



your
VOICE, your
→ **CHOICE.**

ANNUAL REPORT
INVESTED IN YOUR SUCCESS



Letter from MRED's CEO



An MLS built on feedback delivers results for brokers

At MRED, every subscriber has the opportunity to shape the MLS into a better product for all.

That's because we constantly ask for feedback on how to improve, whether it's through surveys, focus groups or just listening to our subscribers in their offices and at events. After all, a good idea can come from anywhere, and at MRED there are plenty of examples where ideas become reality for the nearly 50,000 real estate professionals who rely on us.

In 2021, MRED overhauled Private listings to make them easier to share with clients and to enhance their searchability. We also made it easier to use the client portal for subscribers to connect with consumers. When it comes to MRED's rules, we created Localized Rules Teams to allow for more customized policies which in some cases can be adjusted by local market.

Above all, MRED embraces a philosophy of giving our subscribers a choice in the services they want. We now offer more than two dozen products and services, and more are on the way.

Your voice, your choice. It's the way we serve you and why MRED continues to set the pace for the MLS industry.

Rebecca Jensen

President and CEO

MRED's core values



What we stand for



Innovation

We will continue to seek out and drive a culture of innovation throughout the organization.



Service

We continue to deliver award-winning service to brokerages first and foremost, and then the end user.



Reliability

We provide dependable systems to access and utilize the MLS. Our data is trustworthy, accurate, timely, and usable.



Caretakers of Data

We provide secure access to the MLS system and protect MLS data use and distribution.



Board of Managers

Serving in 2022-23

Category 1 Top 10 firms	Category 2 The next 150 firms	Category 3 All other firms
Fran Broude Compass <i>Chicago, IL</i> Second term, 2023	Tommy Choi Keller Williams ONEChicago <i>Chicago, IL</i> First term, 2023	Lynn Madison Vice Chair Lynn Madison Realtor® <i>Schaumburg, IL</i> Third term, 2025
John Matthews Baird & Warner <i>Oak Park, IL</i> First term, 2024	Sue Wiskowski-Fair Treasurer Realty Executives Premier <i>Aurora, IL</i> Second term, 2025	Al Rossell Jack Carpenter Organization <i>Oak Park, IL</i> First term, 2024
Sue Miller Secretary Coldwell Banker Real Estate Group <i>McHenry, IL</i> Third term, 2025	Jeff Gregory Chair Realty Executives Success <i>Shorewood, IL</i> Second term, 2025	Pradeep Shukla RE/MAX Renaissance <i>Des Plaines, IL</i> First term, 2023
Aaron Starck Berkshire Hathaway Starck Real Estate <i>Palatine, IL</i> First term, 2025	Rose Schlickman Key Realty <i>Rockford, IL</i> First term, 2024	Christopher De Santo Realty Executives Legacy <i>Oak Brook, IL</i> First term, 2023
	Luigui Corral RE / MAX American Dream <i>Round Lake Beach , IL</i> Second term, 2024	

Board members can serve three consecutive terms. The year their current term expires is noted.

Association executive managers

Tina Franklin
Kankakee-Iroquois-Ford Association of REALTORS®
Kankakee, IL | Second year

Jeff Lasky
North Shore-Barrington Association of REALTORS®
Northbrook, IL | Third year

There are two association executive positions on MRED's board. Association executive managers serve one-year terms. There is no limit on the number of terms they can serve.

Strategic manager

Tom Hurdelbrink
Northwest MLS
Kirkland, WA | Second term
Term ends January 2023

Brad Baldwin
First Utah Bank
Salt Lake City, UT | First term
Term ends January 2024

Strategic managers are appointed annually. They can serve six consecutive terms.

Board of Managers

Structure

MRED is unique among most MLSs in that it is owned by brokers and associations. The organization's governing body is the Board of Managers, which includes 13 firm seats, two association seats, and two strategic manager seats.

Category 1	Top 10 firms By annual transaction count	4 seats (3-year term)	Owner	9-year term limit
Category 2	Next 150 firms By annual transaction count	5 seats (3-year term)	Owner	9-year term limit
Category 3	All other firms By annual transaction count	4 seats (3-year term)	Owner	9-year term limit
Associations	*Ownership limited to MLSNI's associations.	1 seat (1-year term)	Owner	No term limit
Associations	Association Executive with CSA Agreement	1 seat (1-year term)	Non-owner	No term limit
Strategic managers	Appointed by MRED Board of Managers	2 seats (1-year term)	Non-owner	6-year term limit

Categories are calculated on total closed transactions between July 1 – June 30.

*MLSNI (Multiple Listing Service of Northern Illinois) original owners include the Chicago Association of REALTORS®, Heartland REALTOR® Organization, Mainstreet Organization of REALTORS®, North Shore Barrington Association of REALTORS®, Oak Park Area Association of REALTORS®, REALTOR® Association of the Fox Valley, and Three Rivers Association of REALTORS®.

Board of Managers

Election process

MRED's Board of Managers includes seats for firms of all sizes, along with associations and strategic managers. Thirteen of the board's seats are allocated to Preferred Unit Owners representing firms sorted by transaction volume.

- 1** Five Preferred Unit Owners, whose seats are not up for election on the Board of Managers, are appointed to the Election Committee.
- 2** Preferred Unit Owners may nominate themselves for a Board of Managers seat, or they can nominate another qualified candidate. Candidates are reviewed by the Election Committee to ensure they meet qualification criteria.
- 3** Firms are sorted into categories based on the total number of closed transactions between July 1 – June 30.
 - **Category One:** Top 10 firms
 - **Category Two:** Next 150 firms
 - **Category Three:** All other firms
- 4** Preferred Unit Owners get to vote for a Board of Managers candidate within their respective category.
- 5** Winners are announced.

Board candidate qualification criteria

- Firms must become Preferred Unit Owners by Aug. 12 for election eligibility.
- Candidates must have executive or high-level experience.
- Candidates must be nominated by an MRED Preferred Unit Owner.
- Candidates must show the highest commitment to integrity and independence of thought and judgment.
- A candidate must be willing and able to execute MRED's Manager Conduct Policy.
- Candidates must have sufficient time to devote to MRED's governance.

Why should you get involved as an MRED Preferred Unit Owner?

With ownership comes the ability to create a better MLS for all

Provide feedback

Vet rules and system change suggestions.

Meet with MRED's Outreach Team about strategic initiatives and obtain industry insights.



Tech focus group

Early access to new technology.

Take part in user acceptance testing.

Offer insight into MRED's product strategies.



Policy voice

Exclusive invite to annual strategic planning meeting for MRED owners.

Attend MRED's Board of Managers meetings.

