



Southwest MLS, Inc.

# MLS Vendor Report

## October 2012

# Vendor Selection (Phase 1)

## Request for Proposal (RFP)

In May of 2012 an RFP was sent to the major MLS vendors in the industry. Six companies responded to the RFP.

### RFP Consideration

Strong Consideration	Medium Consideration	Low Consideration
FlexMLS by FBS	Paragon by LPS	DiscoverMLS
ConnectMLS by DynaConnections	Matrix by Corelogic	Spring by Solid Earth

Although six companies responded to the request, only two will be selected to move forward to Phase 2 of the vendor selection process. The table "RFP Consideration" shows how the companies stacked up after the initial round of review.



*Both vendors above had the lowest consideration of the MLS products reviewed*

## Eliminated MLS Vendors





- DiscoverMLS
  - The DiscoverMLS product is a well designed and fully functional MLS product. However, the entire system is developed in Adobe Flash, and will not work on iPad/iPhone and other non-flash tablet computers and smartphones. The company is working on HTML5 versions of their product, but those are in the very early stages of development. Without a suitable non-flash product this MLS product will be eliminated from the MLS Vendor Search.
- Spring by Solid Earth
  - Spring is a new MLS product being developed by Solid Earth. Unlike the DiscoverMLS product, Spring is designed for mobile first. The product is full HTML5, and thus works on all tablet and smartphone computers. Solid Earth is headed in the direction that any serious MLS vendor will eventually need to go. However, the Spring product is in its infancy. Many of the features of a fully developed MLS system are not present in Spring. At the moment, Spring is really a consumer facing portal of MLS data that reveals a small amount of broker features once the MLS member logs in. Until the Spring product matures to incorporate the features expected of a complete MLS solution it will not be suitable. This MLS product will be eliminated from the MLS Vendor Search.

## MLS Vendor Scorecards

Each of the six MLS vendors that submitted an RFP response were allowed to demonstrate their product to the MLS Research Committee. Some of the MLS vendors chose to present their product in-person, and some chose to present their product through webinar. All of the vendor demos were recorded and placed online so that any committee members that could not watch the original presentation could view them later. All of the people who watched a demo of an MLS system were encouraged to fill out an MLS Vendor Scorecard. These scorecards would be used to help narrow the MLS vendor choices to those that the research committee would like to review in-depth.

## Scorecard Results

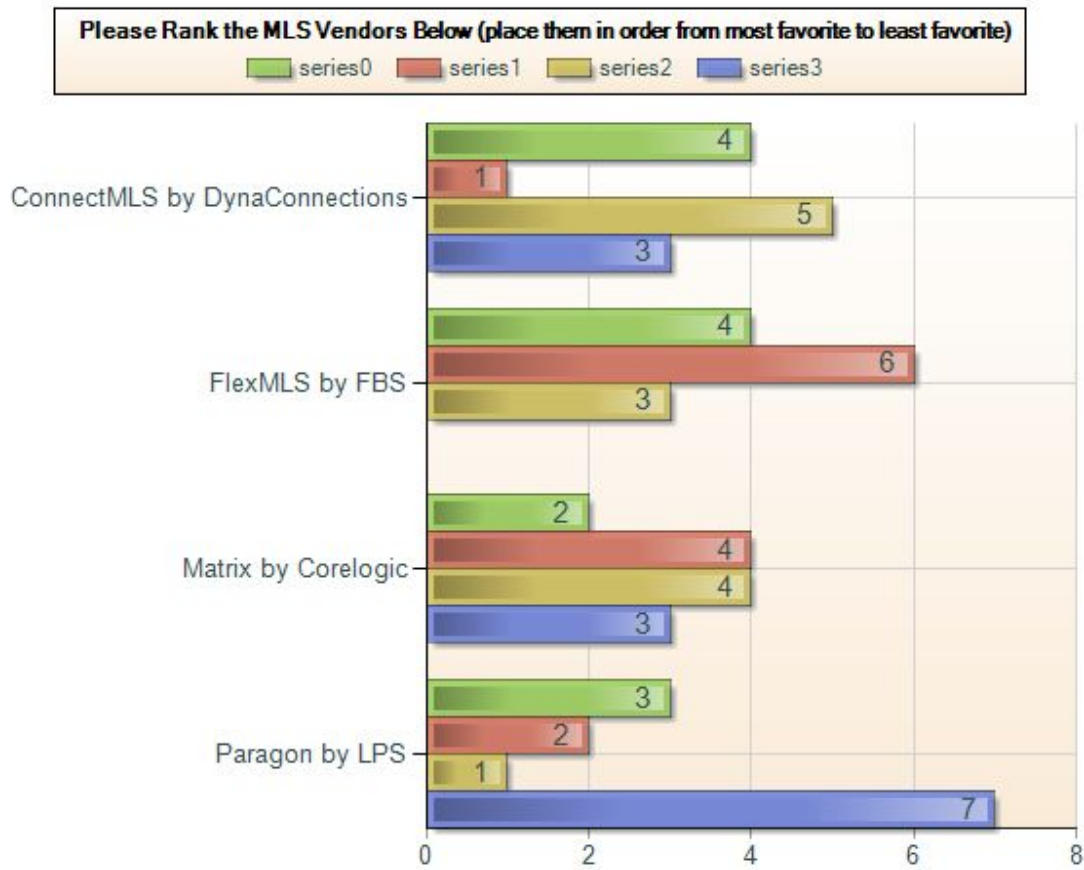
Below are the results tallied from the scorecard responses.

