



SOUTHWEST MLS

STRATEGIC ROADMAP

2026-2027



Empowering Independent MLS Operation

Transitioning to a data-driven, for-profit technology services organization

Delivering Unmatched Customer Care

Implementing Open MLS and scaling support with 24/7 availability

Reinventing with AI Solutions

Reimagining operations through intelligent automation and natural language search

Positioning as a Business Success Partner

Delivering tangible tools and training to increase member sales success

De-Risking Governance Structure

Modernizing board structures and updating bylaws to protect the industry

MISSION

To facilitate and enable an accurate, cooperative, and comprehensive real estate marketplace

VISION

SWMLS facilitates and enables an accurate, cooperative and comprehensive real estate marketplace by providing data, expertise, and solutions



STRATEGIC INITIATIVES IMPLEMENTATION PLAN

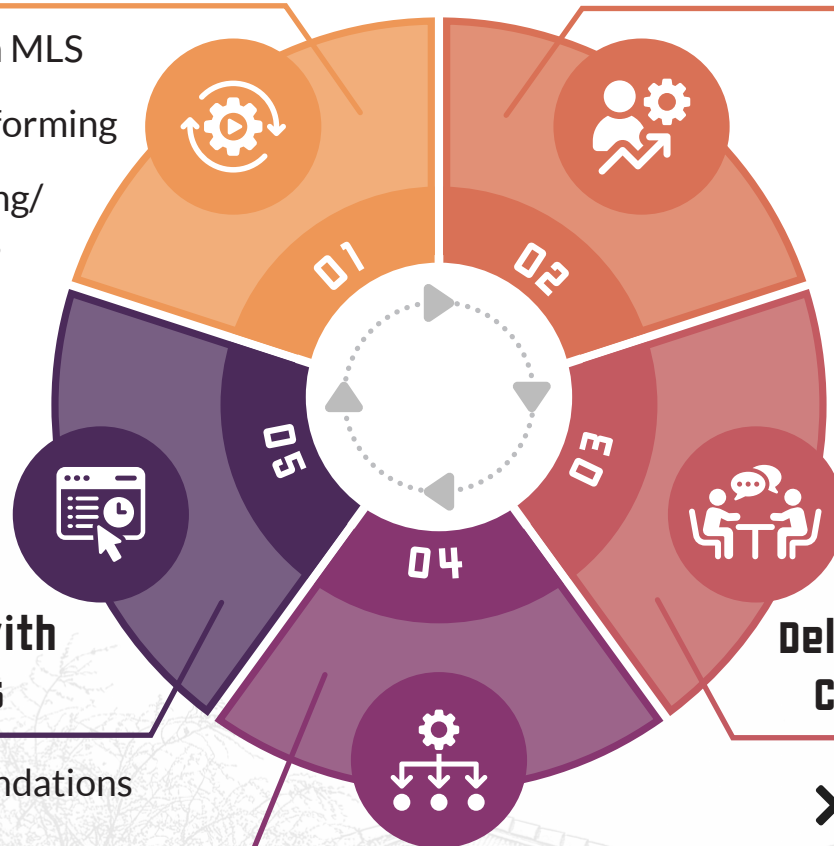
The 2026-2027 strategy focuses on strengthening the foundation of SWMLS while preparing the organization for the future. The five priorities work together to support member success, improve service quality, reduce risk, and modernize MLS capabilities through innovation.

Empowering Independent MLS Operation

- Moving to Open MLS
- Governance Reforming
- Brand Positioning/
Public Relations

Positioning as a Business Success Partner

- Business Generation KPI
- 'Maximize Your MLS' Campaign
- Positioning & Unique Value Proposition



Reinventing with AI Solutions

- AI Strategy Foundations
- Exploring Flexmls Natural Language Search Engine
- AI-Based Tech Support
- AI Training
- AI Product Promotion

Delivering Unmatched Customer Service

- Listening & Assessing
- Targeted Engagement
- Scaling & Modernizing

De-Risking Governance

- Updating Bylaws
- De-Risking Rules & Regulations
- Reviewing Shared Resources
- Modernizing Board Structure