

2023 MRED ANNUAL REPORT



**MRED's
GOT YOU
COVERED**



Letter from MRED's CEO



Options for an increasingly complex business world



We live in a world of choice.

It doesn't matter if it's the car you drive, the computer you use for listing entry or the phone you use as your business lifeline, they all come with a seemingly infinite array of options.

At MRED, we know your world demands more choice, not less. That's why we're constantly looking for ways to offer choice to our subscribers.

Sometimes these choices are as simple as allowing customized searches within connectMLS or giving you nearly two dozen products and services from which to select. In the year ahead, you'll be getting even more choice, including a new way to access your MLS data as we debut a mobile app for connectMLS.

We're also exploring new ways to package and provide data and we plan on offering multiple MLS platforms to our subscribers.

MRED believes If you're successful, we're successful. Adding options to allow you to customize your MLS experience is part of that commitment to serving you.

Rebecca Jensen
President and CEO



MRED's Core Values





Service

We deliver excellent service to our brokerages, subscribers, and all end users. We embody the ideals of servant leadership.



Data Caretaking

We provide secure access to the MLS system, and are steadfast guardians of MLS data use and distribution.



Reliability

We provide dependable systems to access and utilize the MLS. Our data is trustworthy, accurate, timely, and usable, all in an environment that prioritizes user choice.



Innovation

We seek out and drive a culture of innovation throughout our organization. To better serve our brokerages and end users, we reach out for input, respond to feedback, and thrive through collaboration.

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	Pradeep Shukla RE/MAX Renaissance <i>Des Plaines, IL</i> First term, 2023
John Matthews Baird & Warner <i>Oak Park, IL</i> First term, 2024	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
Sue Miller Secretary Coldwell Banker Real Estate Group <i>McHenry, IL</i> Third term, 2025	Luigui Corral RE/MAX American Dream <i>Round Lake Beach, IL</i> Second term, 2024	Al Rossell Jack Carpenter Organization <i>Oak Park, IL</i> First term, 2024
Aaron Starck Berkshire Hathaway Starck Real Estate <i>Palatine, IL</i> First term, 2025	Sue Wiskowski-Fair Treasurer Realty Executives Premier <i>Aurora, IL</i> Second term, 2025	Lynn Madison Vice Chair Lynn Madison Realtor® <i>Schaumburg, IL</i> Third term, 2025
	Jeff Gregory Chair Realty Executives Success <i>Shorewood, IL</i> Second term, 2025	

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 managers

Tom Hurdelbrink
 Northwest MLS
Kirkland, WA | Second term
 Term ends January 2024

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

Strategic managers are appointed annually.

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

Board of Managers

Structure

MRED is unique among 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	No 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 may 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 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.
- Candidates 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

Take part in strategic planning and help influence MRED's future.

Get early access to new products and advance notice of breaking industry news.

Meet with MRED's Outreach Team to gain insight into MRED's strategic vision.

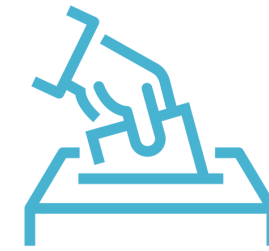


Network

Get special access to engage with MRED Owners through surveys, forums, and focus groups.

Receive an exclusive invite to MRED's annual Owners' Meeting.

Gain access to MRED vendor contracts.



Policy voice

Serve on Localized Rules Teams, which help set MLS policy.

Run for MRED's Board of Managers or nominate other owners for the Board.

Vote in Board of Managers elections and attend Board meetings.



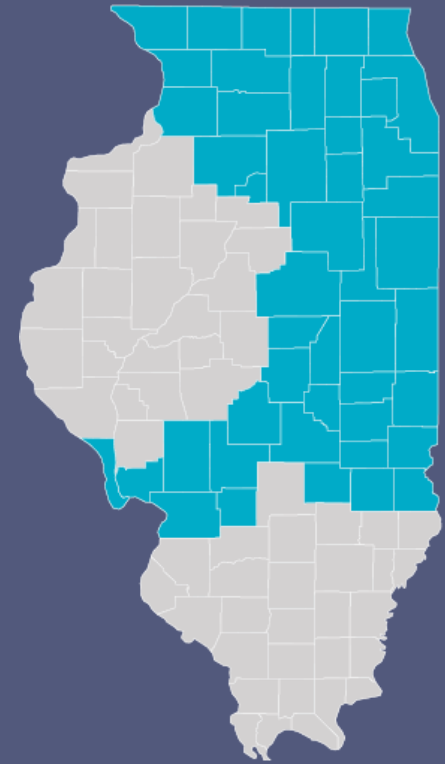
2022 Market Snapshot



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.

