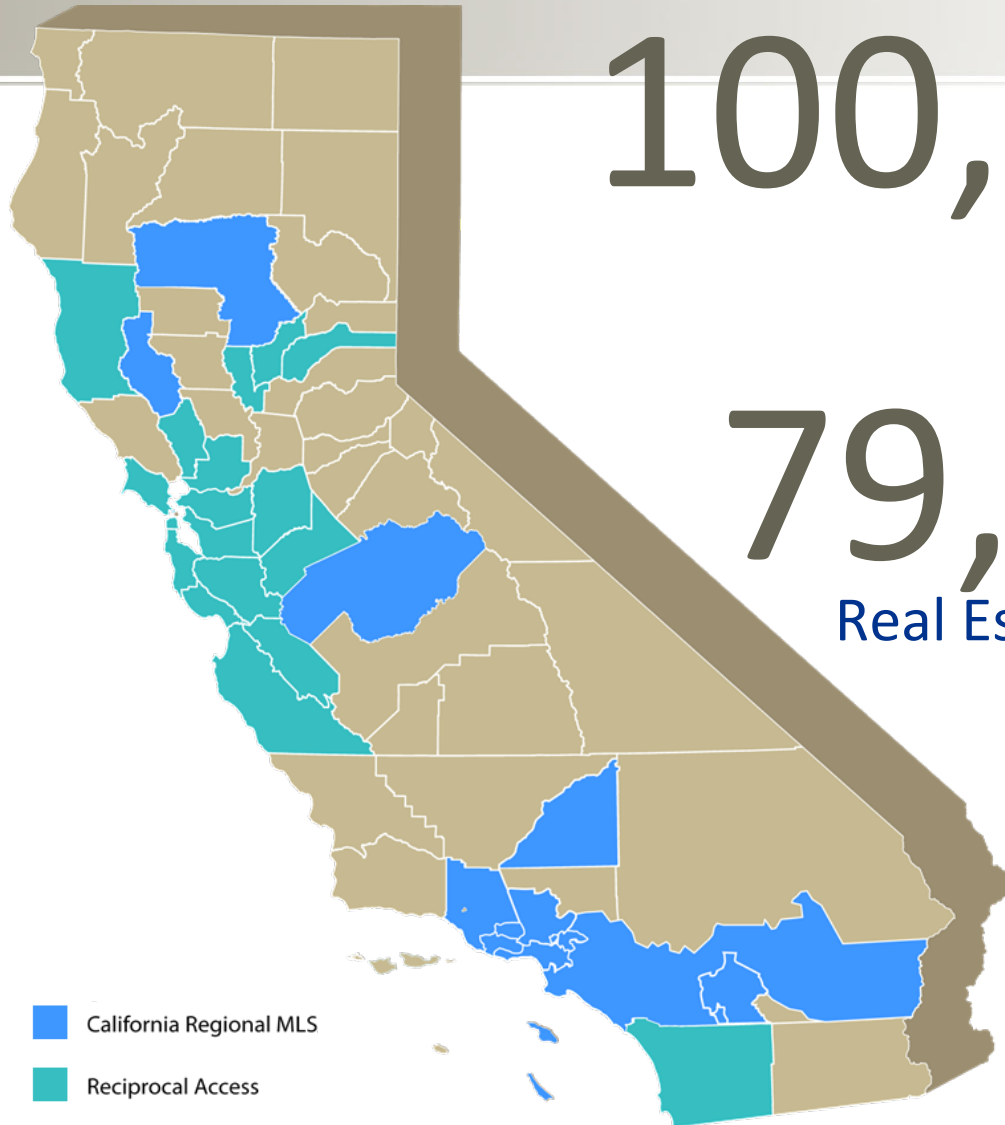


Clareity 2020



# CRMLS COVERAGE AREA

## BUSINESS

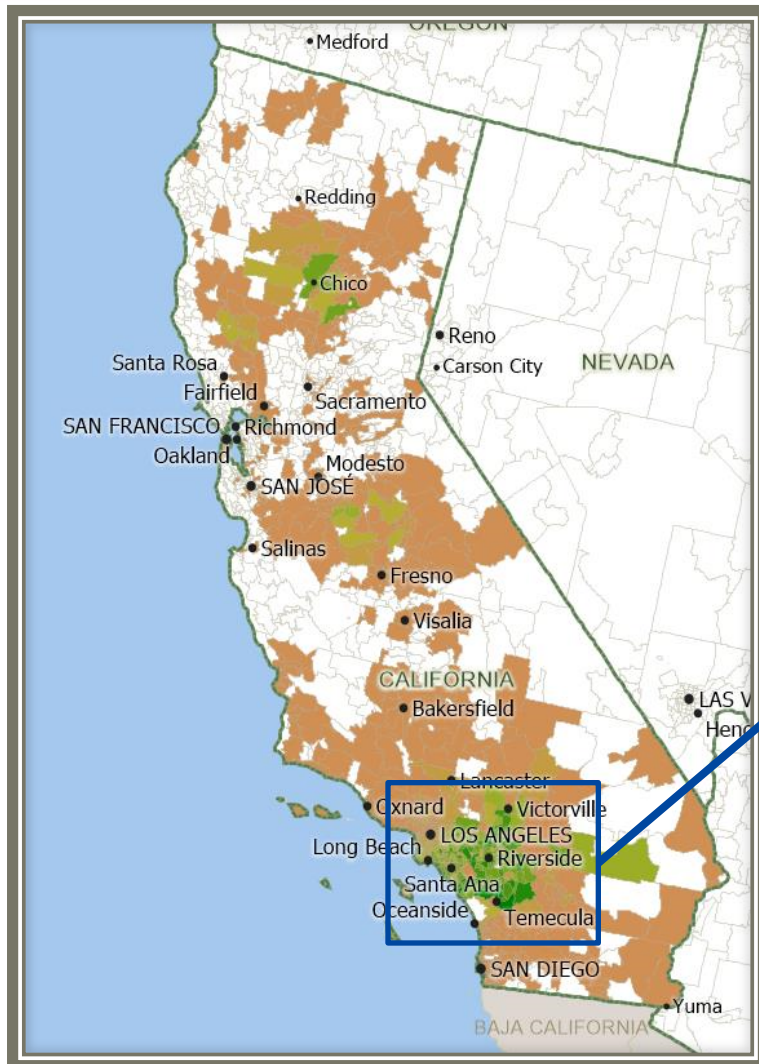


100,000+  
Active Listings

79,000+  
Real Estate Professionals

38  
Associations

## Annual Sales by Area





## It's *My* Business

Consumers don't have borders.

**Why should You?**

CRMLS' s immediate objective is to facilitate data sharing between MLSs so that every broker and agent can see all MLS listing data throughout the state of California without having to join multiple associations and/or MLSs.

[www.ItsMyBusiness.me](http://www.ItsMyBusiness.me)



## It's My Business



[www.ItsMyBusiness.me](http://www.ItsMyBusiness.me)

The industry has been overwhelmingly supportive of this initiative.



KENDYL YOUNG / DIVISION CHIEF

“What’s not working is the varied interest and agencies of the different players in the field. They’re all pulling in different directions, and it’s the agents on the ground that are losing out.”



MICHAEL CARTER / VICE PRESIDENT

“This industry is rapidly changing. If we don’t take down our own artificial barriers we’ve put up, our core businesses are ripe for disruption. Which means we need to take action.”



ALEX BUEHLMANN / COO

“Standardized data and a single point of access is the only way we can truly serve the consumer and allow brokerages to do the job they’ve been hired to do. It’s critical for the health and vitality of our industry.”

[www.ItsMyBusiness.me](http://www.ItsMyBusiness.me)