								
	Connect	Response	FLEX	Response	MATRIX	Response	Paragon	Response
iii	MLS	Rate	MLS	Rate		Rate		Rate
Residential Search	3.46	92.9%	4.25	80.0%	4.45	91.7%	4.17	100.0%
Vacant Land Search	4.08	85.7%	4.57	70.0%	4.00	50.0%	3.50	100.0%
Listing review & Display	3.50	85.7%	4.20	100.0%	4.00	83.3%	3.83	100.0%
Agent Reports	3.64	78.6%	4.14	70.0%	4.00	58.3%	4.33	100.0%
Client Reports	4.22	64.3%	4.00	80.0%	3.73	91.7%	4.50	100.0%
Printing of Reports	3.70	71.4%	4.13	80.0%	3.60	83.3%	4.00	100.0%
Emailing of Reports	4.17	85.7%	3.86	70.0%	4.18	91.7%	4.33	100.0%
Hotsheet	3.63	57.1%	4.00	60.0%	3.44	75.0%	4.00	83.3%
Integrated Tax Data	3.92	85.7%	3.78	90.0%	3.50	83.3%	3.83	100.0%
Parcel Information	3.75	85.7%	3.75	80.0%	2.89	75.0%	4.00	83.3%
Listing Input	3.78	64.3%	3.89	90.0%	3.86	58.3%	4.00	100.0%
Listing AutoFill	3.78	64.3%	3.50	80.0%	3.60	41.7%	4.00	100.0%
Mapping	4.50	100.0%	4.56	90.0%	4.67	100.0%	4.50	100.0%
CMA	4.18	78.6%	4.25	80.0%	4.42	100.0%	4.40	83.3%
Contact Management	4.78	64.3%	3.88	80.0%	4.60	83.3%	4.33	100.0%
Prospecting	4.25	57.1%	4.00	60.0%	4.38	66.7%	4.40	83.3%
Photo Management	3.40	35.7%	4.90	100.0%	4.25	100.0%	4.17	100.0%
Document Management	4.58	85.7%	4.00	20.0%	3.71	58.3%	4.17	100.0%
Client Portal	4.60	71.4%	4.20	50.0%	4.42	100.0%	4.80	83.3%
IDX Options	3.67	21.4%	4.50	40.0%	3.00	16.7%	3.60	83.3%
Statistics Reports	3.73	78.6%	4.40	50.0%	4.67	100.0%	4.50	100.0%
Smartphone Access	4.80	71.4%	4.57	70.0%	4.45	91.7%	4.83	100.0%
Tablet Access	4.86	50.0%	4.57	70.0%	4.64	91.7%	4.83	100.0%
Overall Ease of Use	3.82	78.6%	4.00	60.0%	3.73	91.7%	4.40	83.3%
Final Average	4.03		4.16		4.01		4.23	

On a scale of 1 to 5, the highest average score for any system was Paragon, but this score is only based on six submitted scorecards. For those systems that had a minimum of ten submitted scorecards, the highest average score was attained by FlexMLS.

## MLS Research Committee Survey Results

In addition to the scorecard results a quick Zoomerang survey was sent to the MLS Research Committee that asked them to put the MLS systems they had seen in order of most liked to least liked. Below are the results of that survey.



The two highest scoring systems in this survey were FlexMLS and ConnectMLS in that order. Based on a scale where first selection (series 0) gets 4 points, second selection (series 1) gets 3 points, third selection (series 2) gets 2 points, and fourth selection (series 3) gets 1 point. The systems ranked in the order below.

1. FlexMLS with 40 points
2. ConnectMLS with 32 points
3. Matrix with 31 points
4. Paragon with 27 points

## Comments Captured Through Survey

### Why People Liked FlexMLS Best

- It really is flexible.
- There are so many! I like the mapping features and overlays of data. I also like the fact that they are extremely responsive to innovation and change.
- Ease of use, logical, unlimited pictures, mobile app

### Why People Liked ConnectMLS Best

- The integrated Compliance tool.
- power
- Forms integration, transaction management, contact management (portal), data checker.

### Why People Liked Matrix Best

- Should be easier transition because layout is very similar to Rapattoni - liked the map search & tablet/phone capabilities the most.

### Why People Liked Paragon Best

- It is a smart system, auto data entry is one of the cool things I remember
- So user friendly for the novice and the super user
- Adaptability to changes as we need them.

## Key Considerations to Determine the Systems that Move On to Phase 2

- None of the four systems being considered to move on to Phase 2 of the search have a tablet version of their product.
  - All of the four vendors say that their systems work well on tablet computers
    - It would be important to assign tablet users to specifically judge the systems on a tablet computer interface
  - Smartphone access on all four systems take you to a special smartphone version of their system with limited functionality
- Only ConnectMLS has a built in data checker that can alert members of possible listing violations before the listing is input into the system and notify members of violations when they login to the MLS system.
- Only FlexMLS and Paragon have a report writer that can be used at the member level.
- Single Sign-On (SSO) service varies across each vendor
  - FlexMLS can act as a SSO Identity and Service Provider
  - ConnectMLS can act as an Identity Provider and has setup a proof of concept Service Provider, but not rolled it out to customers. (possible 3rd party required)
  - Matrix does not provide SSO, and would require a 3rd party.
  - Paragon provides non-SAML (Security Assertion Markup Language) SSO
- Integrated Tax and Parcel
  - Paragon Data provided by LPS (Same as the RPR Tax Data, which is not adequate in our Market)
  - Matrix Data provided by REALIST Integration (built in to proposal)
  - ConnectMLS Data provided by 3rd party (extra cost)
  - FlexMLS Data provided by 3rd party (extra cost)
- Programmable API Features
  - FlexMLS has Spark API Platform (can be integrated into non-FlexMLS systems)
  - Paragon does not have an API, but has an API project scheduled for delivery in 2013
  - Matrix and ConnectMLS do not have an API

# Vendor Selection (Phase 2)

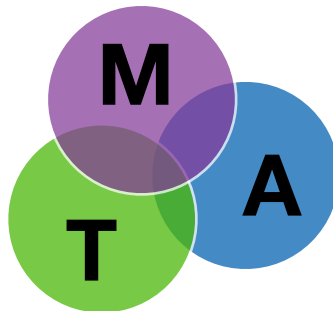
## Three Systems Move On

After reviewing the six systems that were presented, and looking at the information gathered above, the committee voted to move three MLS systems forward for further consideration.

### Systems Moved to Phase 2

ConnectMLS	FlexMLS	Paragon
Moved forward because of built-in compliance tool, transaction management, and client portal.	Moved forward because of flexibility. MLS staff can modify and customize almost any system feature.	Moved forward because of the amount of features, and the user friendliness of the system.

ConnectMLS, FlexMLS, and Paragon will be considered for a possible replacement of Rapattoni. It is important to measure whether these systems meet member need (M). It is also important to determine the system that will best serve Southwest MLS well into the future with the best technology (T). Lastly, it is important to determine how the system will be administered and supported (A).



