

# MLS Performance Survey Report



Confidential Summary and Analysis  
of Survey Results  
RESEARCHED AND COMPILED BY T3 SIXTY

T3  
60

## T3 SIXTY PERFORMANCE SCORING

The following illustrates how SWMLS scored in comparison to other associations based on responses to each of the nationally standardized REALTOR® Association Performance questions resulting in an Overall Performance Rating.

*A score of 4 is equal to the highest level of agreement/satisfaction, where a score of 1 is equal to the lowest level of agreement/satisfaction.*

### T3 Sixty Performance Scoring and Rating

Under 1.5	1.51-2.25	2.25-2.49	2.50-2.99	3.00-3.24	3.25-3.49	3.50-3.74	3.75-4.0
Non-functional	Deficient	Poor	Average	Good	Superior	Exceptional	Best in Class
Performance Category	Your 2022 Performance Score	Your 2022 Performance Rating	Local vs National	2021 National Performance Score	2021 National Performance Rating		
Overall	3.40	Superior	EX	3.34	Superior		
1. Satisfaction and Value	3.55	Exceptional	COM	3.52	Exceptional		
2. Direction and Leadership	3.29	Superior	EX	3.20	Good		
3. Support and Services	3.46	Superior	COM	3.42	Superior		
4. Data	3.37	Superior	COM	3.33	Superior		
5. Technology	3.32	Superior	EX	3.24	Good		

#### Report Color Coding:

**Top Performer (TP) = Top Score Nationally** | **Excelling (EX) = .05 or more above National Averages** | **Competitive (COM) = within .04 above or below National Averages** | **Improvement Opportunity (IO) = .05 or more below National Average**

# T3 Sixty National MLS Scorecard



August 2022

Tested and certified by T3 Sixty

## Overall Performance Rating

Southwest MLS (SWMLS) was tested by T3 Sixty, an independent consulting firm, via a subscriber/participant survey with 1124 responses. Overall scoring was determined based on the cumulative score of the following five categories: Satisfaction & Value, Direction & Leadership, Support and Services, Data, and Technology.

Overall Score: 3.40

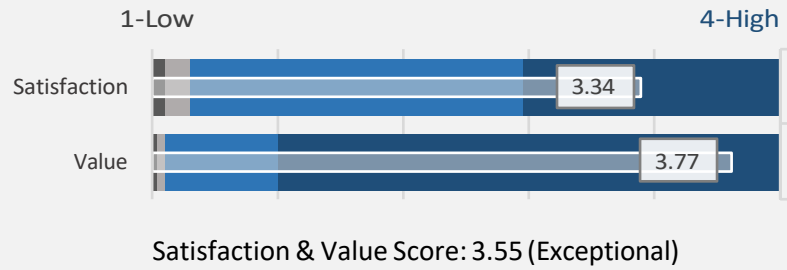


Based on the combined results of the five performance categories SWMLS qualified to receive the combined 2022 T3 Sixty Performance Rating of:

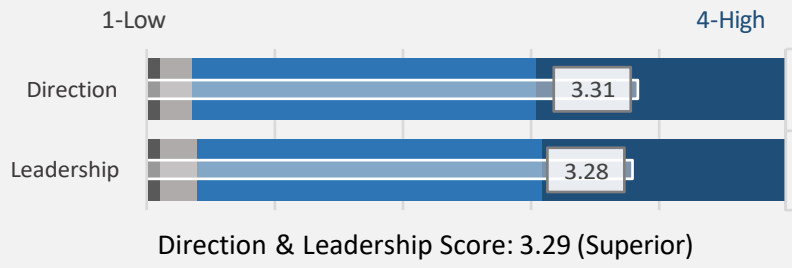
**Superior Multiple Listing Service (MLS)**

All grading according to a 4-point scale.  
1,124 agents responded to this survey.

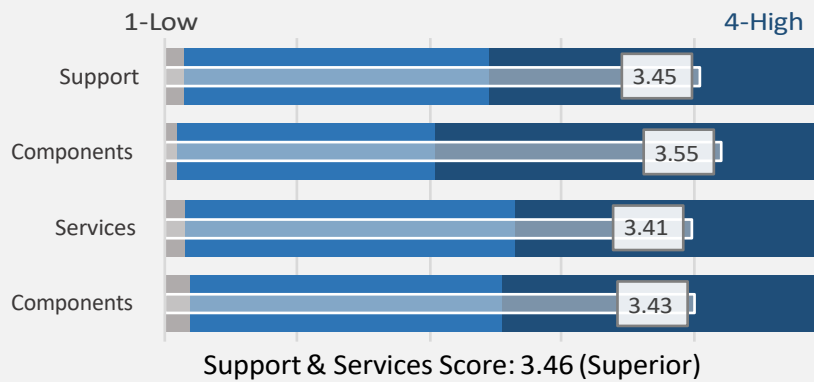
**1 Satisfaction & Value**  
Respondents were asked to rate overall MLS satisfaction and value to their business. Sliders report feature score.



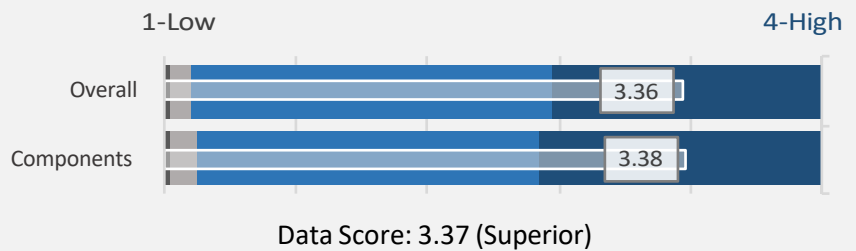
**2 Direction & Leadership**  
Respondents were asked to rate the MLSs organizational direction and decision makers' performance. Sliders report feature score.



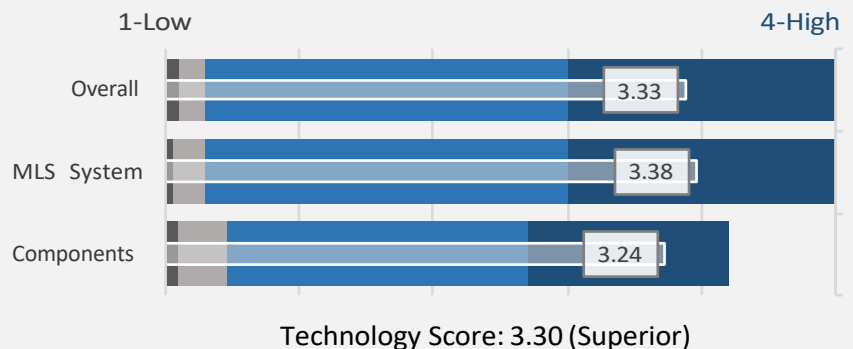
**3 Support & Service**  
Respondents were asked to rate the MLSs Support and Services based on overall and component performance. Sliders report feature score.



**4 Data**  
Respondents were asked to rate the overall quality and 4 key components of the MLSs data. Sliders report feature score.



**5 Technology**  
Respondents were asked to rate the overall quality and 6 key components of the MLSs technology, including the MLS Database System. Sliders report feature score.