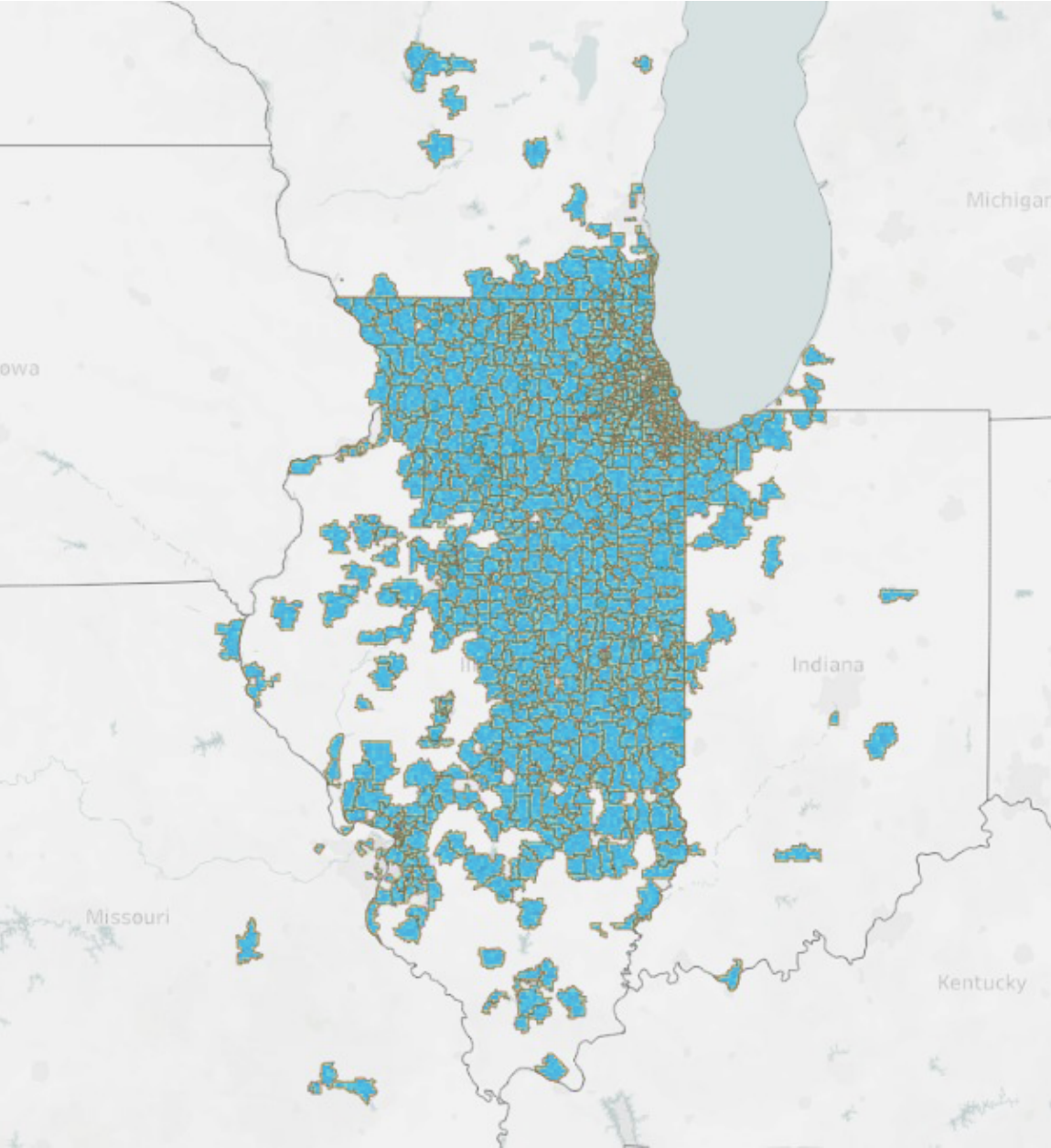


Central Illinois Board of REALTORS®
Champaign County Association of REALTORS®
Chicago Association of REALTORS®
Heartland REALTOR® Organization
HomeTown Association of REALTORS®
Illini Valley Association of REALTORS®
Kankakee County Associates of REALTORS®
Mainstreet Organization of REALTORS®

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
Southwestern Illinois Board of REALTORS®
Three Rivers Association of REALTORS®

MRED's 2022 listings

Market snapshot



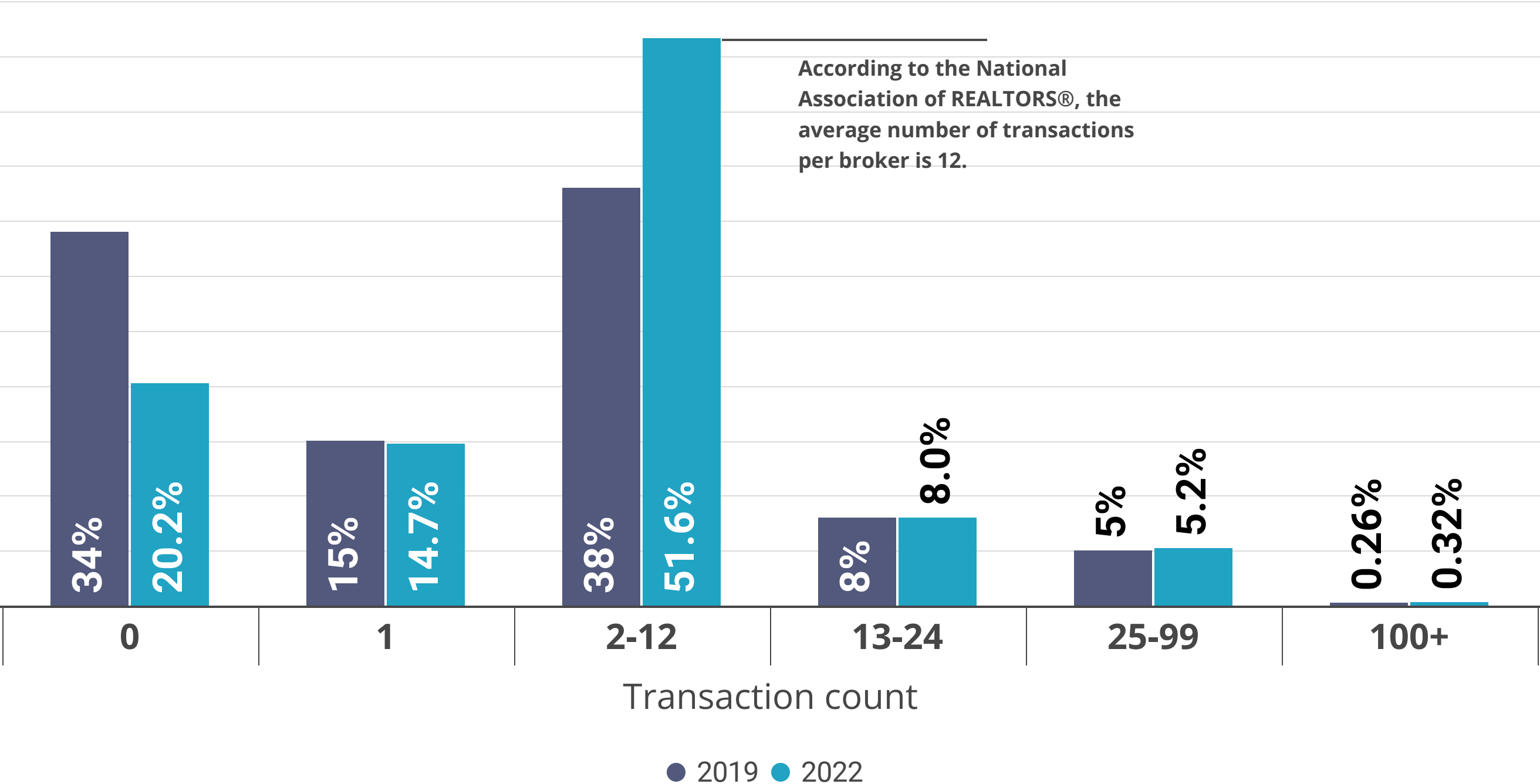
Map includes all listings taken by ZIP code in connectMLS in 2022.