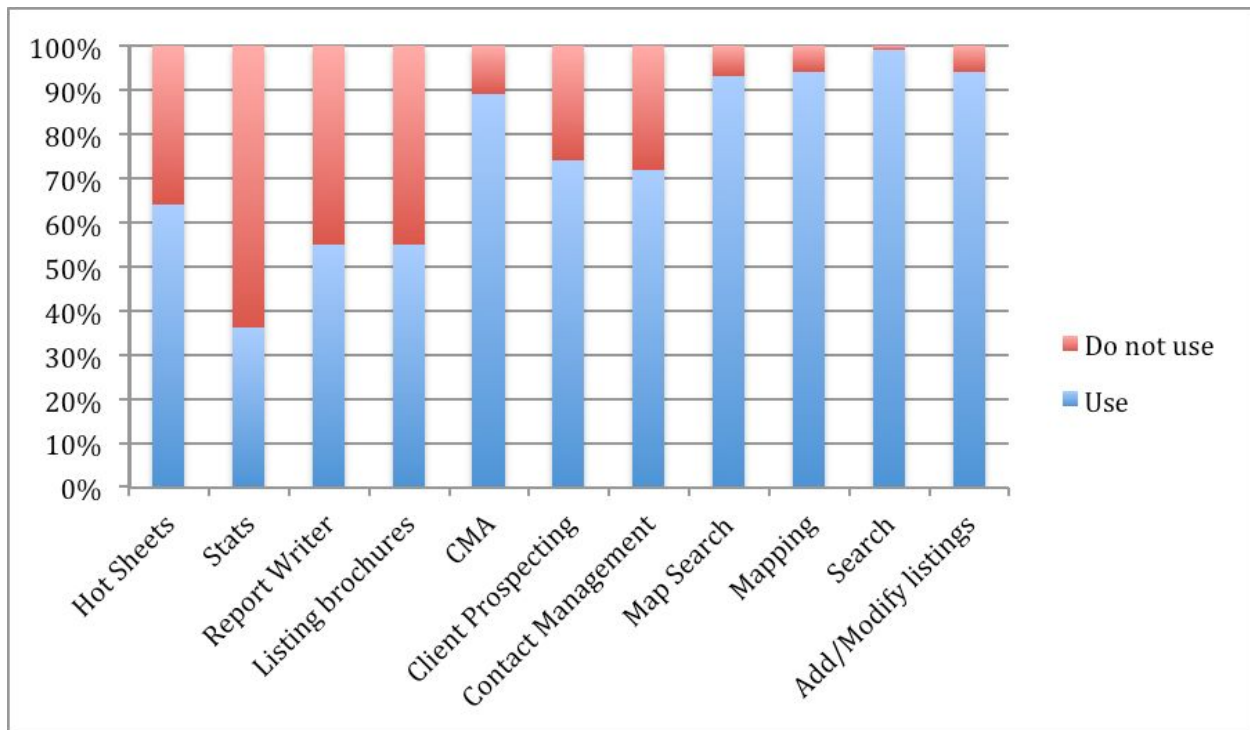
*Three factors go into determining the value of the MLS. Member Need, Technology, and Administration*

## How to determine Member Need?

- Review the MLS membership survey performed by the WAV Group.
  - There were questions in the survey asking which features of the MLS were most used and overall satisfaction with those features.
- Review the feedback provided at the two open MLS town hall meetings.
  - Members that attended both meetings ranked the MLS features that were most important to them.
- Review usage numbers provided by Rapattoni of the features of the current MLS system.
  - A spreadsheet was provided by Rapattoni with hit counts for different parts of the MLS system.

## Usage of Current MLS System

**Figure 1a. Usage of MLS System Features (Source: 2011 MLS Satisfaction Survey)**



### System Usage is the First Key Factor

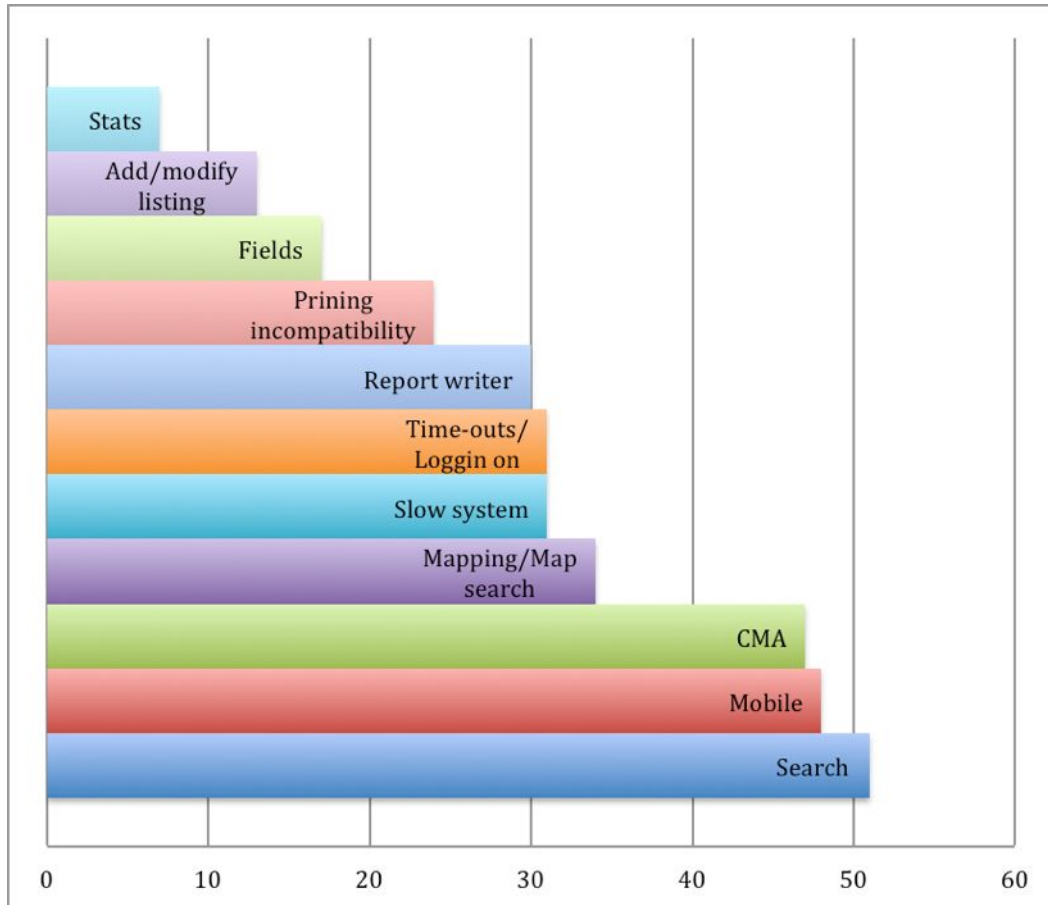
When looking at member need it is important to first determine what features of the current MLS system are being used the most. Figure 1a shows the system features most used by MLS members are:

- Property Search
  - 35,712 hits during a 30 day period of Rapattoni system monitoring
- Add/Modify Listing
  - 2,116 listings were added and 5017 existing listings were changed during the 30 day period
- Mapping/Map Search
  - 6,765 hits during the 30 day period
- CMA
  - 1,436 basic CMAs and 169 CMA Packages were sent during the 30 day period
- Client Prospecting
  - 6,342 Client Portal Sessions and 209,334 Client Portal Emails were sent during the 30 days
  - 31,560 Client Detail Reports were emailed from the system during the 30 days

The MLS usage numbers provided by Rapattoni validated the results of the survey. None of the other features of the current system showed significant usage compared to the five features of Property Search, Add/Modify Listing, Mapping/Map Search, CMA, and Client Prospecting.

## MLS System Areas Needing Improvement

Figure 1b. Key MLS System issue areas by number of response (Source: 2011 MLS Satisfaction Survey)



### MLS System Issue Areas are the Second Key Factor

When looking at member need the second consideration are the areas that the consensus of membership agree need improvement due to poor implementation or non-existence. Based on the chart in figure 1b the areas in need of the most attention are Search, Mobile Access (Smartphone and Tablet), CMA, and Mapping/Map Search.

One additional item identified as a member need must be addressed is the MLS's handling of property types other than Residential. The Vacant Land property type was specifically mentioned as an area of concern during the MLS town hall meetings.

Based on the information above, certain features will be given more of a weight when comparing the system features side by side. This is to make sure the member needs are adequately taken into account.

# Member Need

**The member need section of the evaluation counts for 50% of the overall score of an MLS system. The max score a system can receive in this section is 2400 points.**

**Member need categories were rated as important or normal based on the survey results, system usage, and MLS Town Hall feedback.**

**Categories rated as important received a max score of 30 for each feature, and categories rated as normal received a max score of 10 for each feature.**

**Each feature in a category received the max score if the feature was fully functional as desired by SWMLS, half of the max score if the feature was present but not fully functional as desired by SWMLS, and a score of zero if the feature was not present at all.**

## Property Search (Important)

### Breakdown of Property Search Features

ConnectMLS	FlexMLS	Paragon
<b>330</b>	<b>345</b>	<b>330</b>

The property search is one of the most critical pieces of an MLS system. Below is a table showing the scores received by each of the systems, as well as Rapattoni, for each of the individual features in their searching systems. An MLS system received 30 points if the feature was fully functional, 15 points if the feature was there but not completely functional, and 0 points if the system did not have the feature at all.

	ConnectMLS	FlexMLS WINNER	Paragon	Rapattoni
<b>Quick Search</b> MLS Number, Address	30	30	30	30
<b>Map Search</b> ● w/MLS Area Overlays	15	30	15	0
<b>Multi-Polygon</b> ● Map Search	30	30	15	15
<b>Search Templates</b> Multiple Search Templates	15	30	15	15
<b>Search Any Field</b> In a Listing	30	30	30	30
<b>Save Search Criteria</b>	30	30	30	30
<b>Free-form Search</b> ● Search All Amenities at Once	0	0	30	0
<b>Legal Desc Search</b> ● Non-Address Search	30	30	30	15
<b>Geo-Location Search</b> Non-Address Search	30	30	30	30
<b>Negative Search</b> Exclude Items from Results	30	30	30	30
<b>Negative Map Search</b> Exclude Areas within Areas	30	0	0	0
<b>Broker &amp; Office Search</b> w/ Ability to See Listings	30	30	30	30
<b>Real-Time Counts</b> ● Live Update of Listings Found	15	15	30	15
<b>Search on Tablet</b> ● iPad Searching	15	30	15	15
	<b>330</b>	<b>345</b>	<b>330</b>	<b>255</b>

- The first item to note in the table above is the Map Search. Only FlexMLS has the ability to overlay MLS Areas and Zone Atlas Grids on the map while performing the search. The MLS Area and Zone Atlas Grid overlays can be created and modified by SWMLS staff. FlexMLS also has a feature called My Map Overlays where each MLS user can create their own overlays for use on the map while searching. ConnectMLS can integrate MLS overlays onto the map, but they can only be viewed once a search has been conducted and search results are being displayed on the map.

Paragon cannot currently display MLS overlays onto the map while searching. Paragon does display overlay data on a map, but that data is public records data. MLS data overlays are scheduled to be added to their system in the future.

- The second item to note is the Multi-Polygon feature of the map search. All of the systems allow for multiple shapes to be drawn on a map for searching, but only FlexMLS and ConnectMLS allow the user to modify the shape after it is drawn.
- The third item to note is that only Paragon can search all of the different amenities of a listing using one free-form field.
- The fourth item to note is that all of the systems have a better legal description search than Rapattoni.
- The fifth item to note is that Paragon is the only system that keeps the real-time counts up-to-date on the fly. The other three systems require the user to click on some type of update counts button.
- Lastly, FlexMLS was the only system that performed adequately on a tablet and on the desktop when it came to searching using its main interface. This note will be expanded upon during the mobile searching part of this report.