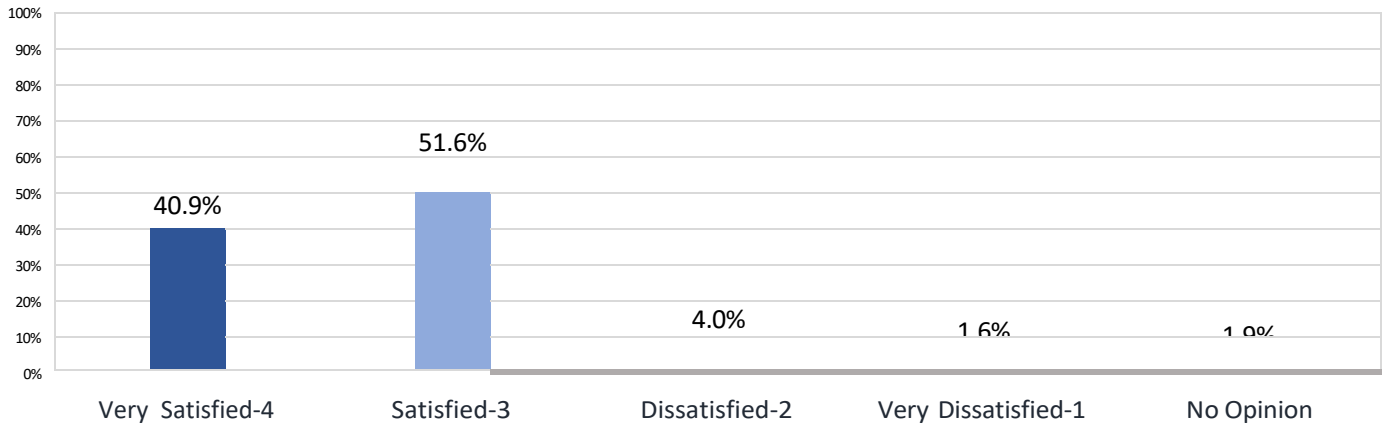


## SURVEY RESULTS AND FEEDBACK

### Standardized Performance Questions (T3 Sixty)

#### 1- Satisfaction and Value Performance

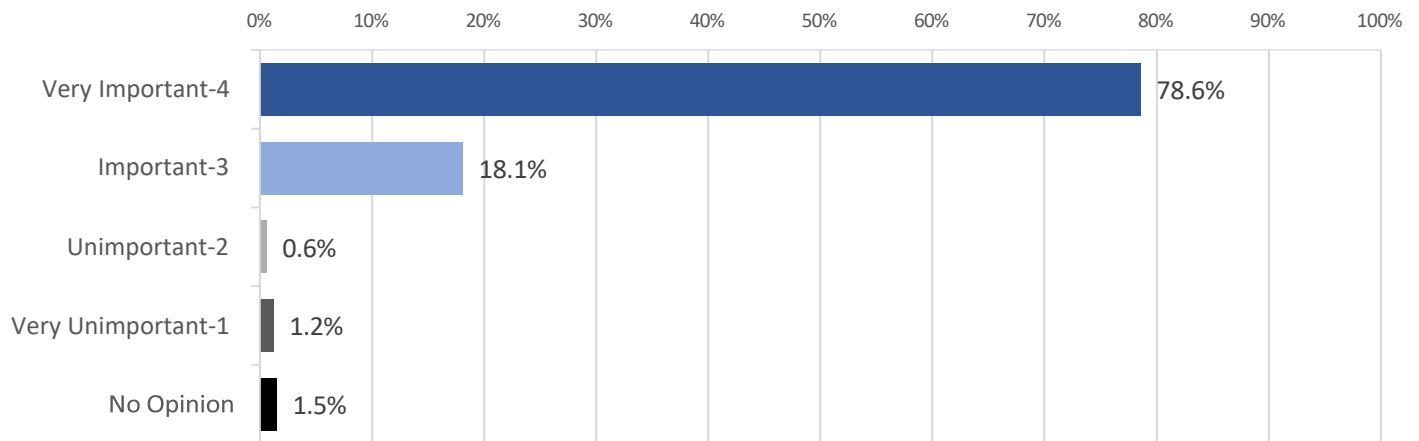
Q: What is your overall satisfaction with your Multiple Listing Service (MLS)?



	MLS Satisfaction Performance Score	MLS Satisfaction Performance Rating
2022 SWMLS	3.34	Superior
2021 Average	3.29	Superior
Regional MLS	3.27	Superior
Local MLS	3.31	Superior
15,000+ Subscribers	3.24	Good
<15,000 Subscribers	3.36	Superior
2020 Average	3.26	Superior

## 1- Satisfaction and Value Performance

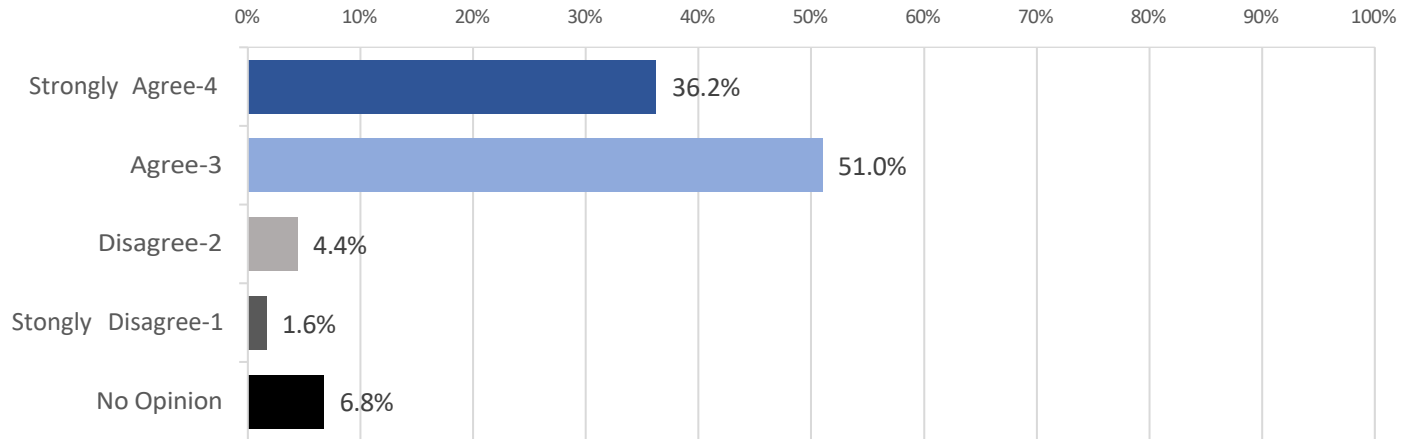
Q: How important is the MLS to the success of your business?



	Business Value Performance Score	Business Value Performance Rating
2022 SWMLS	3.77	Best in Class
2021 Average	3.75	Best in Class
Regional MLS	3.77	Best in Class
Local MLS	3.73	Best in Class
15,000+ Subscribers	3.78	Best in Class
<15,000 Subscribers	3.73	Best in Class
2020 Average	3.81	Best in Class

## 2- Direction and Leadership Performance

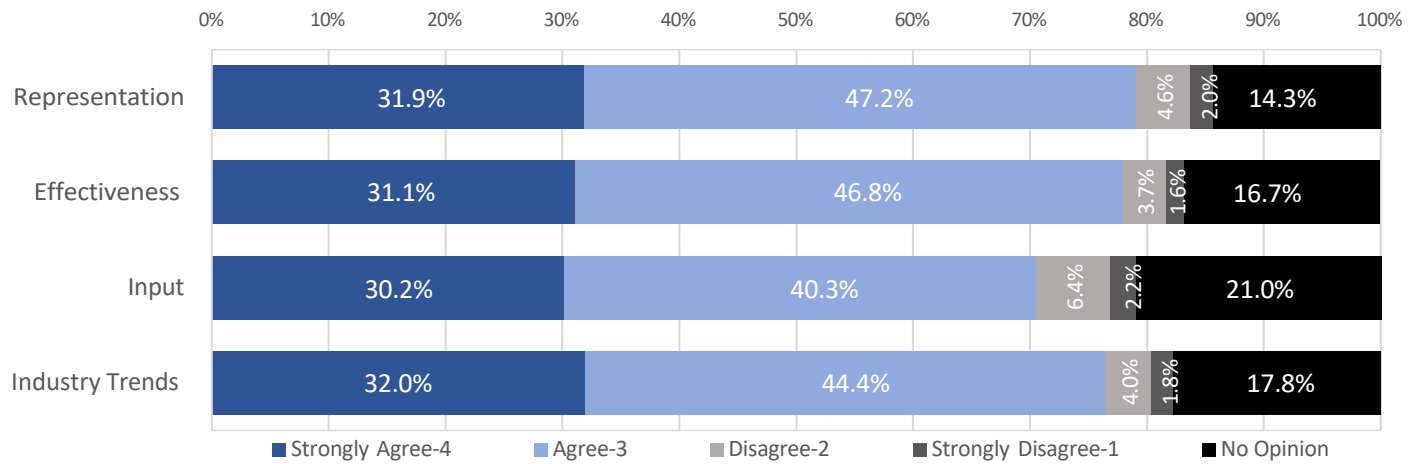
Q: Based on the performance of the MLS over the past 12 months the association is headed in the right direction.