~145K Total closed listings	~300K Total listings	~\$52B Total transaction volume
Residential		Commercial
\$50.7B Total transaction volume		\$1.56B Total transaction volume
142,170 Closed listings		2,739 Closed listings
\$289,000 Median sales price		\$400,000 Median sales price
14 days Median market time		88 days Median market time

MRED market snapshot

MRED brokers' transaction distribution

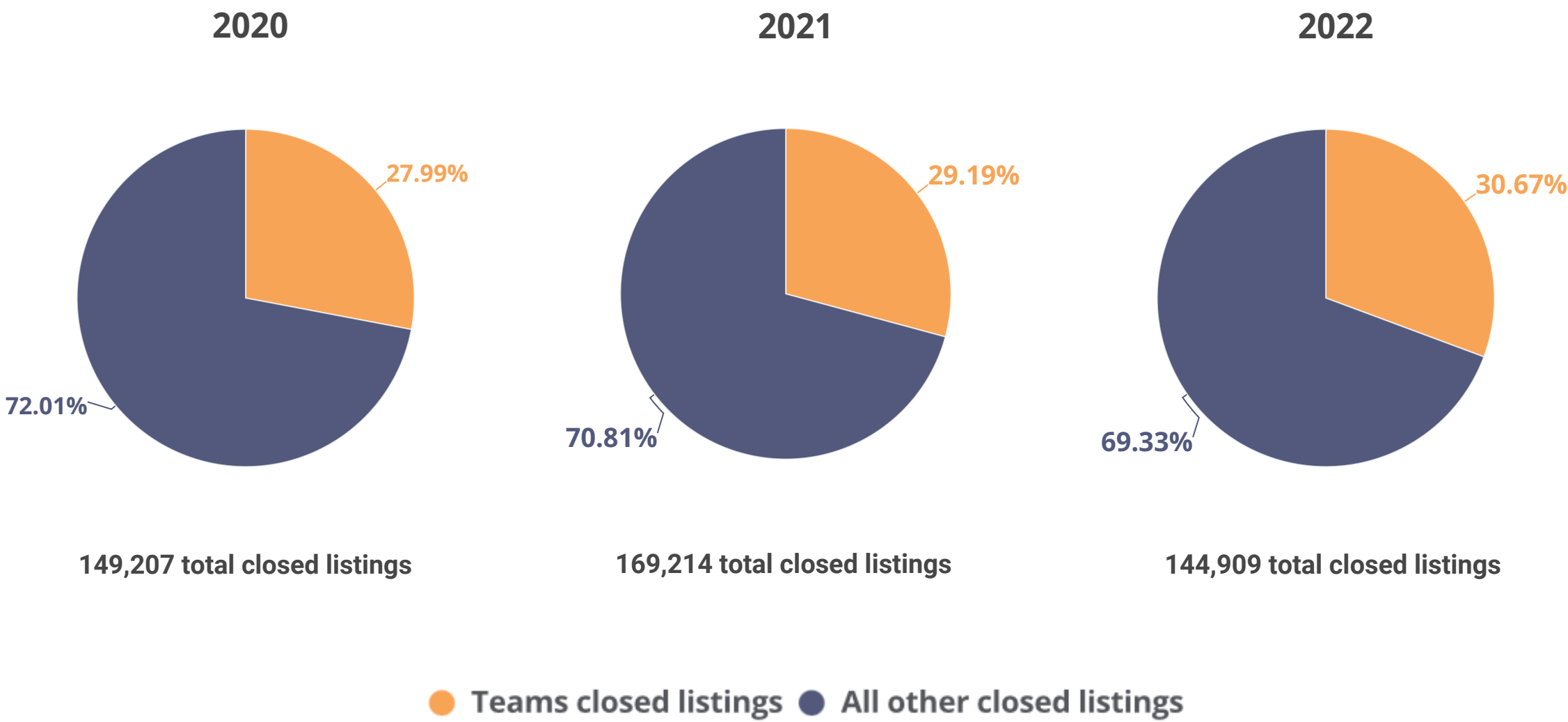