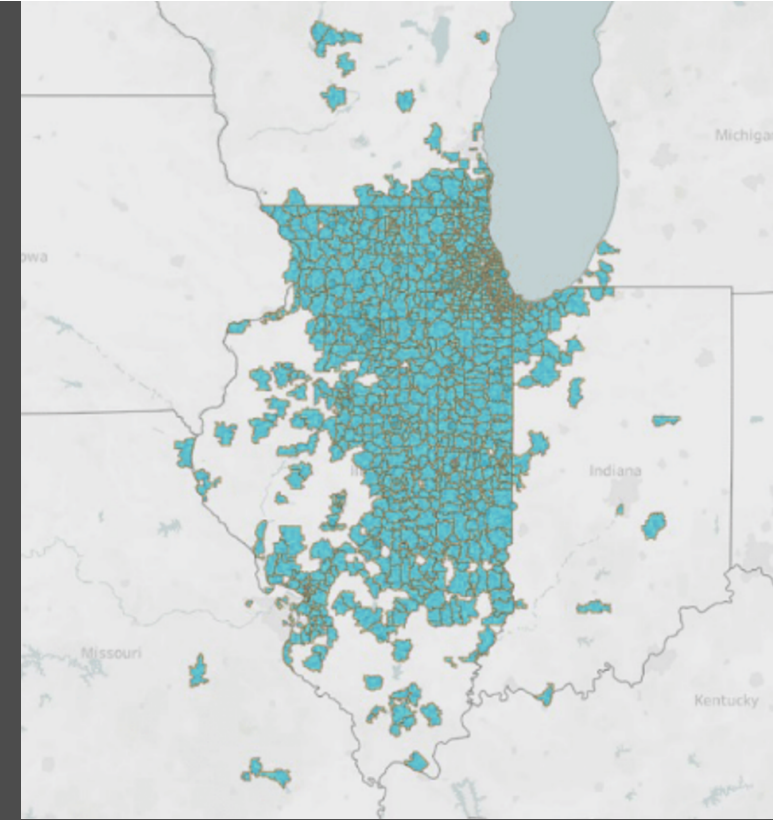
Opportunity to participate in Localized Rules Teams.



MRED market snapshot

MRED works closely with REALTOR® association partners throughout Illinois to provide cutting-edge service and products to customers. Their success is our success.

This map shows Illinois counties where MRED has association partnerships.

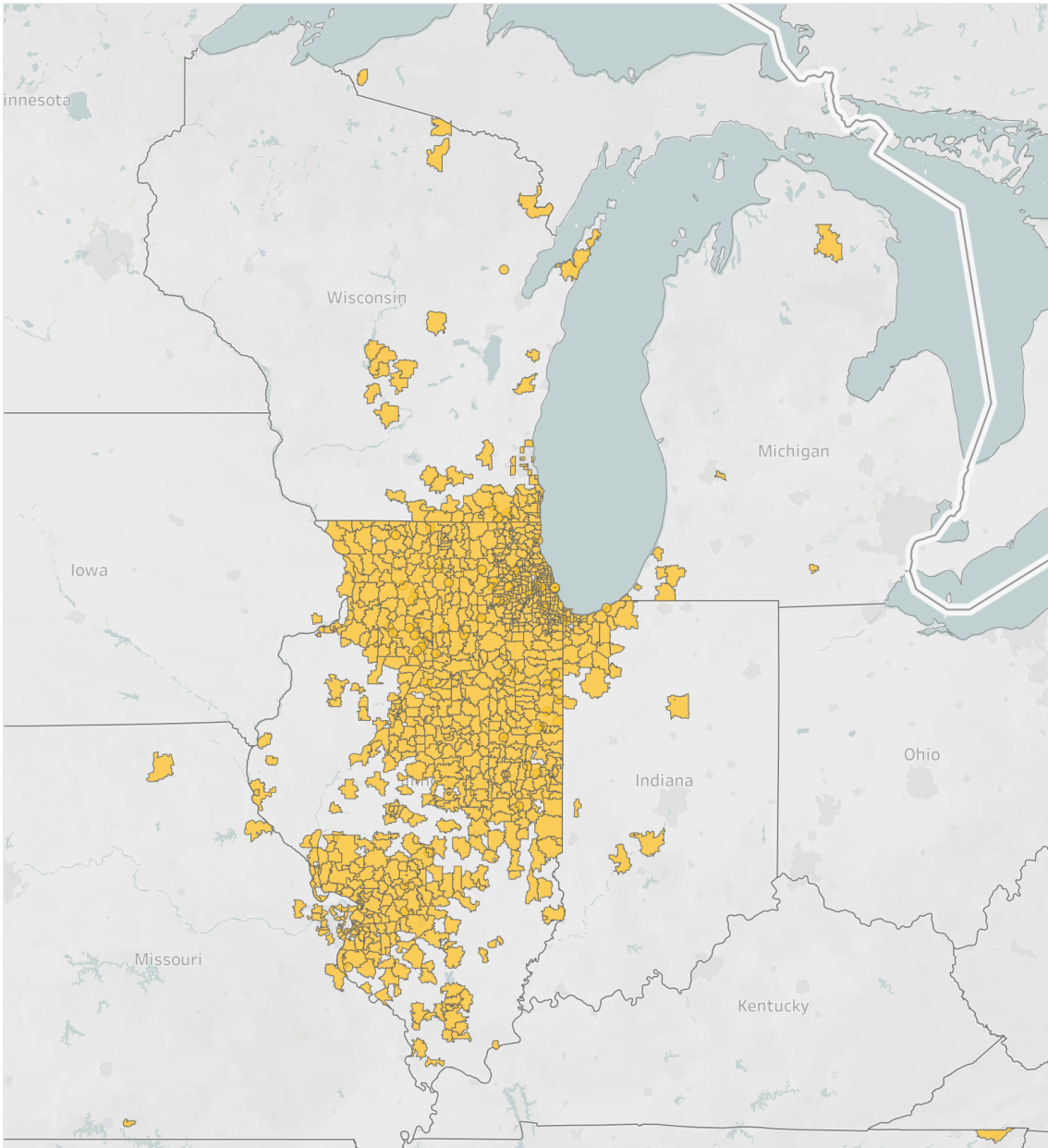


Central Illinois Board of REALTORS®
Champaign County Association of REALTORS®
Chicago Association of REALTORS®
Southwestern Illinois Board of REALTORS®
Heartland REALTOR® Organization
HomeTown Association of REALTORS®
Illini Valley Association of REALTORS®
Kankakee County Associates of REALTORS®

Mainstreet Organization of REALTORS®
Mid-Illinois REALTORS® Association
Northern Illinois Commercial Association of REALTORS®
NorthWest Illinois Alliance of REALTORS®
North Shore-Barrington Association of REALTORS®
Oak Park Area Association of REALTORS®
REALTOR® Association of the Fox Valley
Three Rivers Association of REALTORS®

MRED's 2021 listings

Market snapshot



Map includes all listings taken by ZIP code in connectMLS in 2021.

~172K Total closed listings	~317K Total listings	~\$60B Total transaction volume
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Residential