	MLS Direction Performance Score	MLS Direction Performance Rating
2022 SWMLS	3.31	Superior
2021 Average	3.23	Good
Regional MLS	3.24	Good
Local MLS	3.23	Superior
15,000+ Subscribers	3.22	Good
<15,000 Subscribers	3.25	Superior
2020 Average	3.26	Superior

## 2- Direction and Leadership Performance

Q: Select your level of agreement for each of the following statements about the MLSs decision makers...  
 (Represent your interests | Are effective | Are responsive to subscriber input | Are responsive to industry trends)

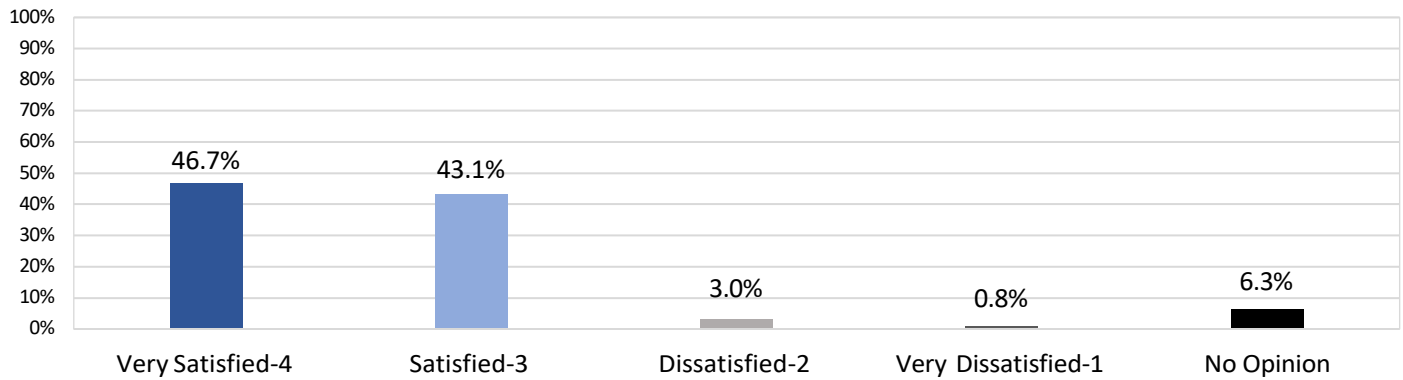


	Represent Score-Rating		Effective Score-Rating		Input Score-Rating		Ind. Trends Score-Rating	
<b>2022 SWMLS</b>	<b>3.27</b>	<b>Superior</b>	<b>3.29</b>	<b>Superior</b>	<b>3.25</b>	<b>Superior</b>	<b>3.30</b>	<b>Superior</b>
2021 Average	3.17	Good	3.18	Good	3.16	Good	3.18	Good
Regional MLS	3.14	Good	3.16	Good	3.14	Good	3.16	Good
Local MLS	3.20	Good	3.20	Good	3.20	Good	3.18	Good
15,000+ Subscribers	3.12	Good	3.14	Good	3.11	Good	3.14	Good
<15,000 Subscribers	3.23	Good	3.22	Good	3.23	Good	3.21	Good
2020 Average	3.18	Good	3.19	Good	3.17	Good	3.19	Good



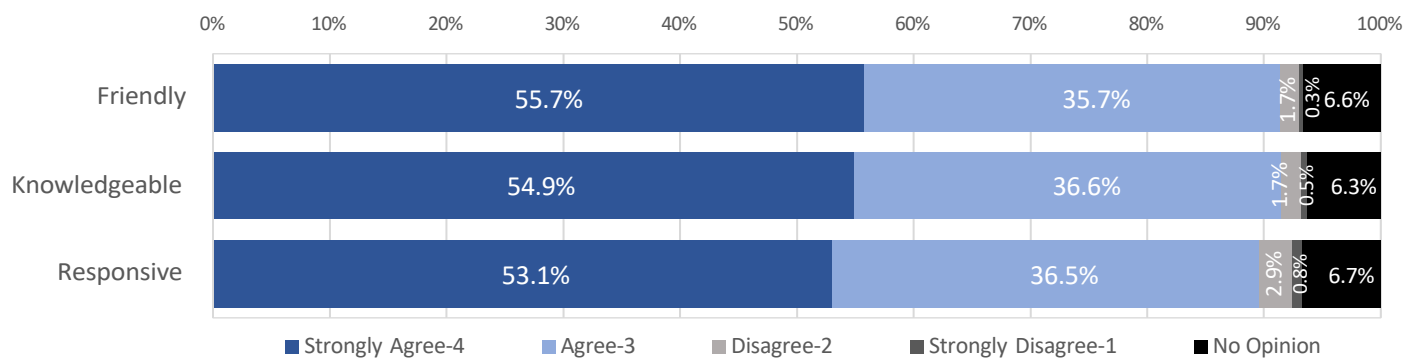
### 3- Support and Service Performance

Q: What is your overall satisfaction with the level of Support provided?



	Support Overall Satisfaction Score	Support Overall Satisfaction Rating
<b>2022 SWMLS</b>	<b>3.45</b>	<b>Superior</b>
2021 Average	3.43	Superior
Regional MLS	3.42	Superior
Local MLS	3.45	Superior
15,000+ Subscribers	3.39	Superior
<15,000 Subscribers	3.49	Superior
2020 Average	3.43	Superior

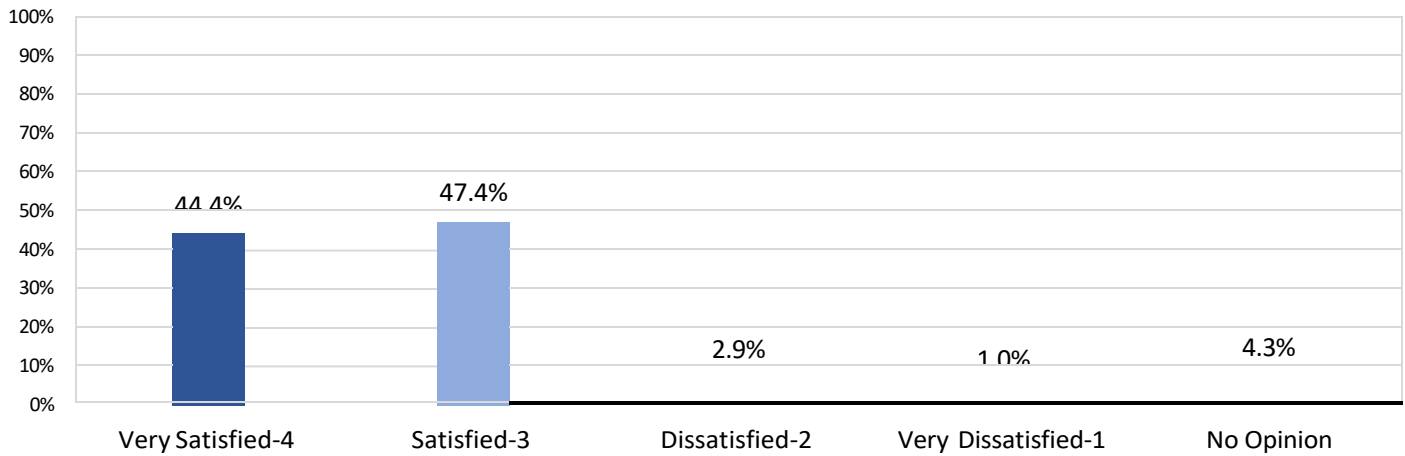
Q: Select your level of agreement for each of the following statements about the Support provided...  
 (Support is Friendly | Support is Knowledgeable | Support is Responsive)



	Friendly Score-Rating		Knowledge Score-Rating		Responsive Score-Rating	
<b>2022 SWMLS</b>	<b>3.57</b>	<b>Exceptional</b>	<b>3.56</b>	<b>Exceptional</b>	<b>3.52</b>	<b>Exceptional</b>
2021 Average	3.53	Exceptional	3.52	Exceptional	3.47	Superior
Regional MLS	3.51	Exceptional	3.50	Exceptional	3.46	Superior
Local MLS	3.56	Exceptional	3.55	Exceptional	3.49	Superior
15,000+ Subscribers	3.49	Superior	3.48	Superior	3.44	Superior
<15,000 Subscribers	3.58	Exceptional	3.57	Exceptional	3.51	Exceptional
2020 Average	3.51	Exceptional	3.51	Exceptional	3.47	Superior