2019 compared to 2022



2019 Percentage based on 45,402 brokers. 2022 Percentage based on 48,187 brokers.

MRED market snapshot

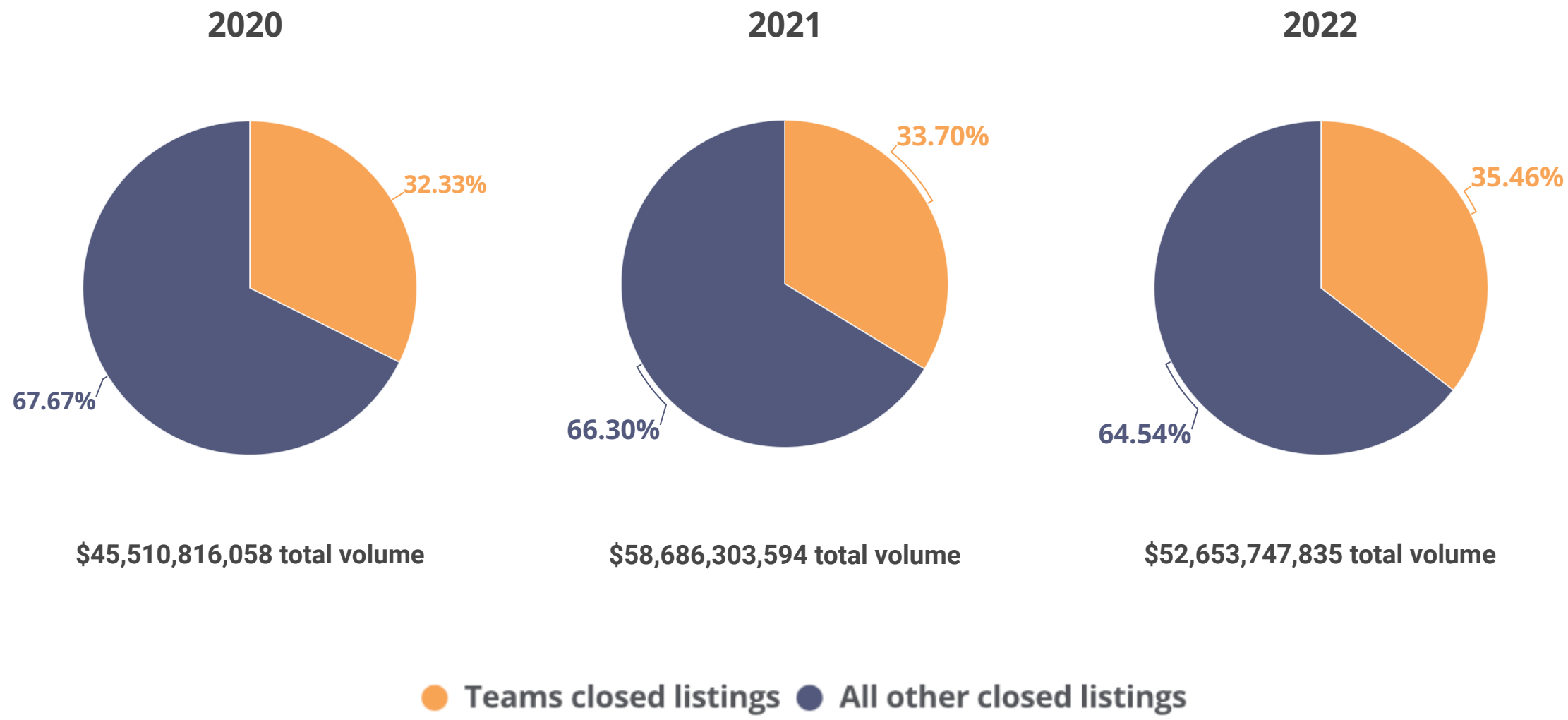
Teams transactions



Team: As self identified in the MRED system starting in 2019.
Data pulled on 1/20/2023.

MRED market snapshot

Teams transaction volume

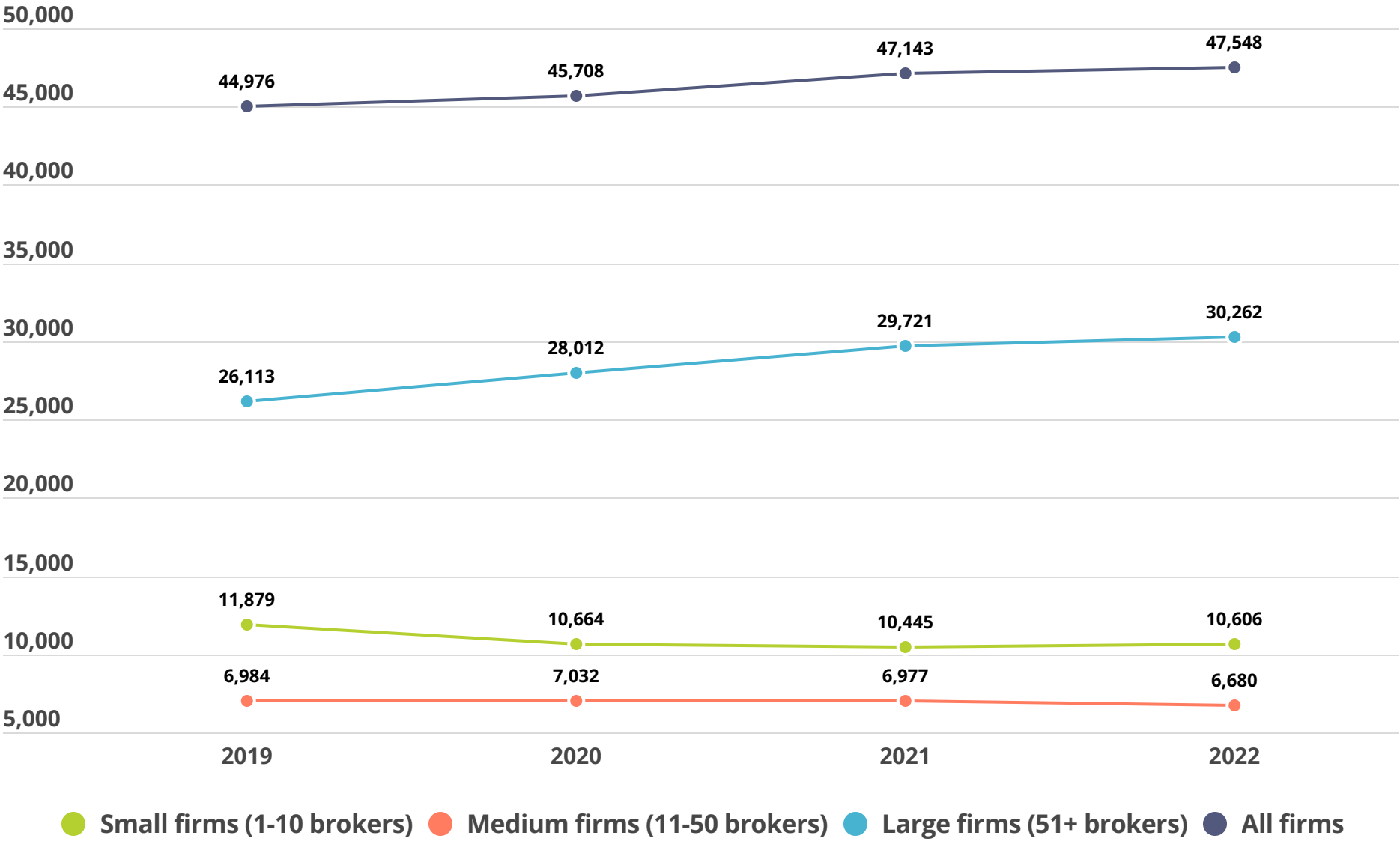


Team: As self identified in the MRED system starting in 2019.
Data pulled on 1/20/2023.