~\$58.6B
Total transaction volume

168,832
Closed listings

\$279,800
Median sales price

15 days
Median market time



Commercial

~\$1.5B
Total transaction volume

2,714
Closed listings

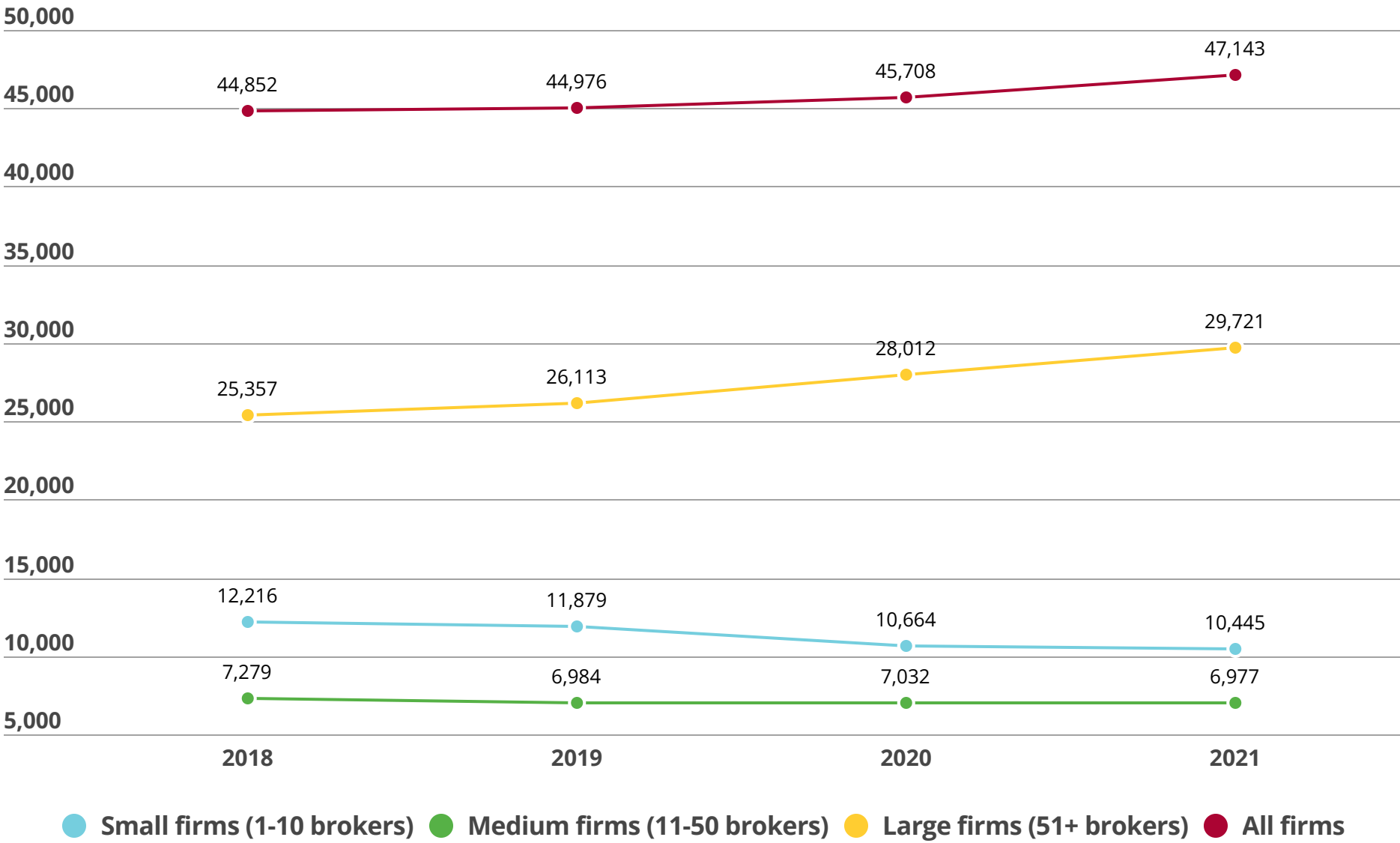
\$350,000
Median sales price

113 days
Median market time

MRED market snapshot

Brokers

Number
of active
brokers

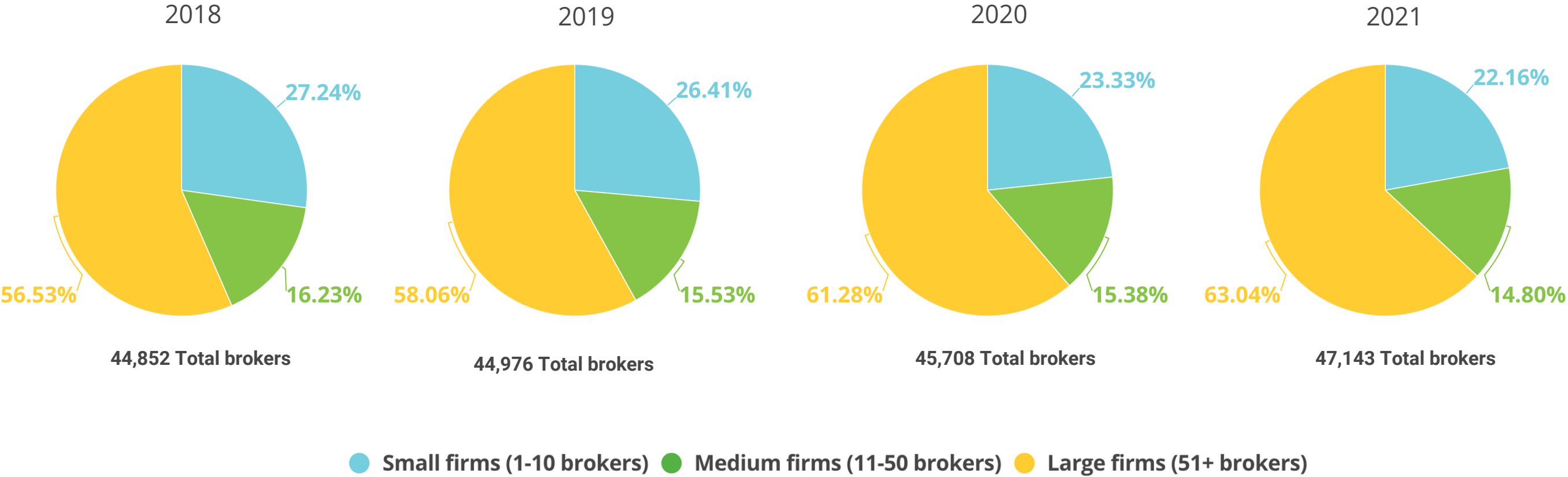


	Avg YOY Growth	2021 vs 2018
Small firms	-2%	-14%
Medium firms	-1%	-4%
Large firms	6%	17%
All firms	3%	5%

Firm: Counts all offices in a brokerage as part of one firm.