### 3- Support and Service Performance

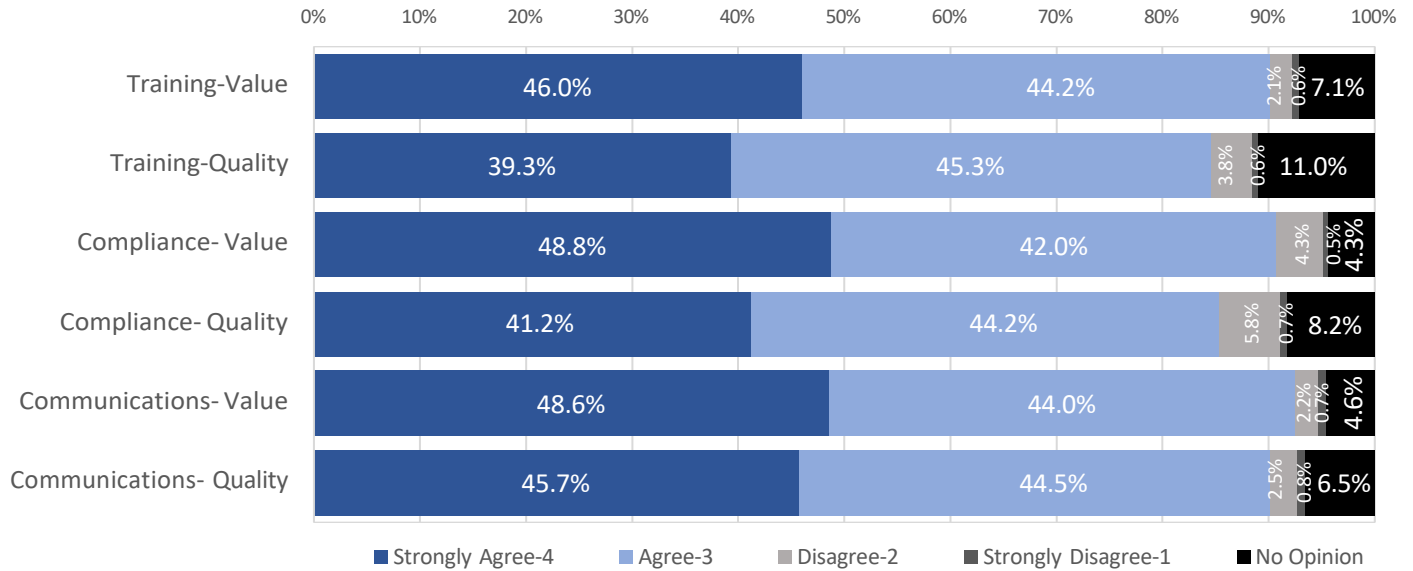
Q: What is your overall satisfaction with the level of Services and Communications provided?



	Services Overall Satisfaction Score	Services Overall Satisfaction Rating
2022 SWMLS	3.41	Superior
2021 Average	3.38	Superior
Regional MLS	3.36	Superior
Local MLS	3.40	Superior
15,000+ Subscribers	3.34	Superior
<15,000 Subscribers	3.43	Superior
2020 Average	3.35	Superior

### 3- Support and Service Performance

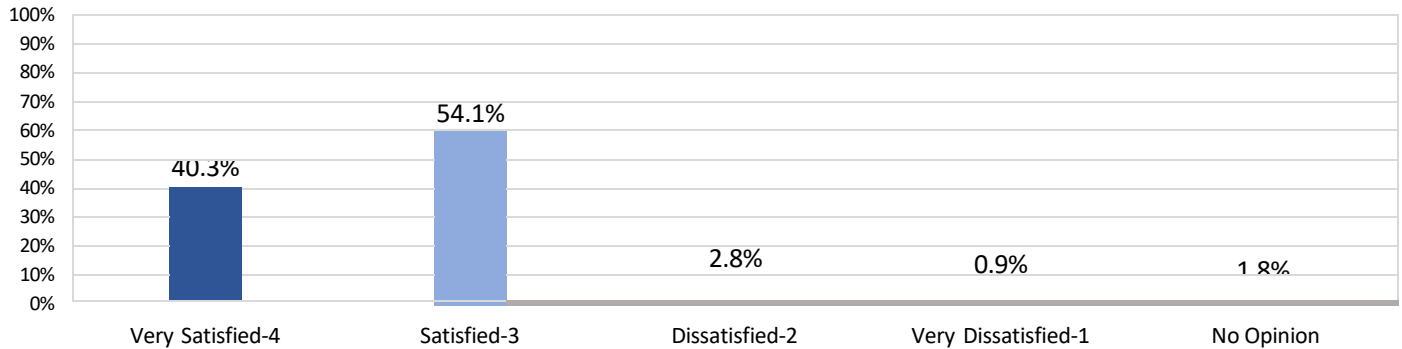
Q: Select your level of agreement for each of the following statements about the Services provided...  
 (Trainings are Valuable/High Quality | Compliance is Valuable/High Quality | Communications are Valuable/High Quality)



	Trainings Value Score-Rating		Compliance Value Score-Rating		Comm. Value Score-Rating	
<b>2022 SWMLS</b>	<b>3.46</b>	<b>Superior</b>	<b>3.45</b>	<b>Superior</b>	<b>3.47</b>	<b>Superior</b>
2021 Average	3.42	Superior	3.38	Superior	3.38	Superior
Regional MLS	3.43	Superior	3.37	Superior	3.37	Superior
Local MLS	3.40	Superior	3.39	Superior	3.39	Superior
15,000+ Subscribers	3.42	Superior	3.36	Superior	3.36	Superior
<15,000 Subscribers	3.42	Superior	3.40	Superior	3.41	Superior
2020 Average	3.42	Superior	3.40	Superior	3.39	Superior
	Trainings Quality Score-Rating		Compliance Quality Score-Rating		Comm. Quality Score-Rating	
<b>2022 SWMLS</b>	<b>3.38</b>	<b>Superior</b>	<b>3.37</b>	<b>Superior</b>	<b>3.44</b>	<b>Superior</b>
2021 Average	3.36	Superior	3.29	Superior	3.34	Superior
Regional MLS	3.37	Superior	3.28	Superior	3.33	Superior
Local MLS	3.35	Superior	3.30	Superior	3.35	Superior
15,000+ Subscribers	3.36	Superior	3.25	Superior	3.31	Superior
<15,000 Subscribers	3.37	Superior	3.33	Superior	3.37	Superior
2020 Average	3.32	Superior	3.31	Superior	3.32	Superior

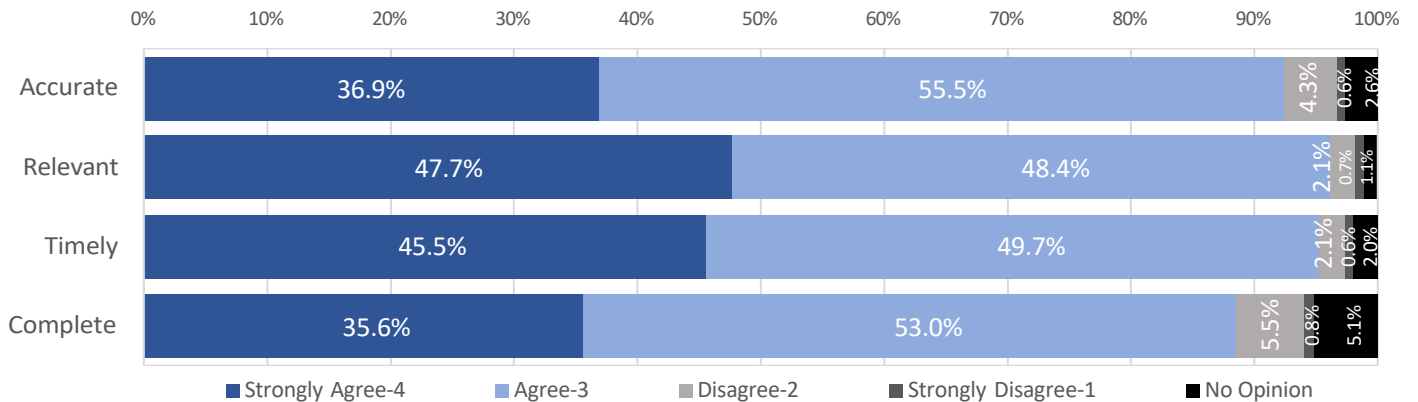
## 4- Data Performance

Q: What is your overall satisfaction with the data displayed in the MLS?