MRED market snapshot

Brokers

Number
of active
brokers



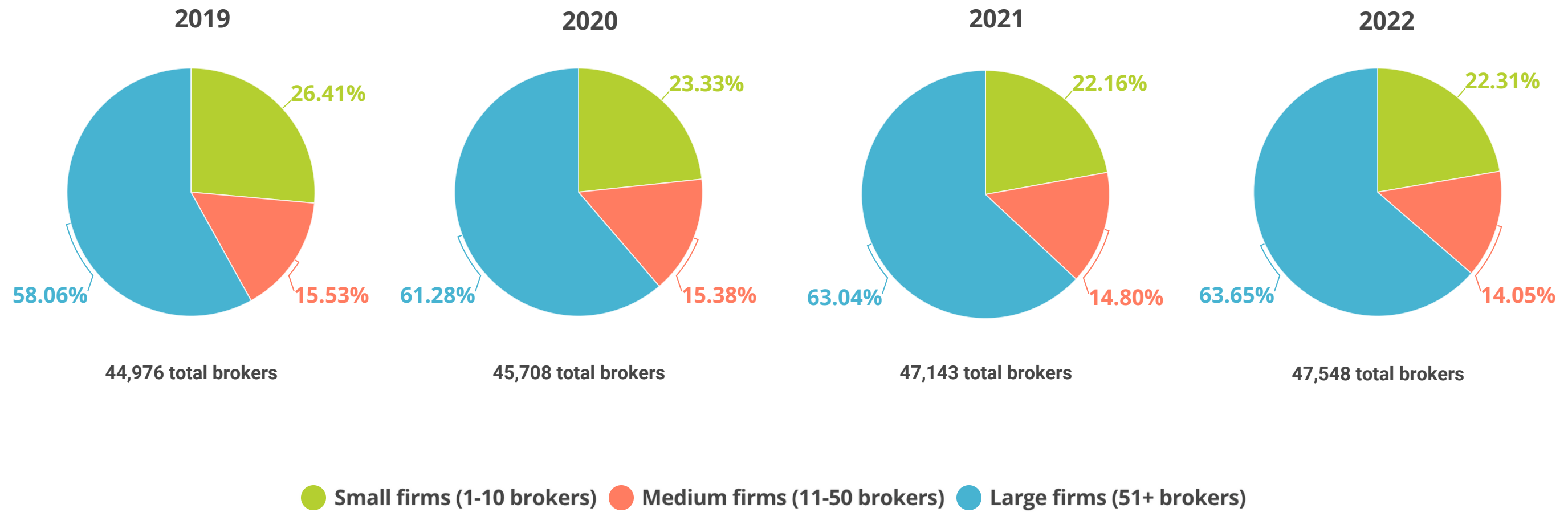
	Avg YOY Growth	2022 vs 2019
Small firms	1.5%	-10.7%
Medium firms	-4.3%	-4.4%
Large firms	1.8%	15.9%
All firms	0.9%	5.7%

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

Data pulled on 1/20/2023.