MRED market snapshot

Brokers



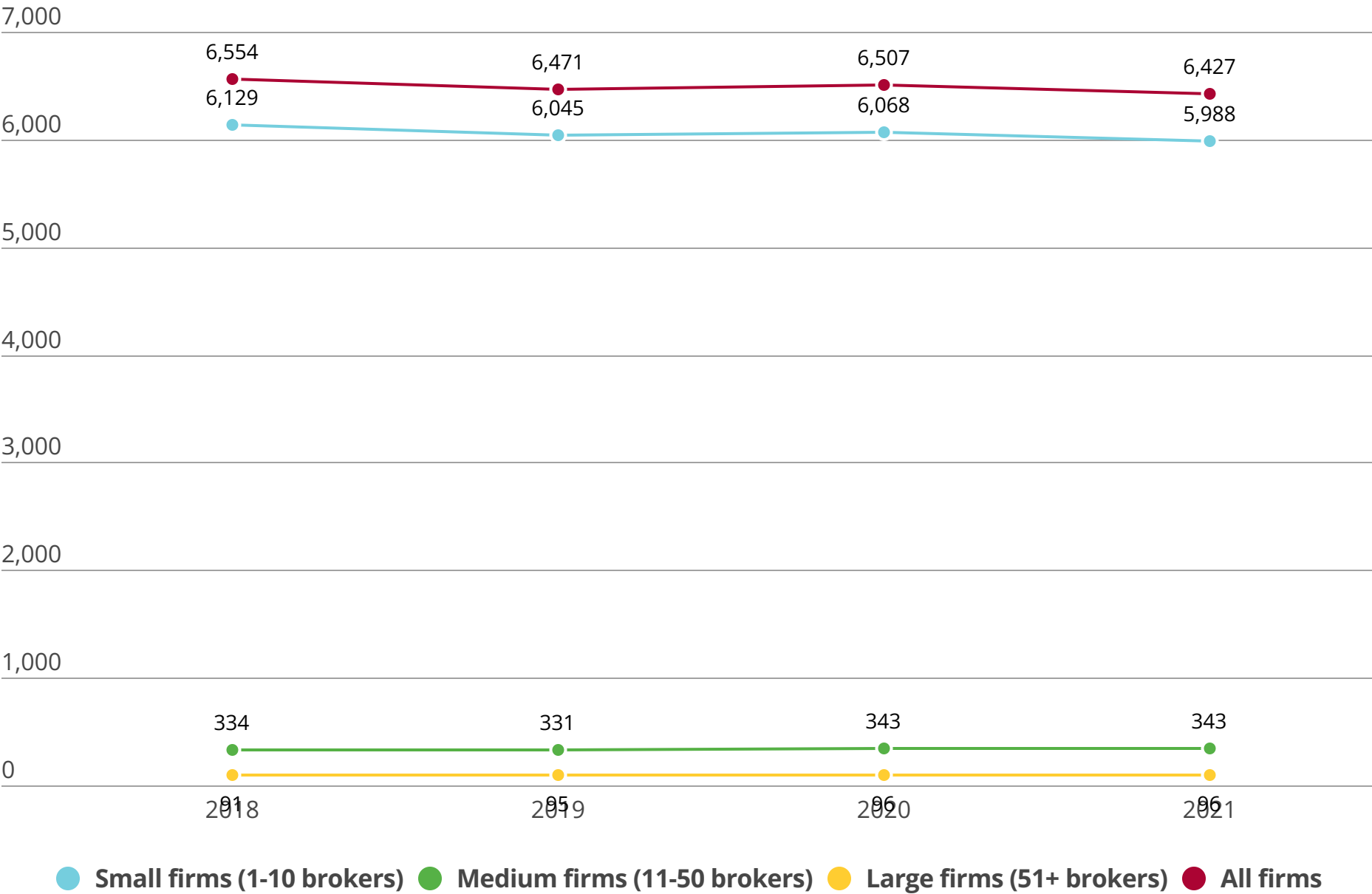
Firm: Counts all offices in a brokerage as part of one firm.

Data pulled on 1/19/2022

MRED market snapshot

Firms

Number of firms



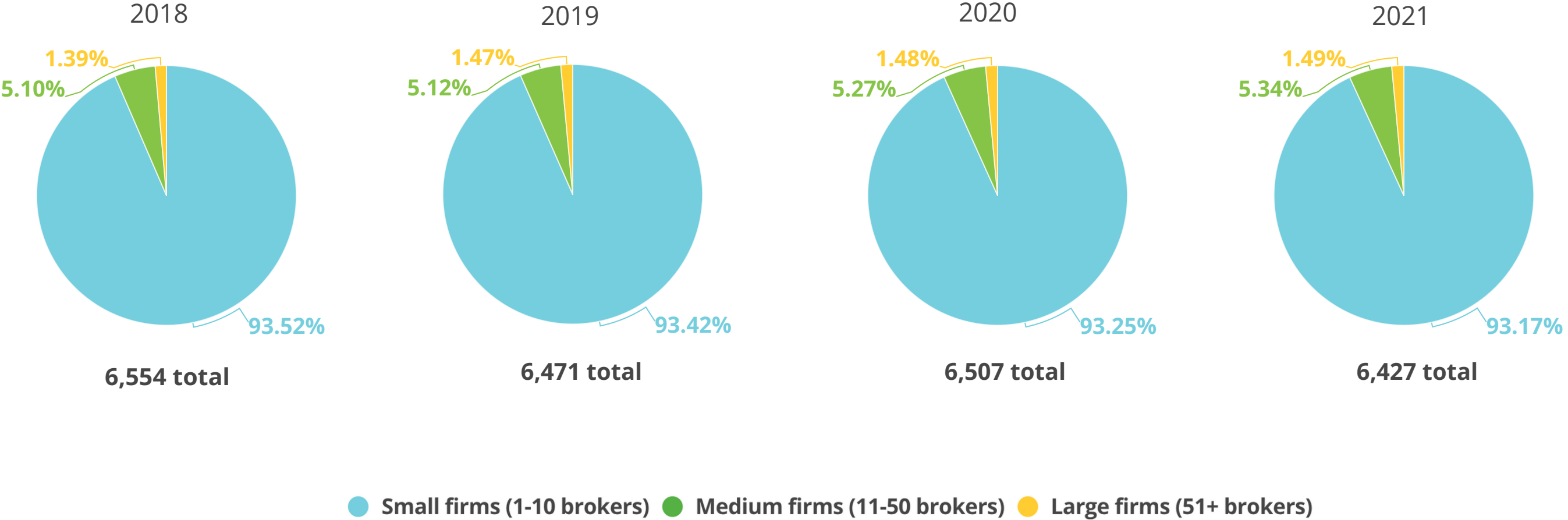
	Avg YOY Growth	2021 vs 2018
Small firms	-1%	-2%
Medium firms	0%	3%
Large firms	0%	5%
All firms	-1%	-2%

Firm: Counts all offices in a brokerage as part of one firm.