	Data Overall Satisfaction Score	Data Overall Satisfaction Rating
<b>2022 SWMLS</b>	<b>3.36</b>	<b>Superior</b>
2021 Average	3.31	Superior
Regional MLS	3.31	Superior
Local MLS	3.31	Superior
15,000+ Subscribers	3.28	Superior
<15,000 Subscribers	3.34	Superior
2020 Average	3.31	Superior

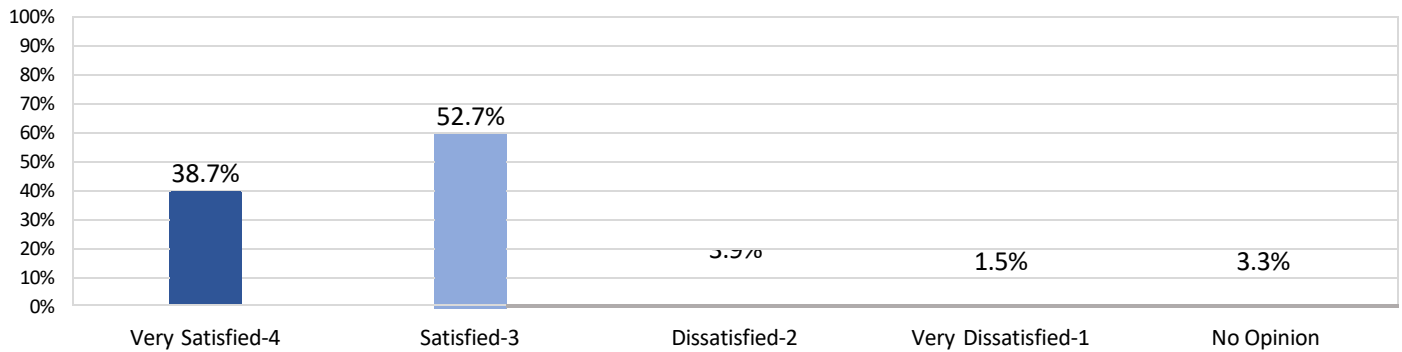
Q: Select your level of agreement for each of the following statements about the data displayed in the MLS...  
 (Data displayed is Accurate | Data displayed is Relevant | Data displayed is Timely | Data displayed is Complete)



	Accurate Score-Rating		Relevant Score-Rating		Timely Score-Rating		Complete Score-Rating	
<b>2022 SWMLS</b>	<b>3.32</b>	<b>Superior</b>	<b>3.45</b>	<b>Superior</b>	<b>3.43</b>	<b>Superior</b>	<b>3.30</b>	<b>Superior</b>
2021 Average	3.31	Superior	3.41	Superior	3.39	Superior	3.26	Superior
Regional MLS	3.32	Superior	3.41	Superior	3.40	Superior	3.25	Superior
Local MLS	3.31	Superior	3.41	Superior	3.38	Superior	3.27	Superior
15,000+ Subscribers	3.29	Superior	3.39	Superior	3.37	Superior	3.22	Good
<15,000 Subscribers	3.34	Superior	3.44	Superior	3.41	Superior	3.30	Superior
2020 Average	3.30	Superior	3.43	Superior	3.40	Superior	3.24	Good

## 5- Technology Performance

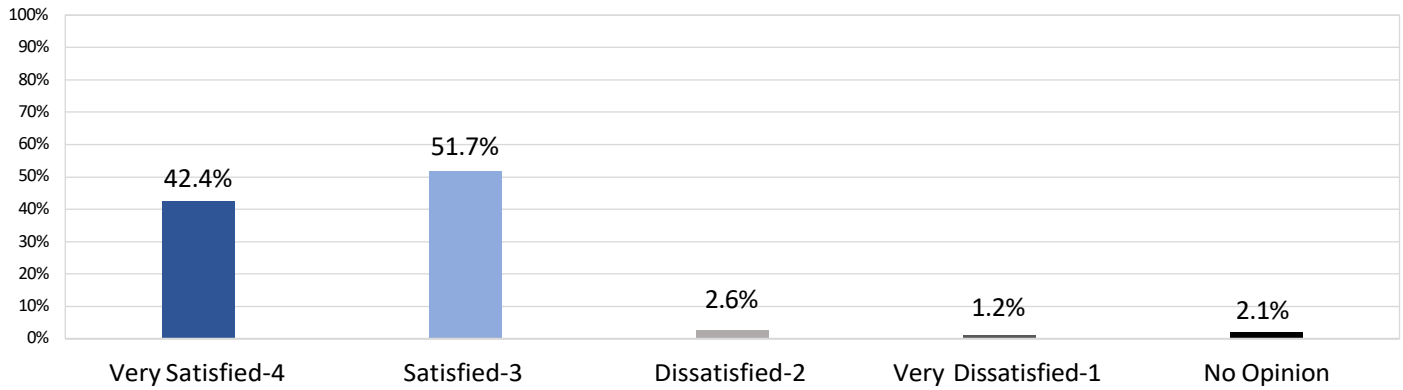
Q: What is your overall satisfaction with the MLS's technology tools and resources?



	Technology Overall Satisfaction Score	Technology Overall Satisfaction Rating
<b>2022 SWMLS</b>	<b>3.33</b>	<b>Superior</b>
2021 Average	3.24	Good
Regional MLS	3.25	Superior
Local MLS	3.23	Good
15,000+ Subscribers	3.23	Good
<15,000 Subscribers	3.27	Good
2020 Average	3.23	Good

## 5- Technology Performance

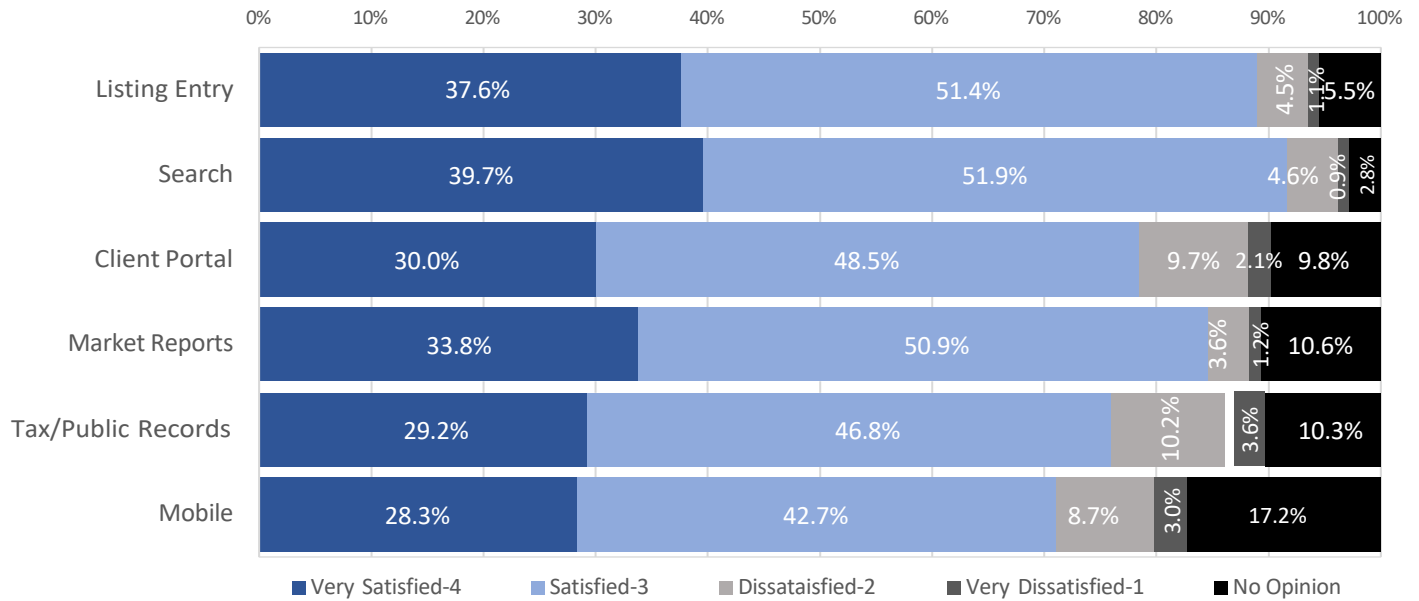
Q: What is your overall satisfaction with the MLS System/Platform (Flexmls-FBS)?