MRED market snapshot

Brokers

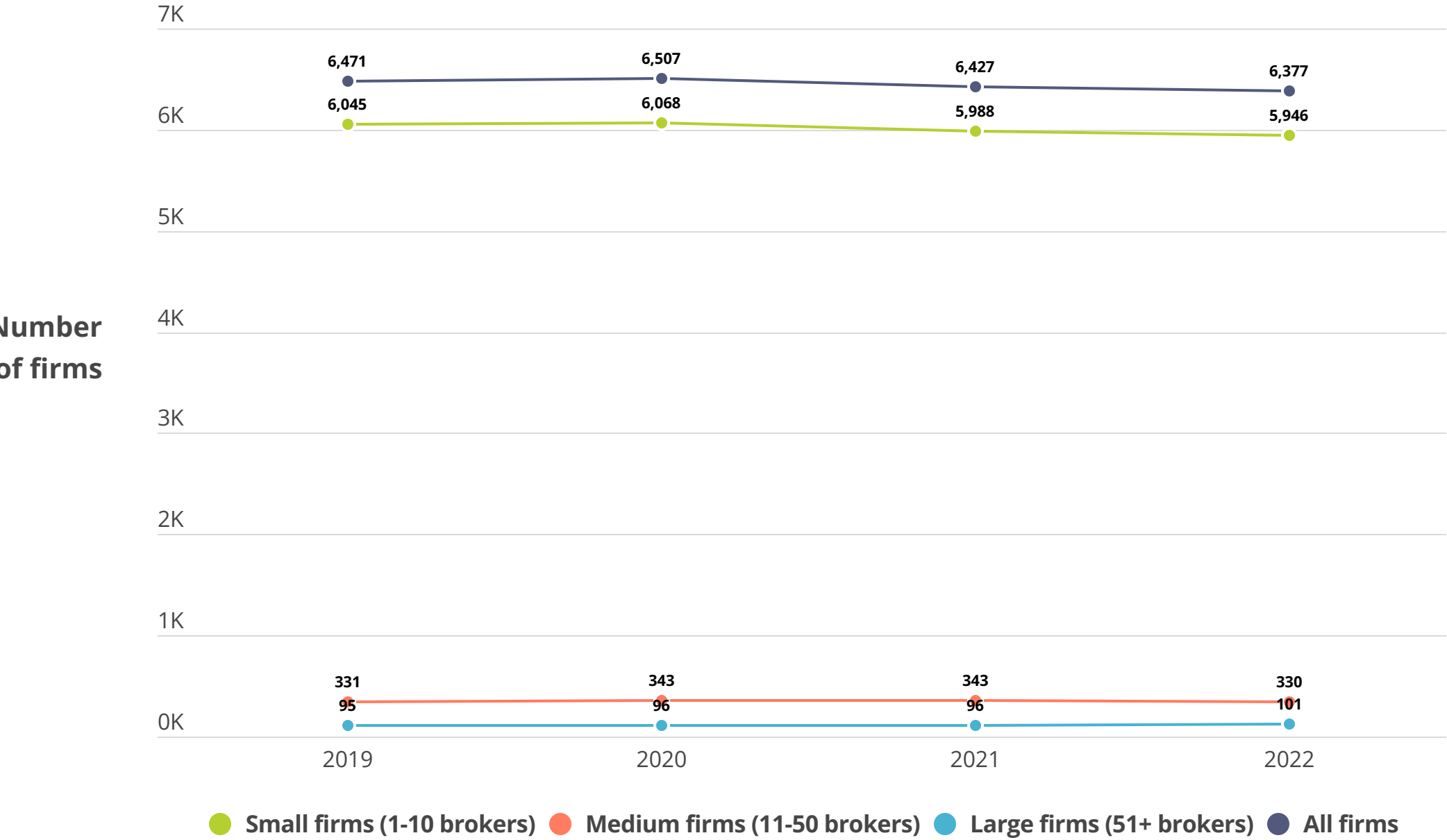


Firm: Counts all offices in a brokerage as part of one firm.

Data pulled on 1/20/2023.

MRED market snapshot

Firms



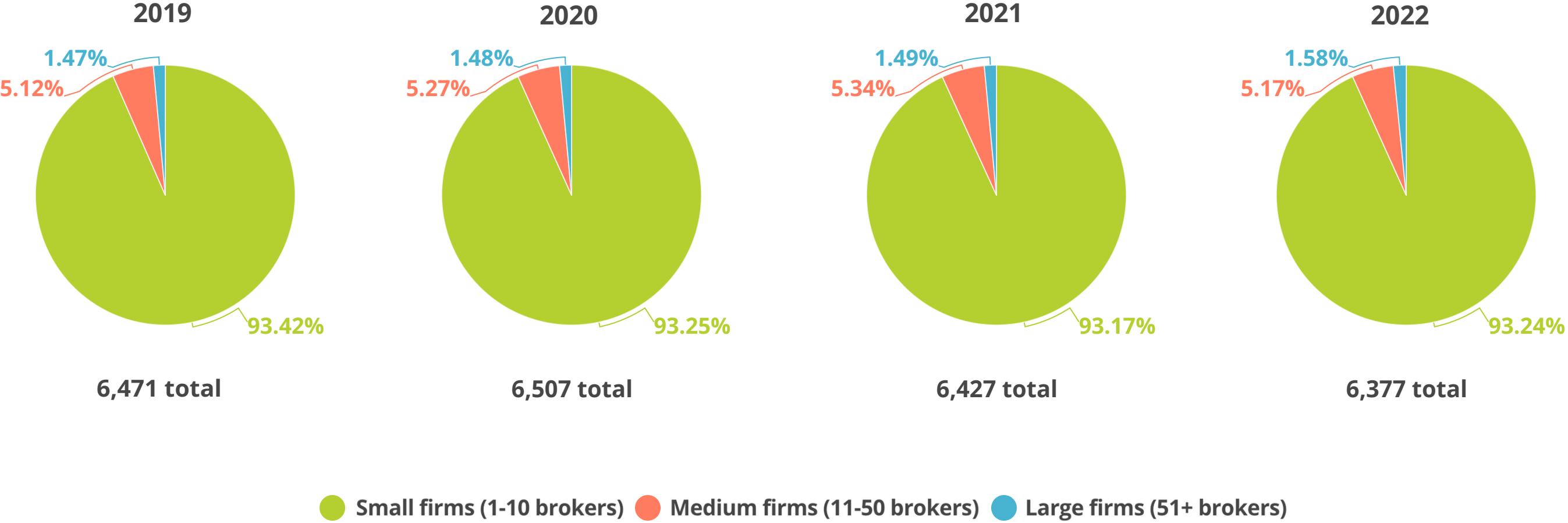
	Avg YOY Growth	2022 vs 2019
Small firms	-0.7%	-1.6%
Medium firms	-3.8%	-0.3%
Large firms	5.2%	6.3%
All firms	-0.8%	-1.5%

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

Data pulled on 1/20/2023.