Data pulled on 1/19/2022

MRED market snapshot

Firms

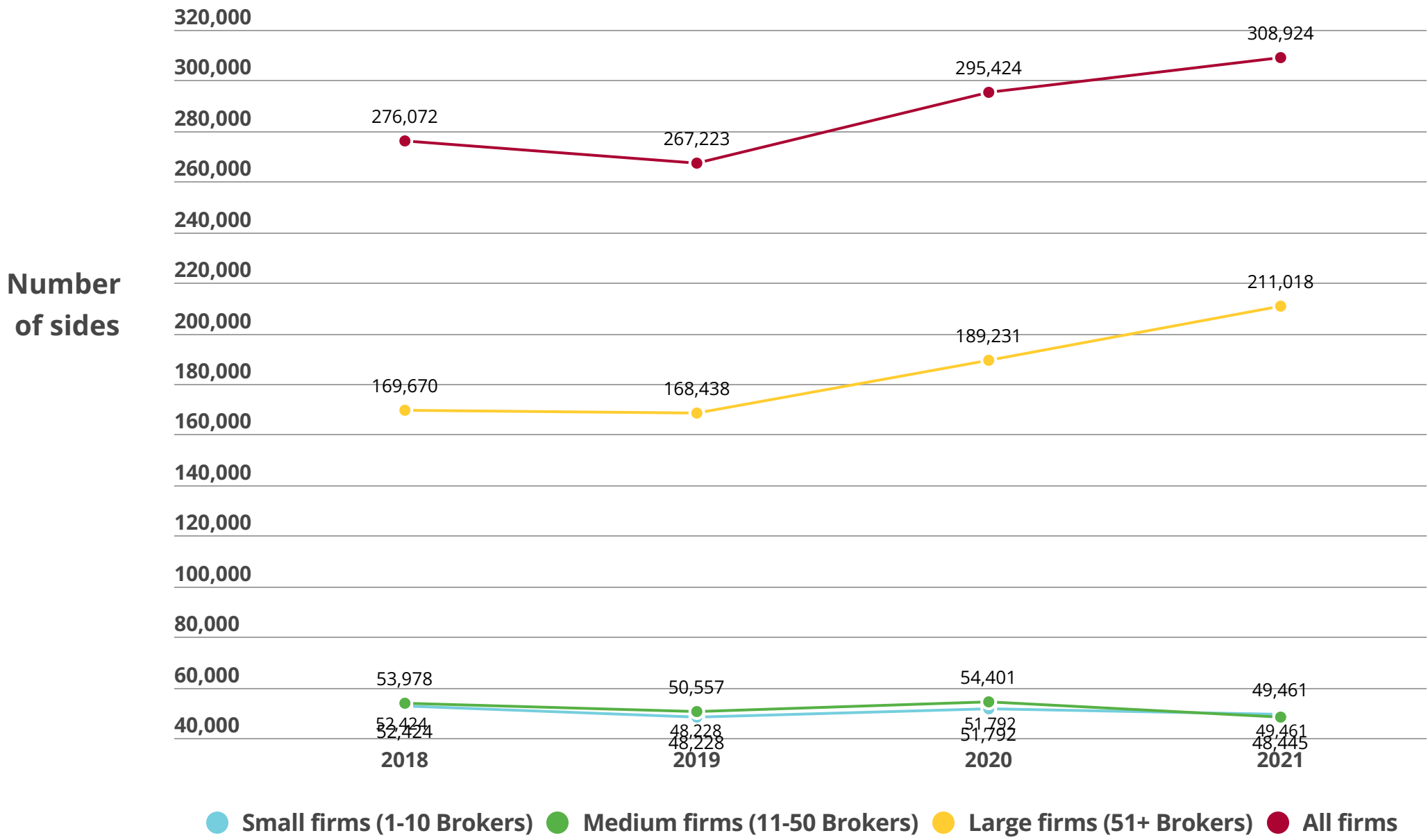


Firm: Counts all offices in a brokerage as part of one firm.

Data pulled on 1/19/2022

MRED market snapshot

Transaction sides

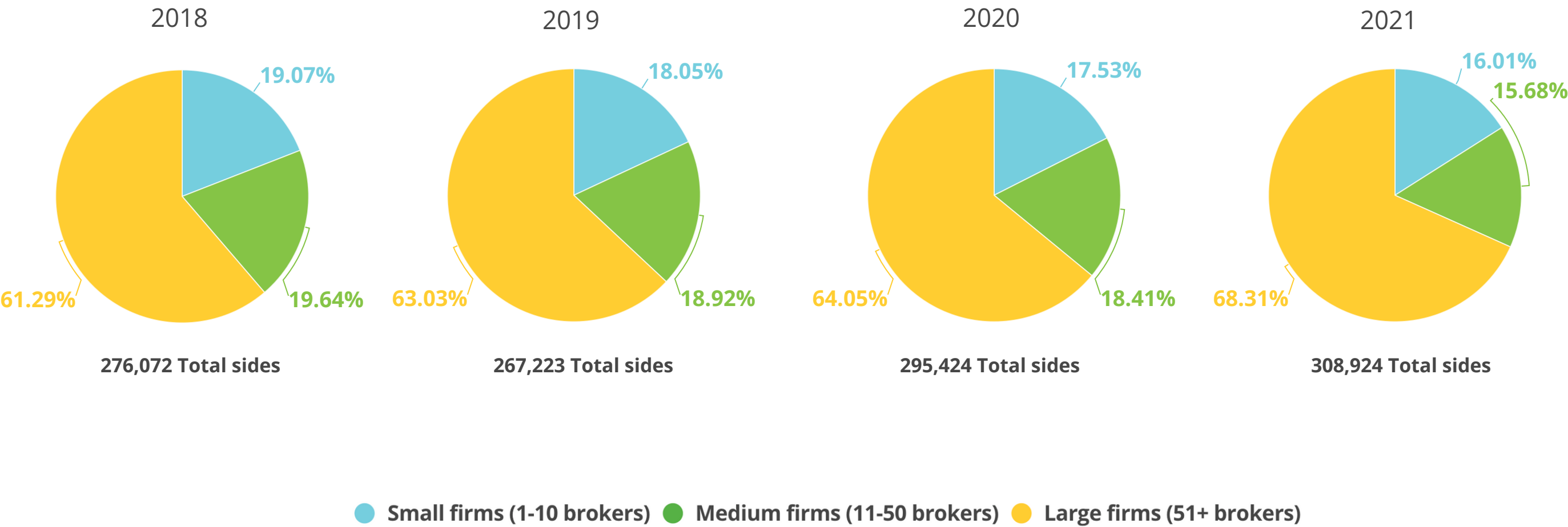


	Avg YOY Growth	2021 vs 2018
Small firms	-5%	-6%
Medium firms	-11%	-10%
Large firms	12%	24%
All firms	5%	12%

Firm: Counts all offices in a brokerage as part of one firm.
Data does not include rental transactions. Data pulled on 1/19/2022

MRED market snapshot

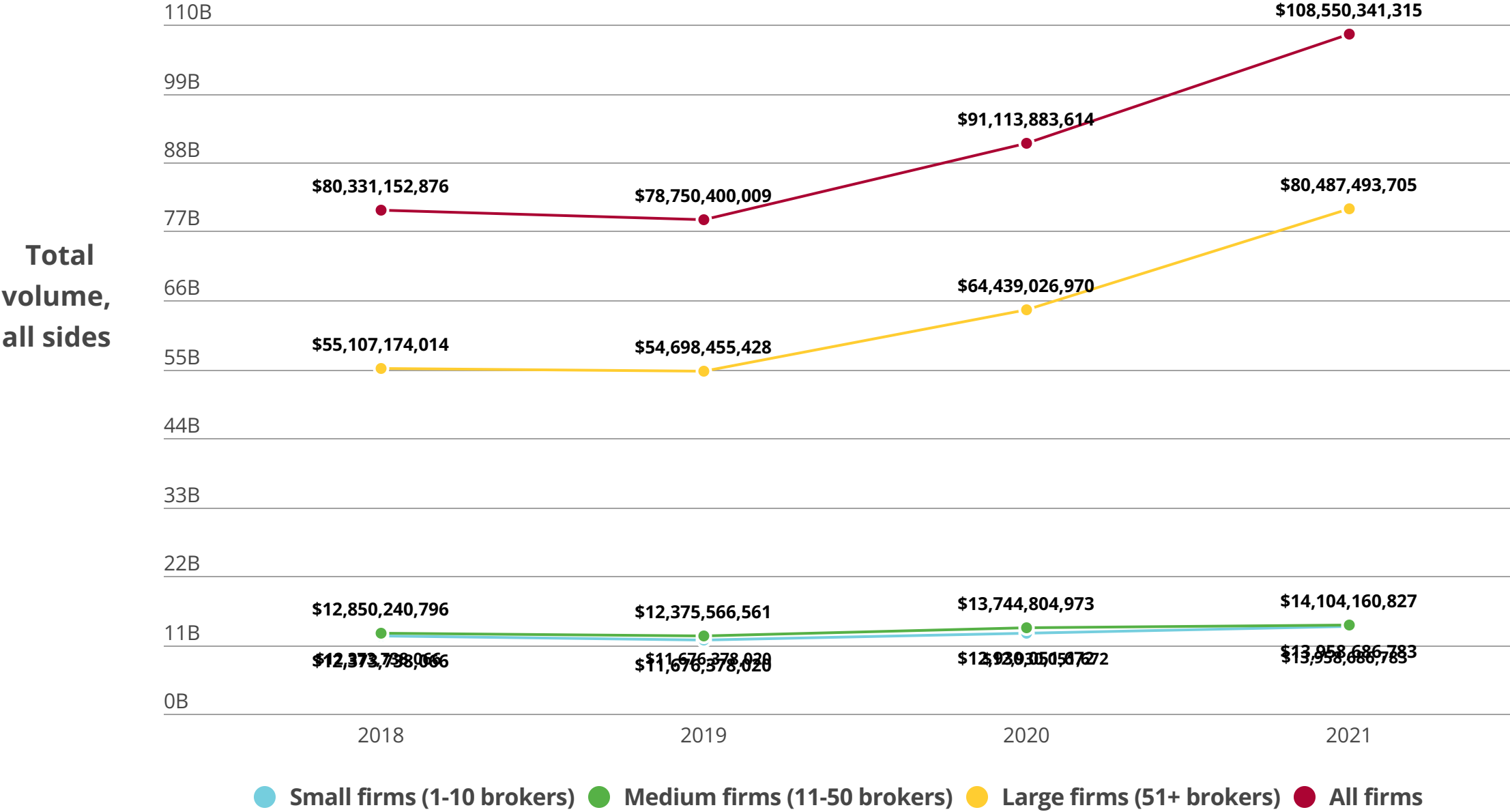
Transaction sides



Firm: Counts all offices in a brokerage as part of one firm.
Data does not include rental transactions. Data pulled on 1/19/2022.

