opportunities the RMLS Alliance, LLC will offer the real estate professionals today; in addition to increasing resources to ensure a keen eye is focused on the future, said Mary Ann Ladendorf, 2018 President of PAAR. "We're most excited to be launching this new business venture with three outstanding association partners; the collective vision has already demonstrated the value of strong and progressive leadership. The PAAR is confident this is just the beginning of great things to come!"

"The Egyptian Board of Realtors (EBOR) is excited to be a part of this combined venture. This opportunity will allow us to provide our members with an array of services we couldn't otherwise provide alone," said 2018 EBOR President Suzanne Wood. "I am very pleased with the relationship we have formed with the three other associations."

As Winston Churchill wrote, "there is nothing wrong with change, as long as it is in the right direction." "Our new Regional MLS will enhance the local Real Estate Market, as well as our REALTORS who work within its borders," said David A. Levin-President Quad City Area Realtor Association. "Regionalization of multiple listing services, have continued to bring REALTORS closer to their Client's needs. Our world keeps getting smaller and better utilization of expertise from a wider field of Professionals can only make our Realtors better, smarter and more productive."

RMLS Alliance, LLC, will service approximately 3,000 subscribers and is the private cooperative Realtors® use for access to thousands of residential and commercial listings. Black Knight's Paragon system has been chosen as the underlying vendor to support the regional. After the consolidation is complete it will create a footprint that will share borders with four different states. This new entity will be a shareholder-owned corporation and the merger is expected to be completed with the consolidation of its respective databases, this fall. The governing body will be made up of equal representatives from each of the four shareholder associations.