MRED market snapshot

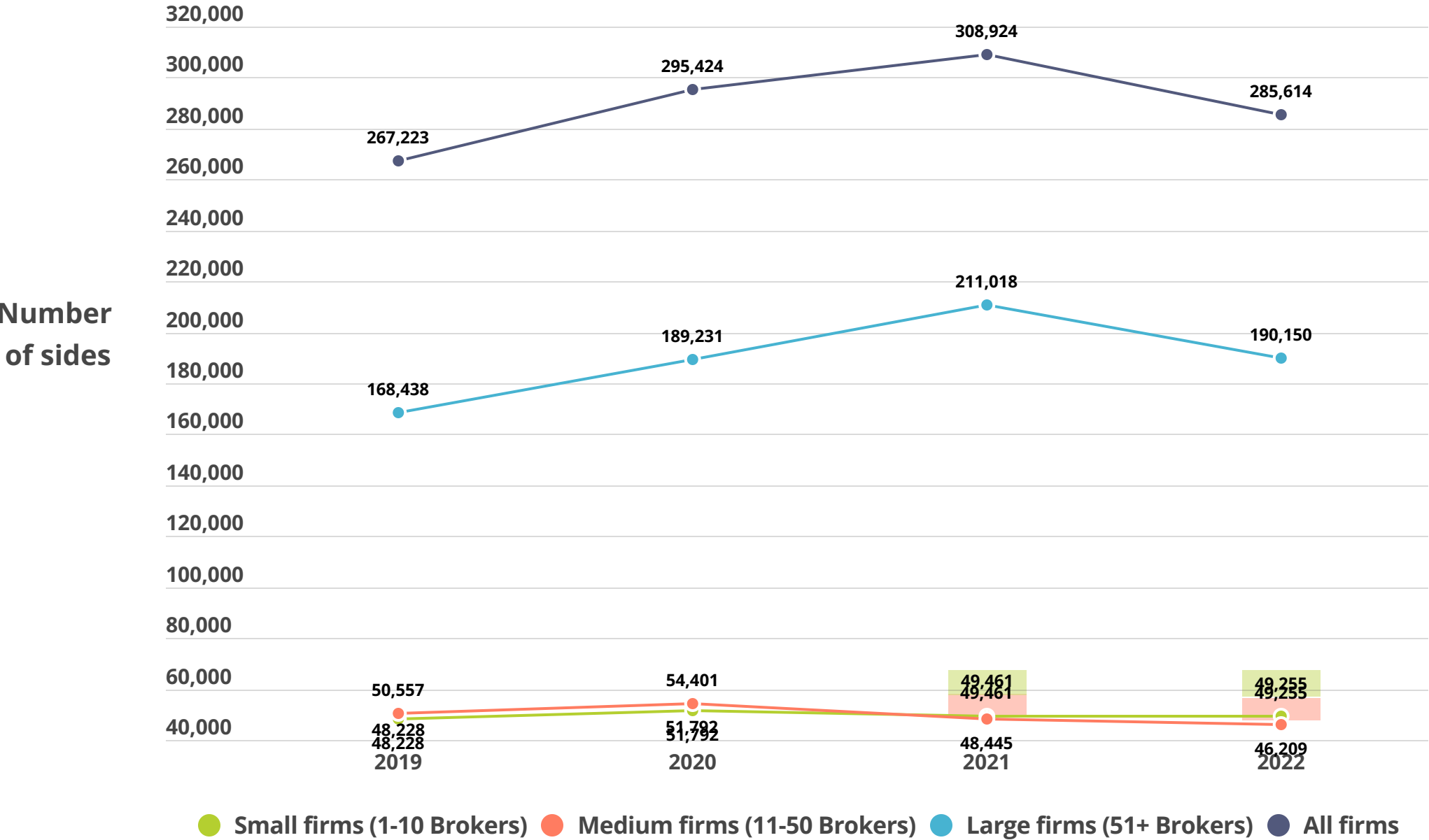
Firms



Firm: Counts all offices in a brokerage as part of one firm.
Data pulled on 1/20/2023.

MRED market snapshot

Transaction sides

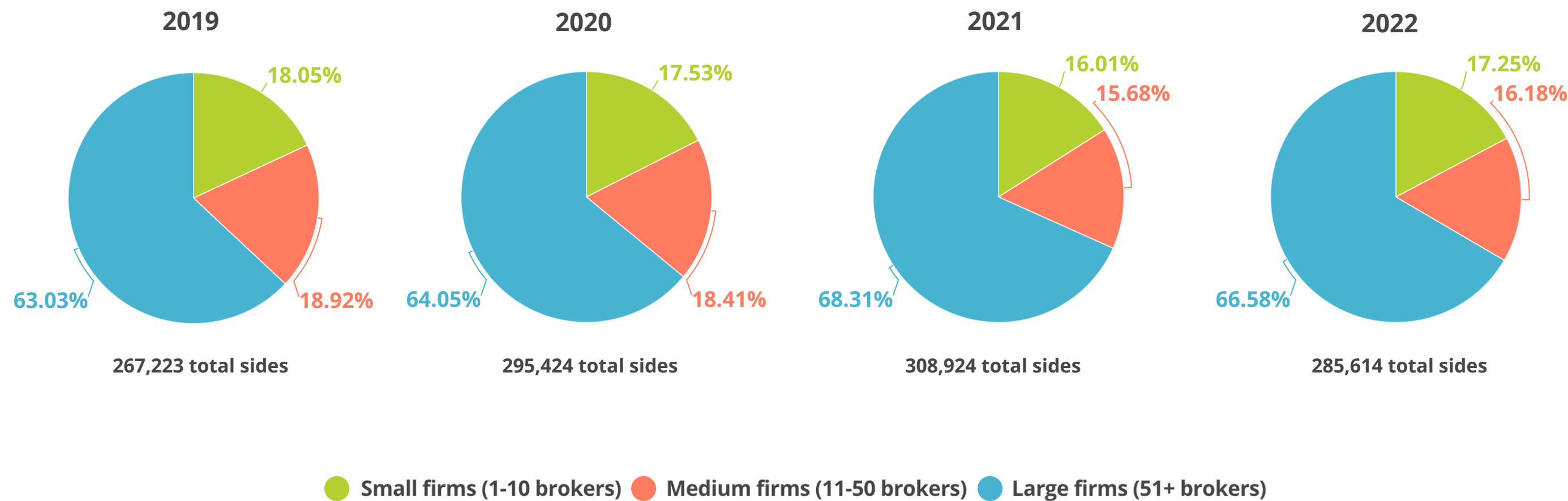


	Avg YOY Growth	2022 vs 2019
Small firms	-0.4%	2.1%
Medium firms	-4.6%	-8.6%
Large firms	-9.9%	12.9%
All firms	-7.5%	6.9%

Firm: Counts all offices in a brokerage as part of one firm.
Data does not include rental transactions. Data pulled on 1/20/2023.