MRED market snapshot

Transaction volume in billions

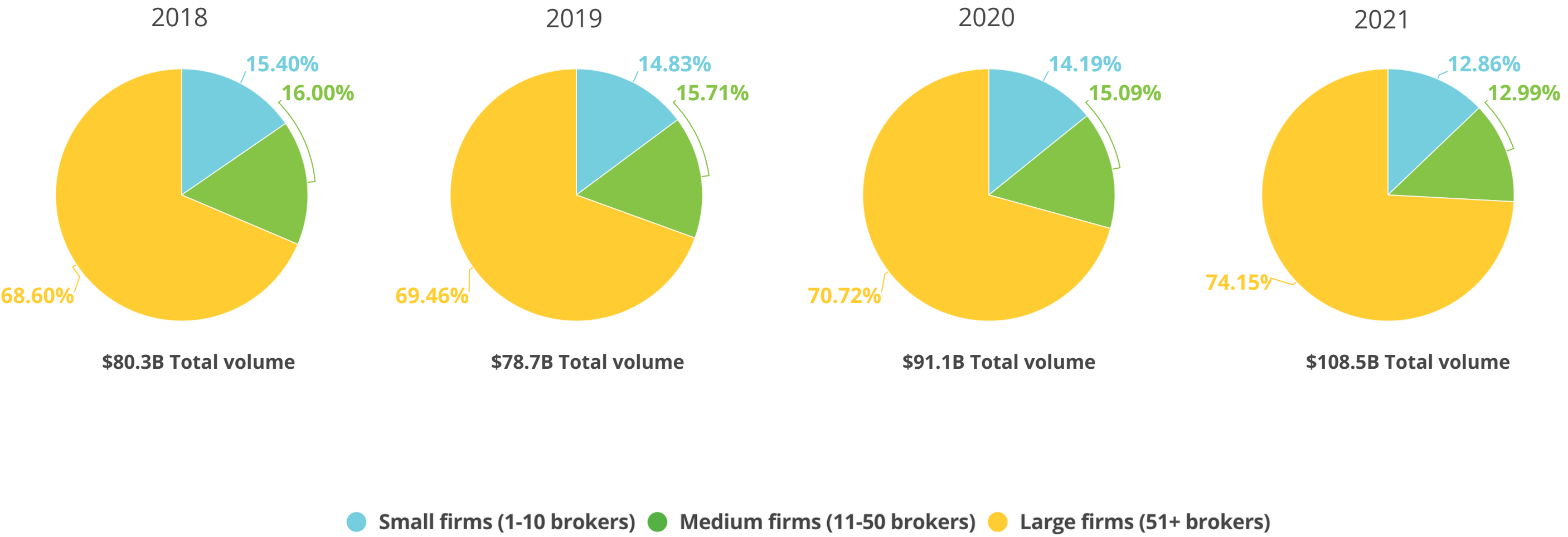


	Avg YOY Growth	2021 vs 2018
Small firms	8%	13%
Medium firms	3%	10%
Large firms	25%	46%
All firms	19%	35%

Firm: Counts all offices in a brokerage as part of one firm.
Data does not include rental transactions. Data pulled on 1/19/2022

MRED market snapshot

Transaction volume in billions (all sides)



Firm: Counts all offices in a brokerage as part of one firm.

Data does not include rental transactions. Data pulled on 1/19/2022

2021 major accomplishments

We work hard to constantly improve the services we provide to subscribers, below are some of the key strategic initiatives MRED completed in 2021.



Launch of Client Portal 2.0

Updates allow easier search and streamlined communication for clients.



Help Desk assists subscribers

Support center answers 86,944 calls and 4,914 emails.



MLS Grid grows

MLS network improves licensing, access and monitoring of MLS data for 1,200 technology companies and serves 33,000 websites.



Grew Knowledge Base

Added how-to articles on frequently asked MLS questions.



Launched Localized Rules Teams

Urban, suburban and rural teams allow for more customized MLS rules.



Improvements to Private listings

Creation of Private status and easier sharing make Private listings a more seamless part of daily workflow.



New preferred unit owners

Nine brokerages signed up to become MRED preferred unit owners.



Created Showing HUB

Worked with country's two largest MLSs to support multiple showing providers in a single market.



connectMLS update allows some CTG flags to be syndicated as active

Change allows properties to obtain added exposure on third-party sites.



Launched CE classes

Held first MRED continuing education course with associations.



Launched TrustFunds

Electronic earnest money feature increases security, convenience.



Data-sharing agreement

Entered into agreement to share data across the Midwest, starting with Minnesota.

MRED Localized Rules Teams

Better facilitation of customized rules

MRED previously had one rules committee, called the Compliance User Team, which vetted MRED's rules. MRED now has three Localized Rules Teams (comprised of broker owners, representatives of broker owners, or association staff members) which focus on rules for three distinct geographic areas in MRED's marketplace:

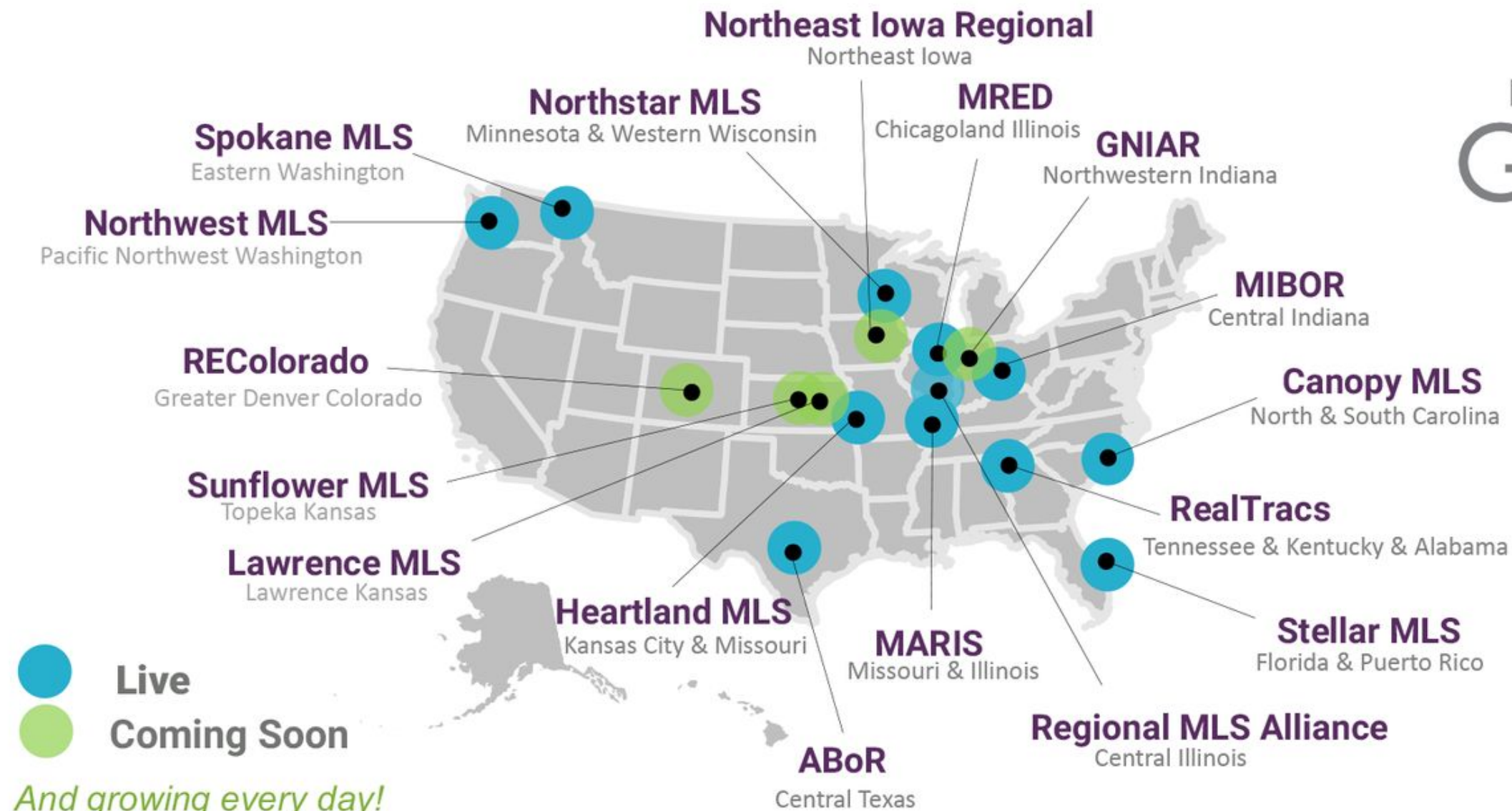
Rural | Suburban | Urban

The creation of Rural, Suburban and Urban Localized Rules Teams recognizes that MRED's markets have unique needs and allows the MLS to be more flexible when serving them. The teams report to the MRED Board of Managers, which has the final say on any rule changes.

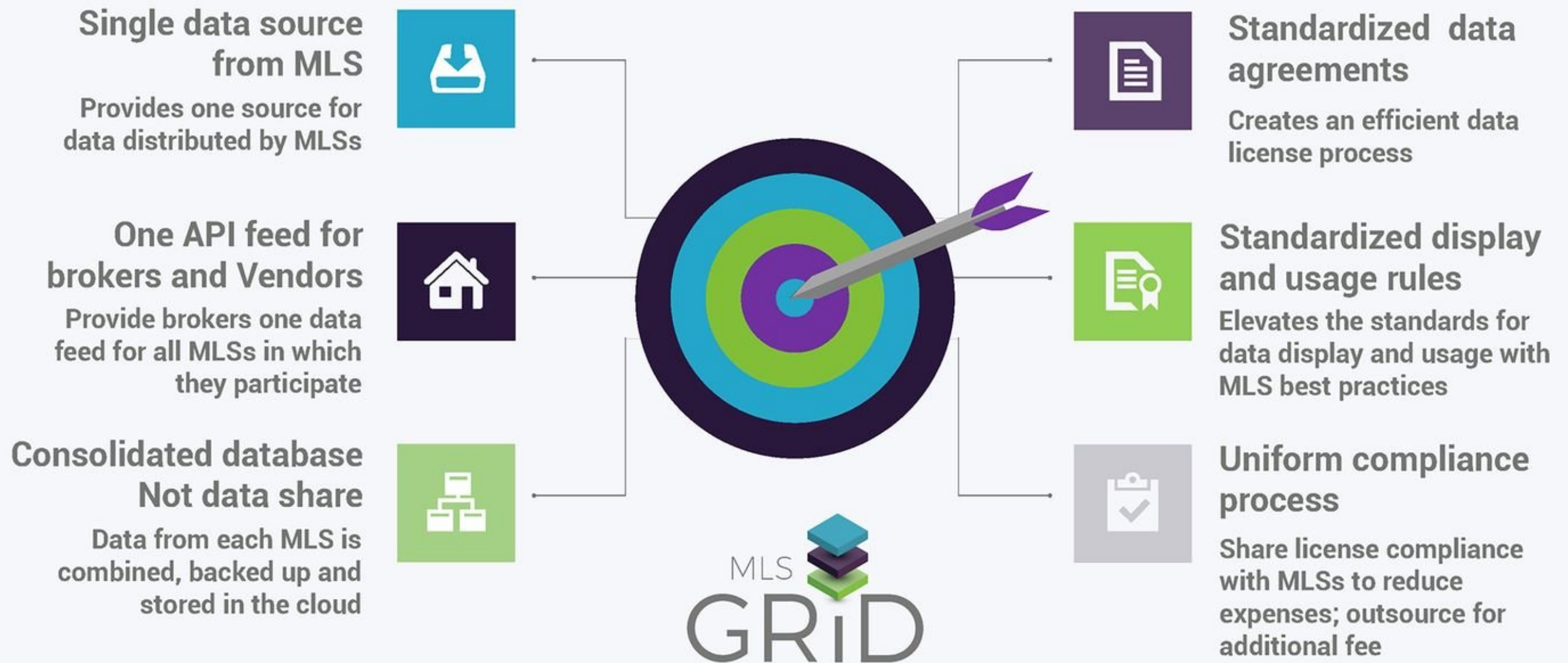
2021 major accomplishments

Technology

MLS Grid solves some of the biggest data management challenges faced by MLSs. As of December 31, 2021, their successful model is serving over 300,000 licensed agents and 1,200 technology companies which fuel nearly 33,000 websites nationwide.



How does MLS Grid make the data delivery process more efficient?



MRED 2022 roadmap

Quarters 1 & 2

We're moving the industry forward for the benefit of real estate practitioners and consumers. Here's how we're proving we're an industry leader.

QUARTER 1

Native RESO Database Conversion

Updating MRED's core database to match relevant RESO standards, for easier onboarding of new associations and product launches.

ZipForms MLS push integration

Integration with Lone Wolf allowing ZipLogix customers to push listings from connectMLS to ZipForms.

QUARTER 2

Green building registry auto population

Autopopulation of consolidated green data and house scores into listing input.

Add/edit 2.0

Massive enhancements in design and functionality to listing input. Also includes new fields for smart home technology, Pearl certification for green ratings, Chicago ward information and more!

Showing service interoperability

First implementation of showing hub, allowing for multiple showing services to communicate in the MRED marketplace.

MRED 2022 roadmap

Quarters 3 & 4

QUARTER 3

Listings beyond connectMLS

Creation and ingestion of listings from external platforms and systems into connectMLS.

Americans with Disabilities Act (ADA) and search engine optimization (SEO) enhancements

Research-enhanced ADA and SEO tagging through data delivery.

Common Data Platform

Begin displaying data from Northstar MLS in Minnesota in connectMLS. Other Midwest states to follow.

Private listings: Phase 4

Enhancements to be determined based on user feedback.

Offer management

Integration of offer management functionality at MRED.

Data Warehouse

Collecting and analyzing data to give back to brokerages and associations, providing unique insights about the MRED marketplace and product adoption.