## Listing Results and Display (Important)

### Breakdown of Listing Results and Display Features

ConnectMLS	FlexMLS	Paragon
<b>360</b>	<b>435</b>	<b>450</b>

Since the Listing Results and Display is tied to the component of property search its feature scores are categorized as important. The max score any feature can get is 30.

	ConnectMLS	FlexMLS	Paragon WINNER	Rapattoni
<b>Create Grid Displays</b> Customizable for each user; multi-line	0	30	30	30
<b>Print/Email/PDF Grid</b> Output should match w/ screen	0	30	30	30
<b>Sort Grid Results</b> Sort by any displayed field	30	30	30	30
<b>Multi-Sort Grid Results</b> Sort by multiple fields	30	30	30	30
<b>Drag &amp; Drop Sort</b> ● Sort listing results by drag & drop	0	30	30	0
<b>Number of Listings</b> ● Displayed on a grid display page	30	30	30	0
<b>Re-size/Re-order Col.</b> ● On grid (one-time or permanent)	30	15	30	30
<b>Grid for Each Prop. Type</b> Users can specify which displays	30	30	30	30
<b>Save Search Results</b> Different than saved search	30	30	30	30
<b>Attach Search Result</b> Attach a saved result to a client	30	30	30	30
<b>Send Saved Results</b> Ability to send through client portal	30	30	30	30
<b>Display Photos &amp; Links</b> Within the grid display	30	30	30	30
<b>Prop. Details in Grid</b> Full property detail display	30	30	30	30
<b>Save Listing(s) to Cart</b> Access saved listings in other areas	30	30	30	30
<b>Display DOM/CDOM</b> On listing displays & reports	30	30	30	30
	<b>360</b>	<b>435</b>	<b>450</b>	<b>390</b>

- The first item to note in the table above is the Drag & Drop Sort. Only FlexMLS and Paragon have the ability to take selected listings from a listing results screen and allow the user to manually sort them via a drag and drop mechanism.

- The second item to note is the Number of Listings. This item refers to being able to change the number of listings displayed on a results page. Rapattoni scored zero because it has a system default number that cannot be changed by the user. Although every other system scored 30, FlexMLS has the best implementation due to the fact that all of the listings from a search will appear at once on the initial results screen. This eliminates the need for a user to page through sets of pages to view and select listings from a search.
- The third item to note is the Re-Size/Re-Order Columns. This refers to the system's ability to resize and re-order columns of MLS data on a grid display. Every system has this capability, but FlexMLS only allows you to make the re-order and re-size changes on a permanent basis. All the other systems allow the user to re-size and re-order during each search without the need to make the change permanent.

While this section is considered important almost all of the systems reviewed had the basics needed for a good review of listings. ConnectMLS and Rapattoni were the most lacking in this category, but each system met the requirements needed to make this part of their system adequately usable. The only exception is for vacant land searching, which will be expanded upon in the Vacant Land category section of this report.

## Listing Input (Normal)

### Breakdown of Listing Input Features

ConnectMLS	FlexMLS	Paragon
<b>135</b>	<b>160</b>	<b>150</b>

Listing Input is categorized as normal. The max score any feature can get is 10.

	ConnectMLS	FlexMLS WINNER	Paragon	Rapattoni
<b>Auto Geo-Code &amp; Map</b> <small>Based on street address</small>	10	10	10	10
<b>Override Auto Geo-Code</b> <small>Input coordinates or locate on map</small>	10	10	10	10
<b>Auto-Fill Location Fields</b> <small>MLS Area, Zone Atlas</small>	0	10	0	10
<b>Auto-Fill Public Records</b> <small>Based on UPC Code</small>	5	10	10	10
<b>Custom Input Screens</b> <small>Based on Property Type</small>	10	10	10	10
<b>Help Info on Input</b> <small>Interactive help added by MLS Staff</small>	0	10	10	10
<b>Save Partial Listings</b> <small>To be retrieved and completed later</small>	10	10	10	10
<b>Upload Photos/Docs</b> <small>Prior to completing a listing</small>	10	10	10	10
<b>Upload High-Res Photos</b> <small>At least 25</small>	10	10	10	10
<b>Photo Order</b> <small>Can be changed by user</small>	10	10	10	10
<b>Multi-Photo Upload</b> <small>Can upload multiple photos at a time</small>	10	10	10	5
<b>Required Fields</b> <small>Can also be conditionally required</small>	10	10	10	10
<b>IDX / VOW</b> <small>Include fields to comply w/ IDX &amp; VOW</small>	10	10	10	10
<b>Photo Comments</b> <small>User can add description to each photo</small>	10	10	10	10
<b>Real-Time Feedback</b> <small>Data that would be out of Compliance</small>	10	10	10	5
<b>Missing Input Fields</b> <small>System would easily walk user through</small>	10	10	10	10
	<b>135</b>	<b>160</b>	<b>150</b>	<b>150</b>

There was no significant advantage that any system had over the other in terms of listing input. As seen in the chart above, almost all features were accounted for in each system. All of the systems did have better photo upload tools than Rapattoni. The biggest difference in listing input would be the ability for SWMLS staff to customize the input fields and functionality. That will be discussed and scored in the Administration section of this report.

## Listing Reports (Important)

### Breakdown of Listing Reports Features

ConnectMLS	FlexMLS	Paragon
<b>255</b>	<b>330</b>	<b>330</b>

Since the Listing Reports category is tied to the component of property search its feature scores are categorized as important. The max score any feature can get is 30.

	ConnectMLS	FlexMLS TIED - WINNER	Paragon TIED - WINNER	Rapattoni
<b>Listing Report Types</b> Several types to print/email/PDF	30	30	30	30
<b>Report Output</b> Same as what appears on screen	30	30	30	30
<b>Dynamic Reports</b> Adjusts to accomodate prop. type	30	30	30	30
<b>Report Formats</b> Both Broker-Only & Client formats	30	30	30	30
<b>Agent ID</b> Show who generated report	30	30	30	30
<b>Search Criteria</b> Option to display criteria on report	30	30	30	30
<b>Statistical Summary</b> Option to display on report	30	30	30	0
<b>Create Custom Report</b> Users can customize/save reports	15	30	30	0
<b>Share Custom Report</b> Share user created report w/others	0	30	30	0
<b>Office Manager Report</b> Can create/share reports w/office	0	30	30	30
<b>Admin. Assistants</b> Ability to print/email as broker(s)	30	30	30	30
	<b>255</b>	<b>330</b>	<b>330</b>	<b>240</b>

The only note in this section is the lack of a usable report writer in Rapattoni. This is why Rapattoni scores so low in this section. ConnectMLS also scores fairly low because its report writer has limited functionality. Users cannot share custom reports or create office-wide custom reports. Paragon and FlexMLS have the most usable report writers of the group. In Paragon and FlexMLS the report writer available to end users is the same report writer used by the MLS vendor to create the system reports. The report writer in the Rapattoni system is not the same one the company uses to setup system wide reports, giving them less incentive to make it a usable option for end users.