	MLS System Overall Satisfaction Score	MLS System Overall Satisfaction Rating
<b>2022 SWMLS</b>	<b>3.38</b>	<b>Superior</b>
2021 Average	3.29	Superior
Regional MLS	3.30	Superior
Local MLS	3.28	Superior
15,000+ Subscribers	3.28	Superior
<15,000 Subscribers	3.30	Superior
2020 Average	3.27	Superior

## 5- Technology Performance

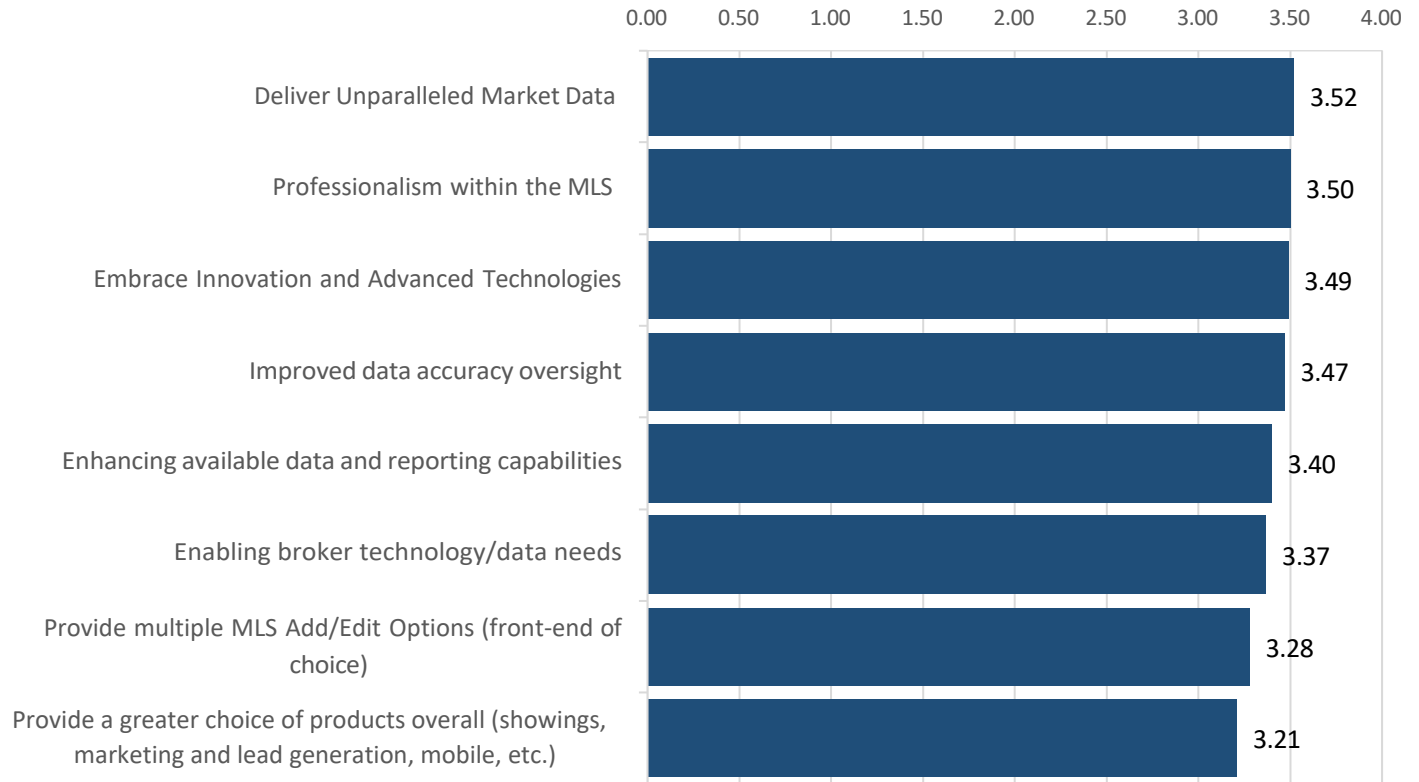
Q: How satisfied are you with each of the following aspects of the MLS System/Platform?



	Listing Entry Score-Rating		Search Score-Rating		Market Reports Score-Rating	
2022 SWMLS	3.33	Superior	3.34	Superior	3.31	Superior
2021 Average	3.23	Good	3.19	Good	3.28	Superior
Regional MLS	3.25	Superior	3.19	Good	3.28	Superior
Local MLS	3.10	Good	3.20	Good	3.28	Superior
15,000+ Subscribers	3.21	Good	3.17	Good	3.27	Superior
<15,000 Subscribers	3.25	Superior	3.22	Good	3.29	Superior
2020 Average	3.23	Good	3.17	Good	3.26	Superior
	Client Portal Score-Rating		Tax/ Pub. Rec. Score-Rating		Mobile Score-Rating	
2022 SWMLS	3.18	Good	3.13	Superior	3.16	Good
2021 Average	3.11	Good	3.27	Superior	3.01	Good
Regional MLS	3.10	Good	3.28	Superior	3.01	Good
Local MLS	3.12	Good	3.27	Superior	3.01	Good
15,000+ Subscribers	3.08	Good	3.27	Superior	2.94	Average
<15,000 Subscribers	3.15	Good	3.28	Superior	3.09	Good
2020 Average	3.12	Good	3.27	Superior	2.99	Average

Q: Where should Southwest MLS place its focus over the next one to two years? (Select one per row)

(Weighted Average where 4=Very Important | 3= Important | 2= Somewhat Important | 1=Not Important)



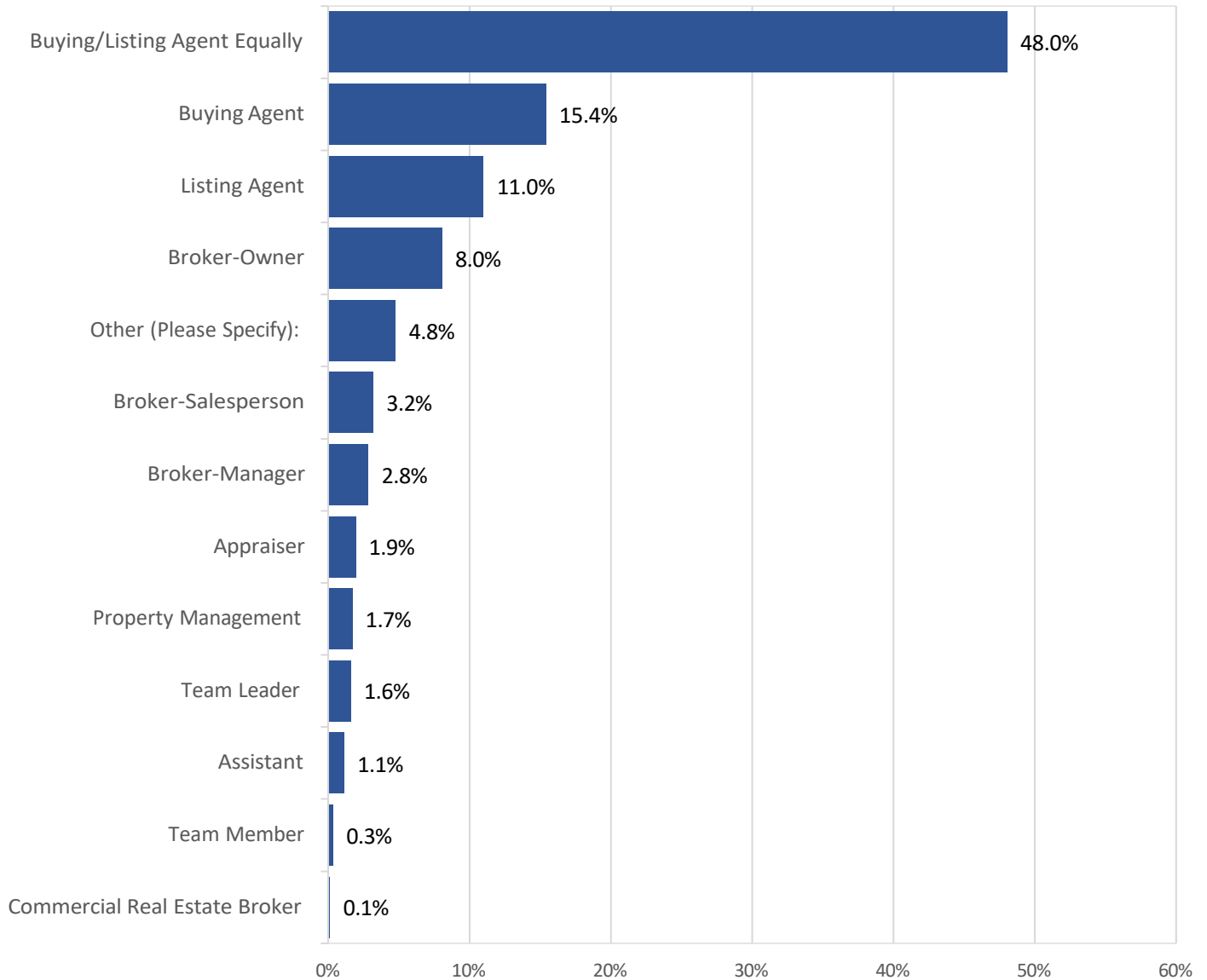
	Very Important/Important Combined %	Somewhat Important/Not Important Combined %
Deliver Unparalleled Market Data	91.3%	5.6%
Professionalism within the MLS	90.1%	7.3%
Embrace Innovation and Advanced Technologies	91.5%	5.8%
Improved data accuracy oversight	92.1%	5.1%
Enhancing available data and reporting capabilities	88.5%	7.1%
Enabling broker technology/data needs	86.1%	8.8%
Provide multiple MLS Add/Edit Options (front-end of choice)	79.3%	13.4%
Provide a greater choice of products overall (showings, marketing and lead generation, mobile, etc.)	76.4%	17.3%