QUARTER 4

More choice in your MLS tools

Separate MLS front end with search and listing input to offer additional choices in MLS systems such as connectMLS for search and Remine for tax information.

Search: Phase 2

Ingestion of off-market closings and search by payment.

Teams: Phase 3

Partnerships, more clarity in production reports, fine-tuning of permission levels and more functionality for data delivery.

Commercial: Phase 2

New syndication platform option for public marketing, more confidential field options, multiple uses on properties.

MRED Help Desk

To learn more contact: help.desk@mredllc.com

No matter the issue, you're just a quick click or call away from friendly and experienced help! MRED also has a consistently growing online Knowledge Base with answers to many common questions.



Our support team has consistently been named a top contact center. It's easy to see why:

- **98.43%** of inbound calls are closed on the first call.
- Inbound calls are answered in an average of **79** seconds.
- **87%** customer satisfaction.

Happy subscribers

MRED is social on Facebook, Twitter, LinkedIn, and Instagram

I like the way MRED functions, navigates, and helps me do my job efficiently.

All the new changes MRED has made are amazing.



I have never hung up from a phone call with an MRED rep and haven't had my questions answered.

I appreciate the quick response to emails and all the help I have had from its representatives.

After experiencing three multiple listings services, MRED is by far the best. I've always been very satisfied.

The tools, training and support you provide is excellent. Thank you.

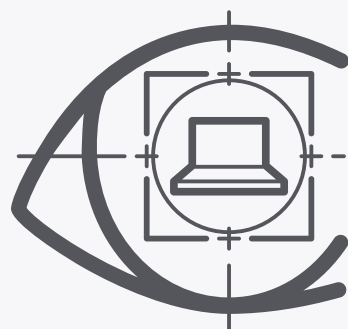
Everything that MRED does is done well.

I honestly have the highest regard for MRED. Everyone is friendly and so competent and knowledgeable whenever I call in with a question.



MRED Compliance

We're not here to fine you; we're here to help!



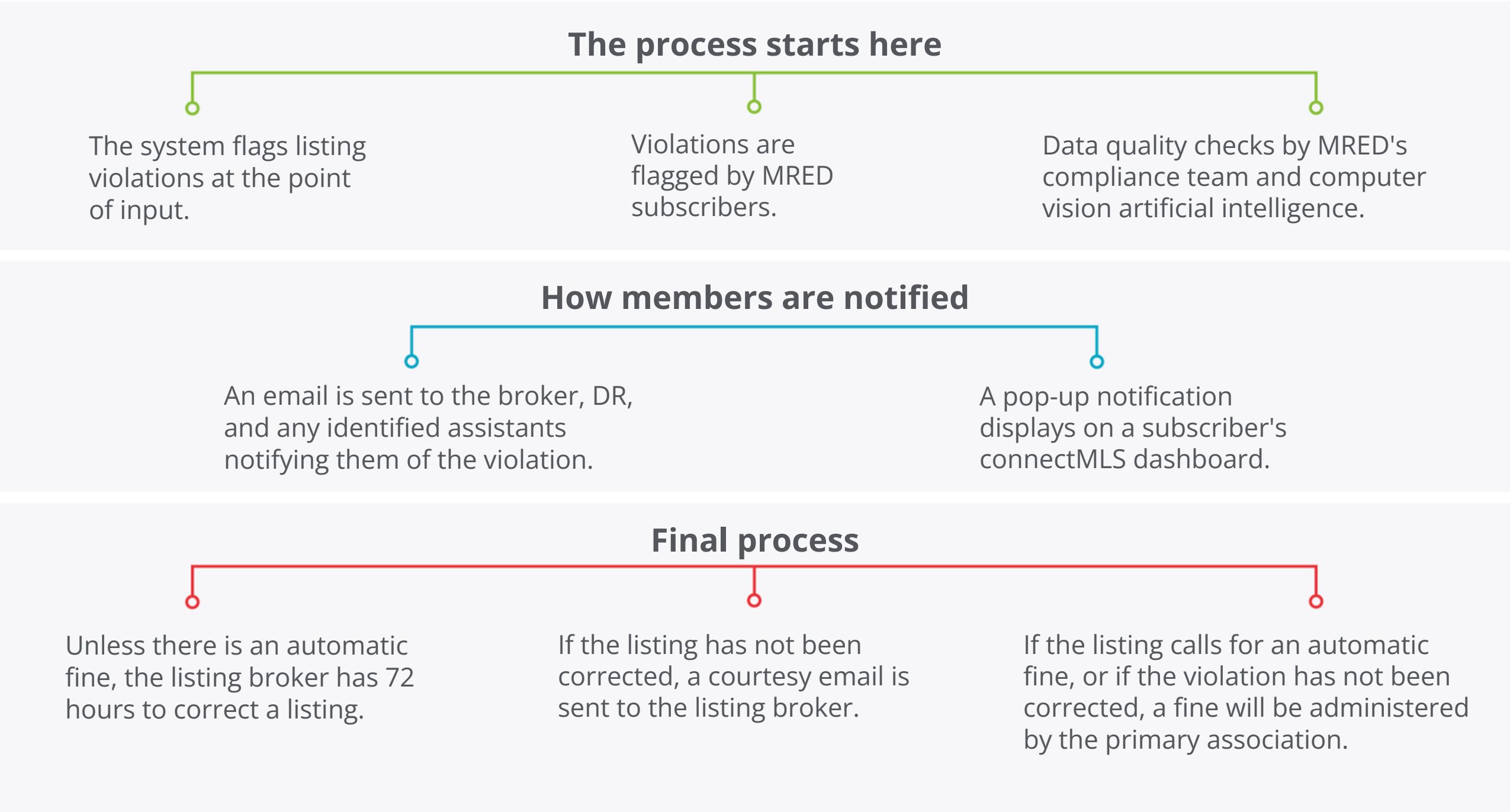
MRED's Compliance Team ensures the accuracy of listing data. Artificial intelligence is used to monitor listing photos for errors and prevent violations.

Top violations 2021	Notifications sent	Resulting in fines
Branded photo	2,689	8
Invalid tax amount/year	2,081	1
Invalid remarks/branding	1,841	0
Branded virtual tour	1,564	5
No primary exterior photo	1,256	11

In 2021, MRED's Compliance Team monitored more than 334,000 listings to ensure compliance with MRED rules.

MRED Compliance

How data violations are handled



MRED Training

Sign up today: training.mredllc.com

Experience MRED training courses which are taught by experienced real estate professionals. These classes address the advanced features and functions of connectMLS as well as an array of MRED products and services.



ONLINE TRAINING

MRED offers free LIVE online classes daily which provide training beyond hands-on class topics.



HANDS-ON TRAINING

MRED offers free hands-on classes, including state certified CE classes, at more than 15 locations.



ONE-ON-ONE TRAINING

One-on-one training is great for for specific questions related to MRED products.



ON-DEMAND TRAINING

Get training when and where it works best for you. MRED's training website has a library of over 100 on-demand videos and webinars.

In 2021, MRED Trainers taught **21,641** attendees and on-demand videos received over **16,000** views.

MRED Broker Outreach

How can MRED best support your business?



Our Broker Outreach Team gathers feedback from MRED subscribers throughout the entire marketplace. They provide Preferred Unit Owners a direct line of two-way communication with the MLS management team.



Subscribers can schedule a meeting with our Outreach Team to get answers to questions and get connected to MRED's many resources.



Our Outreach Team is available to speak at events and represent your MLS at meetings.

To schedule an office visit or meeting, contact:

brokeroutreach@mredllc.com

Thank You