## Client & Prospect Management (Normal)

### Breakdown of Client & Prospect Management Features

ConnectMLS	FlexMLS	Paragon
<b>120</b>	<b>120</b>	<b>110</b>

Client & Prospect Management is categorized as normal. The max score any feature can get is 10.

	ConnectMLS TIED-WINNER	FlexMLS TIED-WINNER	Paragon	Rapattoni
<b>Enter Clients in to MLS</b>	10	10	10	10
<b>Import/Sync Client Data</b> <small>From 3rd party client</small>	10	10	10	10
<b>Save Property Searches</b> <small>To a client (search criteria)</small>	10	10	10	10
<b>Save Generated Reports</b> <small>To a client (CMA, Listing Reports )</small>	10	5	10	10
<b>Client Portal</b> <small>For client to interact w/ user</small>	10	10	10	10
<b>Client Notifications</b> <small>Updates or changes to client portal</small>	10	10	10	10
<b>Client Messages</b> <small>Sent by client to user via portal</small>	10	10	10	10
<b>Client Dashboard</b> <small>User can view all portal activity</small>	10	5	10	10
<b>Search Integration</b> <span style="color: green;">●</span> <small>Overlay client portal data on results</small>	0	10	0	0
<b>Add Multiple Searches</b> <small>User can add from multiple locations</small>	10	10	10	10
<b>Reverse Prospecting</b>	10	10	10	10
<b>User Notifications</b> <small>When client sends message via portal</small>	10	10	10	10
<b>Listing Search in Portal</b>	10	10	0	0
	<b>120</b>	<b>120</b>	<b>110</b>	<b>110</b>

While all the Client & Prospect Management features functioned slightly differently in each system, all of the systems had each of the components needed to maintain the same level of quality that is received from the Rapattoni MLS system for this category.

- FlexMLS had one additional feature that was not seen in any of the other systems. That feature is noted above and allows the broker to search the MLS as a particular client and see the likes and dislikes of the client when searching for suitable properties.

## CMA (Important)

### Breakdown of CMA Features

ConnectMLS	FlexMLS	Paragon
<b>150</b>	<b>150</b>	<b>120</b>

CMA is categorized as important. The max score any feature can get is 30.

	ConnectMLS TIED-WINNER	FlexMLS TIED-WINNER	Paragon	Rapattoni
<b>CMA Package</b> A full blown CMA presentation	30	30	30	30
<b>Quick CMA Reports</b> 1-2 page reports	30	30	30	30
<b>Integrate 3rd Party</b> CMA Products or MLS data	30	30	30	30
<b>Email/Print/PDF Reports</b>	30	30	30	30
<b>Send CMA Reports</b> By adding to Client Portal	30	30	0	0
	<b>150</b>	<b>150</b>	<b>120</b>	<b>120</b>

Since CMA design and output are a matter of subjective personal preference, all of the systems scored equally well in this category when it came to objective criteria. All systems provide basic/quick CMA reports, and all of the systems also provide a fully functional CMA presentation tool. ConnectMLS and FlexMLS came out slightly ahead due to the fact that a broker can send a client a full CMA presentation through the client portal.

Although all of the systems can integrate 3rd party CMA applications, such as CloudCMA, with their MLS systems and data, only FlexMLS has an already built API (Application Programming Interface) that developers can use to quickly develop and integrate software for use by SWMLS end users. An API will make the integration and development of new software for the MLS much faster than the old method of just sending data to a vendor and having them start development from scratch. The FlexMLS API, called Spark, will be scored and discussed in the technology section of this report.

## Market Statistics (Normal)

### Breakdown of Market Statistics Features

ConnectMLS	FlexMLS	Paragon
<b>80</b>	<b>100</b>	<b>90</b>

Market Statistics is categorized as normal. The max score any feature can get is 10.

	ConnectMLS	FlexMLS WINNER	Paragon	Rapattoni
<b>Average List Price</b> <small>Based on search criteria</small>	10	10	10	10
<b>Median List Price</b> <small>Based on search criteria</small>	10	10	10	10
<b>Avg. List Price/Sell Price Ratio</b> <small>Based on search criteria</small>	10	10	10	10
<b>Average Sale Price</b> <small>Based on search criteria</small>	10	10	10	10
<b>Median Sale Price</b> <small>Based on search criteria</small>	10	10	10	10
<b>Average Days on Market</b> <small>Based on search criteria</small>	10	10	10	10
<b>Average Price Per Sq Foot</b> <small>Based on search criteria</small>	10	10	10	10
<b>Generate Charts &amp; Graphs</b> <small>Based on search criteria</small>	10	10	10	10
<b>Generate Real-Time Statistics</b> <small>Widget to embed on user websites</small>	0	10	0	5
<b>MLS Overview Widget</b> <small>To display active listing inventory</small>	0	10	10	0
	<b>80</b>	<b>100</b>	<b>90</b>	<b>85</b>

All of the systems have some type of statistics tool, but the FlexMLS statistics tools were superior. FlexMLS includes a dashboard just for statistics. FlexMLS also allows statistics charts and analysis to be determined by user created map overlays. This allows the end user to generate statistics that pertain to very specific neighborhoods and boundaries.

- The item of note in the chart above is the Generate Real-Time Statistics widget feature. FlexMLS is the only system that allows the broker to create a real-time statistics widget for their website. In this feature, Rapattoni does get 5 points due to the fact that TrendVision can generate widgets for broker websites, but TrendVision is a 3rd party add-on that SWMLS pays an extra fee for, and the widgets are not real-time.