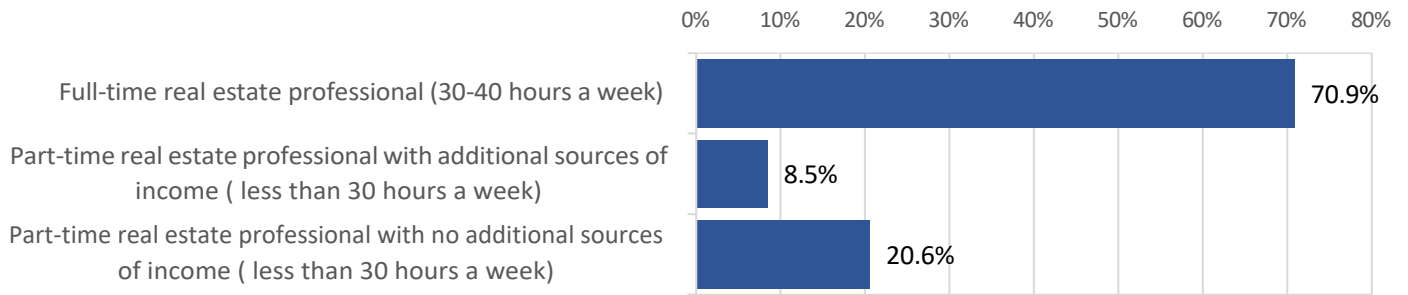
## RESPONDENT DEMOGRAPHIC PROFILES

This section summarizes the results of the respondent's Demographic data. The total number of complete responses received for the survey was 1,124 responses for a 25% response rate with a 99% degree of confidence and a margin of error of  $\pm 3.32\%$ .