## Mobile MLS Access (Important)

### Breakdown of Mobile MLS Access Features

ConnectMLS	FlexMLS	Paragon
<b>360</b>	<b>405</b>	<b>360</b>

Mobile MLS Access is categorized as important. The max score any feature can get is 30.

* iOS or Android based	ConnectMLS	FlexMLS WINNER	Paragon	Rapattoni
<b>Search Listings (Tablet*)</b> Have access to all listing data	30	30	30	30
<b>Search Listings (Phone*)</b> Have access to all listing data	30	30	30	30
<b>Search Brokers (Phone*)</b> Have access to all contact info	30	30	30	30
<b>Search Brokers (Tablet*)</b> Have access to all contact info	30	30	30	30
<b>Add/Modify Listings (Tablet*)</b> ●	30	30	30	0
<b>Modify Listings (Phone*)</b>	30	30	30	0
<b>Upload Photos (Phone/Tablet*)</b>	30	30	0	0
<b>Location Aware Searches</b> ● Using built-in GPS	0	30	30	0
<b>Client Data</b> On mobile device	30	30	30	30
<b>Save/Retrieve Searches</b> On mobile device	30	15	30	30
<b>Push Notifications</b> Based on an update to a client	30	30	30	0
<b>Client Reports</b> Ability to generate & send from mobile device	30	30	30	30
<b>Express/Saved Login</b> User should be able to login very quickly	0	0	0	0
<b>Usability (Tablet*)</b> ●	15	30	15	15
<b>Usability (Phone*)</b> ●	15	30	15	15
	<b>360</b>	<b>405</b>	<b>360</b>	<b>240</b> ●

- The first item of note is that end users can add/modify listings and upload photos from both tablet and smartphones on both ConnectMLS and FlexMLS.

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- The second item of note is that FlexMLS and Paragon can do location aware searches that use the built in GPS on mobile devices to determine where the MLS user is in order to perform a listings search of the surrounding area. Location awareness is one of the most powerful features of mobile devices and should be taken advantage in the MLS.
- The third item of note is that the Mobile MLS Access of Rapattoni is one of the system's weakest points as can be seen by the scores above.

Lastly, when it comes to mobile access of the MLS it is most important to determine how usable the system is on the mobile devices. On both tablet computers and smartphones, the FlexMLS system was the easiest to use of the systems tested. However, it is apparent that none of the systems have a user friendly interface that a true mobile app can provide. Examples of the superior use of mobile apps include: the REALTOR.com iPad, iPhone, and Android apps, the Zillow apps, and others like them.

It would be recommended that in addition to a possible new MLS vendor that SWMLS purchase a 3rd party MLS mobile app solution for its members.

Two of the leading 3rd party providers of mobile apps in this area are:

Mobile Realty Apps - <http://www.mobilerealtyapps.com>

and

Hillside Software - <http://www.hillsidesoftware.com>

## Vacant Land & Other Property Types

### Scores for Vacant Land & Other Property Types

ConnectMLS	FlexMLS	Paragon
<b>200</b>	<b>100</b>	<b>50</b>

The performance of the systems reviewed for Vacant Land & Other Property Types could not be adequately measured in objective feature by feature analysis due to the specific market needs of non-residential brokers in the Greater Albuquerque Area.

Since Vacant Land has been the most problematic property type in the current MLS system and requires the most amount of customization and flexibility in an MLS system the scores for this category are based on the feedback of the MLS Research Committee members who specialize in Vacant Land and were tasked with evaluating the MLS systems specifically for their Vacant Land features.

Below is a quote from the Vacant Land specialist who reviewed the MLS systems from the Vacant Land perspective.

“I have reviewed all three systems. It is my belief that MLS systems are designed for single family residential sales, with after the fact attention to vacant land, rental, commercial uses. With that said, any system we select will need to be tweaked and designed for the uses other than Single Family Residential (SFR). As the systems stand, I thought Connect MLS was the best for land, with Flex second and Paragon third. Connect MLS has great displays, reports and was easy to use. Flex not so much, but I believe it has the ability to be designed to suit our needs on the local level. Paragon was harder to search and use, and the info in the listing displays was lacking, missing pictures and maps, indicating to me that they are struggling with vacant land listings in that system like we are with Rapattoni. ConnectMLS was the superior product for land, by far.”

The Vacant Land specialist relayed to the group that both ConnectMLS and FlexMLS would be seen as acceptable solutions, if properly configured.

Rapattoni was given a zero in this category due to the fact that SWMLS problems with non-SFR property types have not been cured to date after many years of trying.

# Technology

**Technology in the Real Estate industry is evolving at a very quick pace. It is important that the MLS keep pace with the technology of the day and must position itself with a system vendor who can help accommodate that need. The considerations in this section include: The programming platform the system is built on, the redundancy features of the system, the system having an application programming interface (API), and the system being able to support Single Sign-On using Security Assertion Markup Language (SAML).**

**The technology section of the evaluation counts for 20% of the overall score of an MLS system. The max score a system can receive in this section is 960 points.**

## Technology

### Scores for Technology Considerations

ConnectMLS	FlexMLS	Paragon
<b>240</b>	<b>960</b>	<b>360</b>

	ConnectMLS	FlexMLS WINNER	Paragon	Rapattoni
Platform	120	240	120	120
Redundancy	120	240	240	240
Plug & Play API	0	240	0	0
SAML SSO	0	240	0	240
	<b>240</b>	<b>960</b>	<b>360</b>	<b>600</b>

The clear winner in the Technology category is FlexMLS. Below is a quick breakdown of the four items above:

- The Platform a development company uses is crucial to the speed at which they can develop software and integrate 3rd party software into their systems. FlexMLS is now utilizing a technology platform called “Ruby on Rails” for its development efforts. Ruby on Rails is a very progressive and modern platform to develop software on. Major web based software applications like Twitter are developed on Ruby on Rails. The other systems, including Rapattoni, are using more dated technologies that can sometimes put limitations on the developer until the entire platform is upgraded to support more modern features. FlexMLS appears to be best positioned in this category.
- All of the systems reviewed have adequate redundancy and disaster recovery options in place. The only system that scored low here is ConnectMLS due to the fact that they charge an extra monthly fee to have a backup redundant system available to SWMLS.
- The feature that is most talked about in the industry today is the notion of APIs and Plug and Play software. It has become apparent that not one vendor can provide all of the technologies that a modern broker needs. The need for an MLS to have an API that developers can quickly program with is growing each year. Having an API will encourage developers to develop and make available a variety of real estate applications in the SWMLS market. FlexMLS is the only MLS vendor currently positioned to provide an API and an Appstore that SWMLS can use to showcase these products to its members. The other vendors have expressed that they are developing an API, but scored zero in this report due to lack of information on what those APIs will look like and the delivery dates of those APIs. FlexMLS is already rolling out their API in some of their markets and have developers actively developing against it. Lastly, FlexMLS is doing future development of it’s own MLS features on top of the same API. Using the same API they

provide 3rd parties to develop their own MLS software will force them to keep the API up-to-date and make sure it works correctly.

- The final technology consideration is SSO (Single Sign-On). GAAR utilizes Security Assertion Markup Language (SAML) based SSO to enable members to login to GAAR.com once and get to any related service sight without having to login again. GAAR currently provides SSO links from its website to the Rapattoni MLS System, ZipForms, RPR, Find, the Membership Payments System and plans to add Supra when it becomes available. In order for this technology to work, GAAR needs an MLS Vendor who can act as an Identity Provider and Service Provider utilizing SAML to continue to provide this feature to its members. Only FlexMLS and Rapattoni are currently providing this type of service to their customers. ConnectMLS and Paragon do not provide this service currently, but stated they would work with SWMLS to put something in place that could provide similar functionality.

# Administration

**The administration and support of the MLS system can be just as important as the system itself. The considerations in this section include: End user tech support, the ability to make system changes, administering compliance of MLS data, and membership records maintenance.**

**The administration section of the evaluation counts for 20% of the overall score of an MLS system. The max score a system can receive in this section is 960 points.**

## Administration

### Scores for Administration and Support

ConnectMLS	FlexMLS	Paragon
<b>360</b>	<b>600</b>	<b>360</b>

	ConnectMLS	FlexMLS WINNER	Paragon	Rapattoni
Tech Support	120	240	240	240
System Changes	0	240	120	0
Compliance	240	120	0	0
Membership Records Maintenance	0	0	0	240
	<b>360</b>	<b>600</b>	<b>360</b>	<b>480</b>

- End user tech support of the MLS system is provided by all of the MLS vendors reviewed except ConnectMLS, which only provides support to SWMLS staff. The SWMLS staff would be the primary support to end users if SWMLS was to choose ConnectMLS as its MLS vendor.
- The ability for MLS staff to make system changes is one of the primary reasons that MLS users are currently unhappy with Rapattoni MLS. Rapattoni scores a zero on this feature for the reason that almost all system changes have to be performed by Rapattoni at the request of the SWMLS staff. This approach has proven to be cumbersome and the cause of much frustration. ConnectMLS scores a zero on this feature as well because it employs the same methodology for making system changes. Both FlexMLS and Paragon give the SWMLS staff the ability to make system changes such as adding new fields, revising existing fields, changing the input screens, changing business rules, designing new reports, and changing existing reports. FlexMLS gets the highest score on this feature for allowing the MLS staff to create custom map overlays for use by all MLS members.
- Compliance of the MLS system is currently getting better each year. The implementation of a 3rd party MLS Data Checker has made a big difference in the quality of SWMLS listing data. ConnectMLS comes with a fully functional built-in listing data checker and scored highest in this category. FlexMLS received half credit for having a feature called “moderated listings” that would accommodate half the need of a compliance tool. The remaining systems do not have any significant compliance features.
- Only Rapattoni does bi-directional membership records maintenance between the MLS system and the Association Management System (AMS), Rapattoni Magic. For this reason it is the only system that gets points on this feature. For all of the other systems, the membership record information, such as email addresses and phone numbers, can only be managed from the AMS. Those items would be locked down from modification in the MLS system.

# Convenience

**The convenience section of the evaluation counts for 10% of the overall score of an MLS system. The max score a system can receive in this section is 480 points.**

Since a switch of MLS systems will be inconvenient to the membership, no matter who the vendor is, all systems except Rapattoni will get a zero score in this section. Rapattoni will get an automatic score of 480 points.

It is the goal of SWMLS to make a system change as convenient as possible for its members should the SWMLS BOD decide to move forward with a new MLS system vendor, but there is no way to completely avoid the inconveniences that the change will cause.

In addition to learning a new system, the most inconvenient item will be that every broker will have to re-setup all of their saved searches and saved prospecting data. This process will be more intensive than in years past since increasingly more clients take advantage of prospecting and client portals. It is estimated that members of the public use the client tools of the MLS more than brokers use the broker tools of the MLS.

# Final Scores & Recommendations

## Final Scores

	ConnectMLS	FlexMLS <small>WINNER</small>	Paragon	Rapattoni
Property Search	330	345	330	255
Listing Results & Display	360	435	450	390
Listing Input	135	160	150	150
Listing Reports	255	330	330	240
Prospect Management	120	120	110	110
CMA	150	150	120	120
Market Statistics	80	100	90	85
Mobile MLS	360	405	360	240
Vacant Land <small>And other property types</small>	200	100	50	0
Technology	240	960	360	600
Administration	360	600	360	480
Convenience	0	0	0	480
	<b>2590</b>	<b>3705</b>	<b>2710</b>	<b>3150</b>

## Recommendations

- Based on all the information collected and the research done by the committee, the FlexMLS system would be recommended as a replacement to the current Rapattoni MLS system.
  - Even with the convenience score included, FlexMLS still outscored Rapattoni by a sizable margin.
- It is also recommended that the SWMLS BOD pursue a mobile application vendor to provide usable mobile apps for both Apple iOS Devices and Android Devices. The ability for MLS vendors to keep up in this space has not been proven. Some MLS vendors are partnering with 3rd party mobile vendors to provide their mobile apps.
- Finally, it is recommended that SWMLS pursue a 3rd party tax and parcel data provider to replace the 3rd party tax and parcel data provider used with the Rapattoni system.