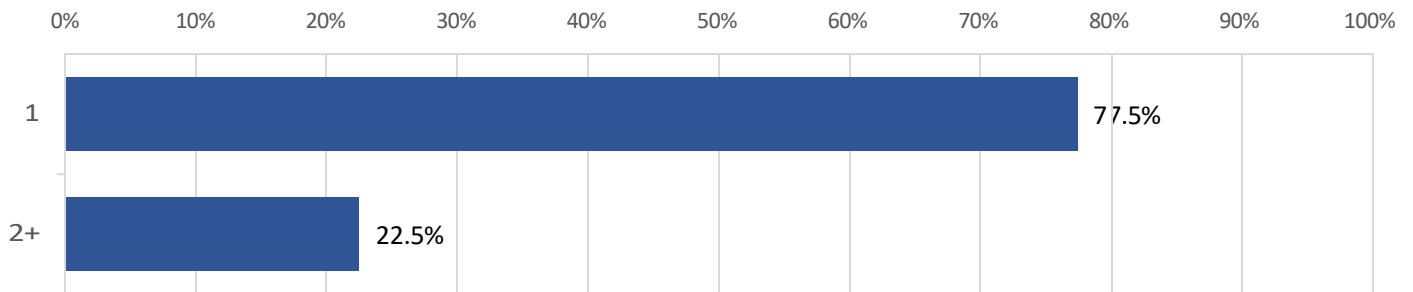
### Primary Role in Real Estate



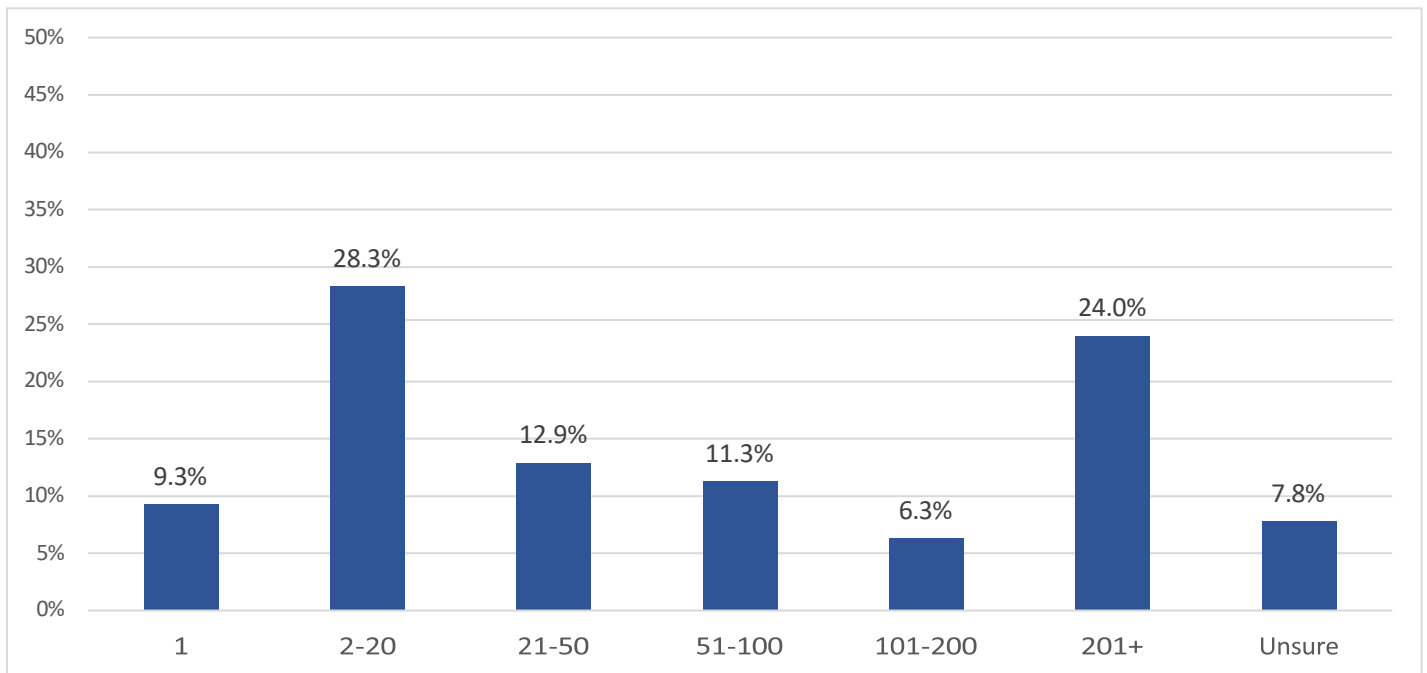
### Full Time vs Part Time



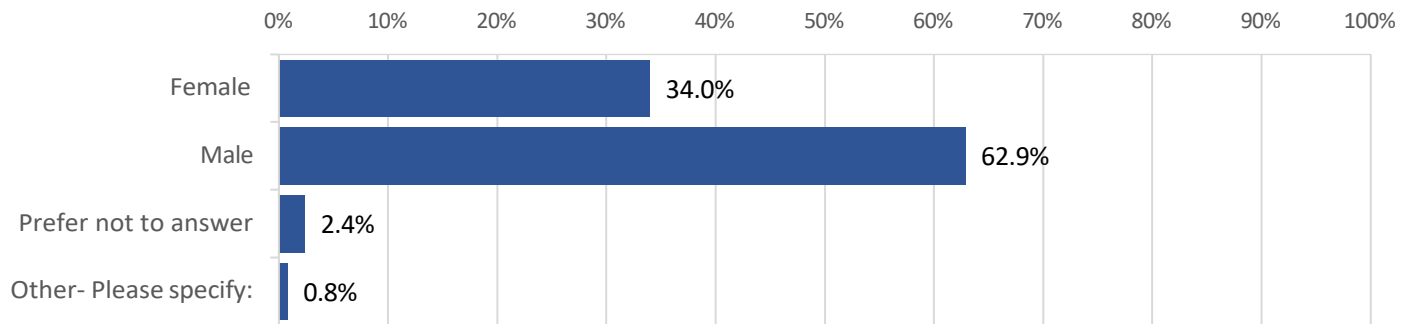
### Number of MLS Subscriptions



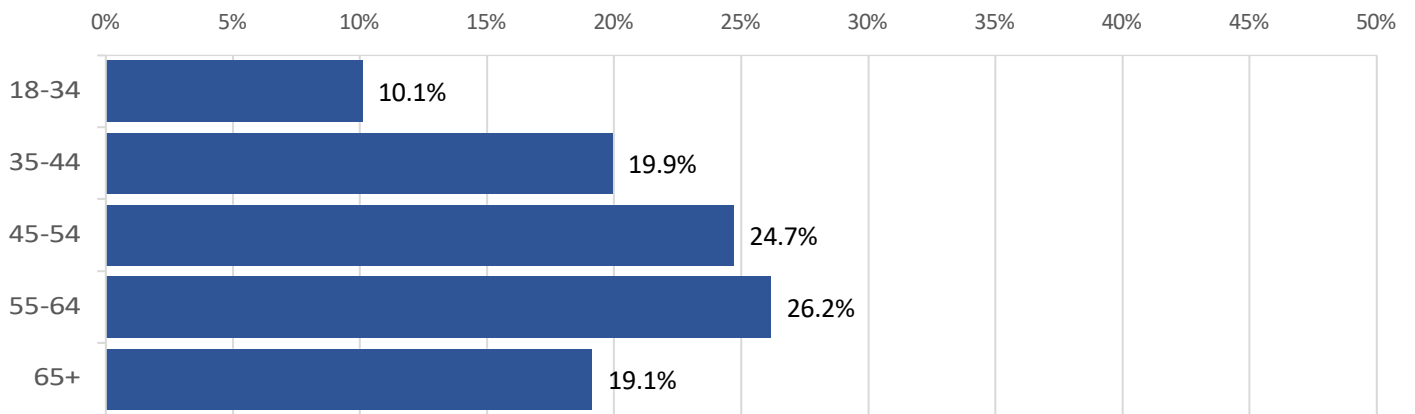
### Number of Agents in Brokerage



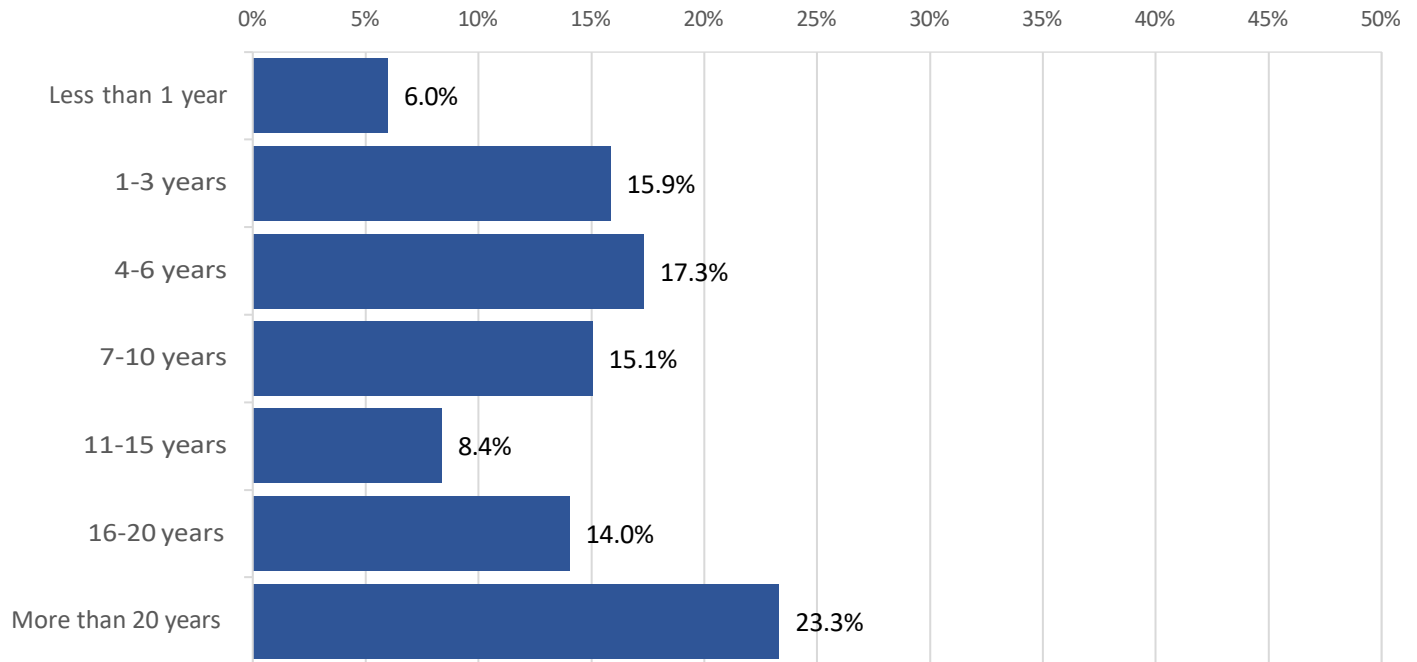
### Gender Distribution



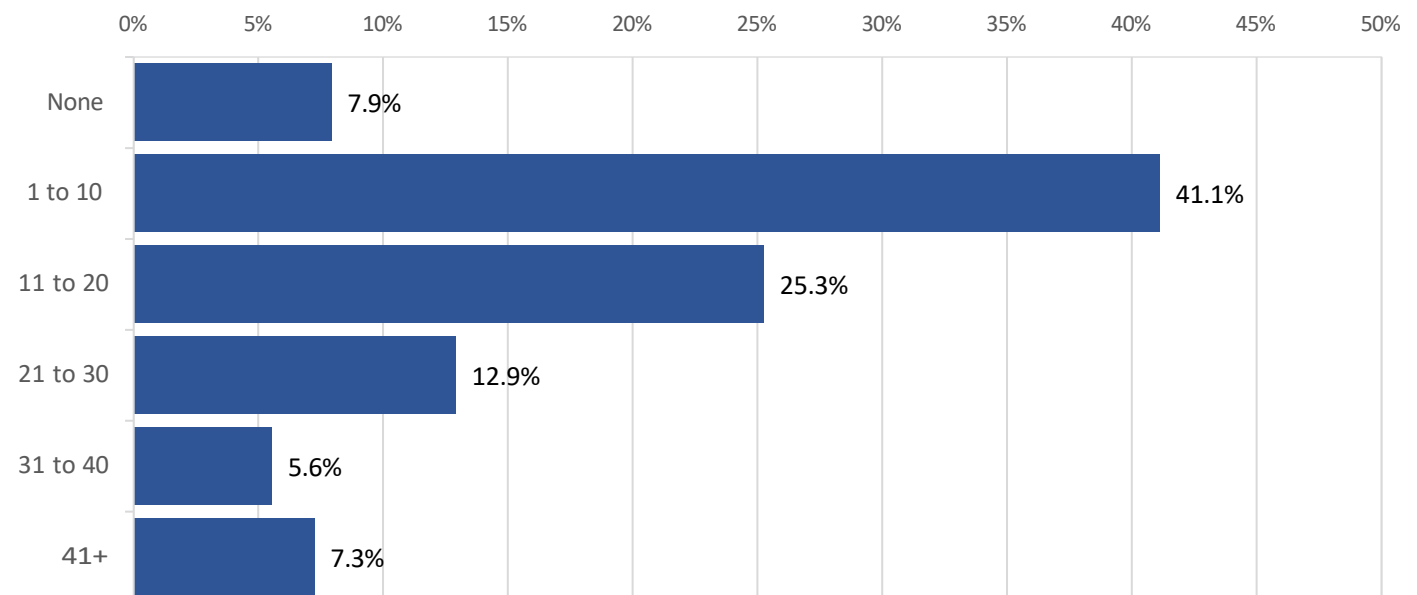
### Age Distribution



### Years as Real Estate Professional



### Transaction sides (Past 12 months)



### Technology Comfort Levels