MRED market snapshot

Transaction sides

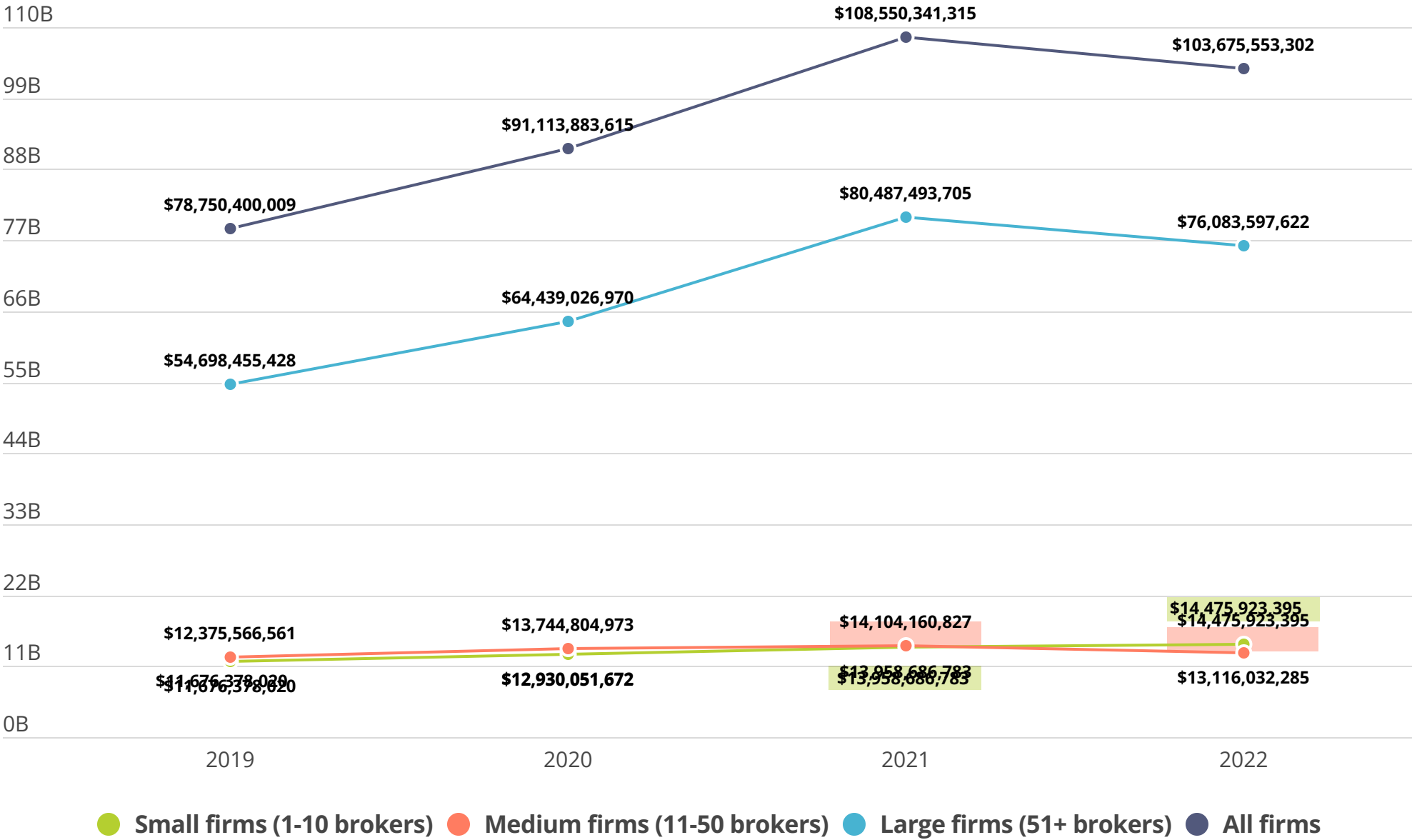


Firm: Counts all offices in a brokerage as part of one firm.
Data does not include rental transactions. Data pulled on 1/20/2023.

MRED market snapshot

Transaction volume in billions

Total
volume,
all sides

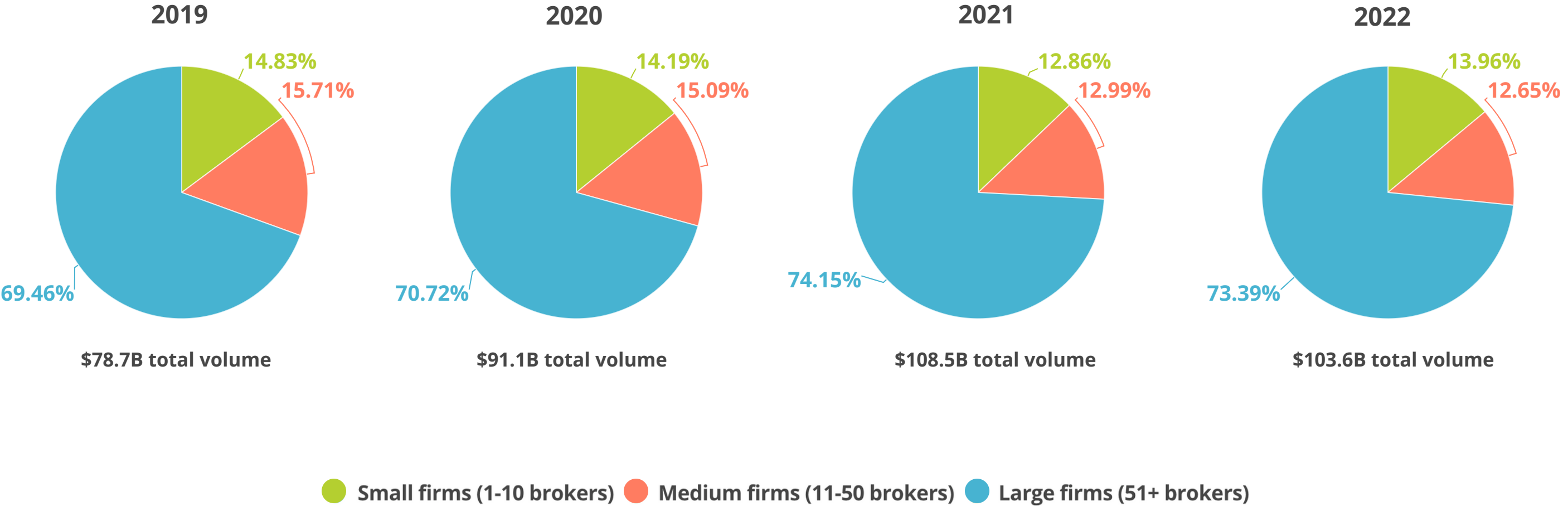


	Avg YOY Growth	2022 vs 2019
Small firms	3.7%	24.0%
Medium firms	-7.0%	6.0%
Large firms	-5.5%	39.1%
All firms	-4.5%	31.7%

Firm: Counts all offices in a brokerage as part of one firm.
Data does not include rental transactions. Data pulled on 1/20/2023.

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 1/20/2023.

2022 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 2022.



Expanded staff to support subscribers

Added new hires to Help Desk, Communications, and Marketing to pursue industry collaboration and improve MRED processes.

Support center wins award

BenchmarkPortal named MRED Help Desk top contact center.

Return of hands-on training

MRED resumed hosting in-office training classes.

Launched five training classes

Sessions focus on new products, lead generation, and prospecting.

Released MRED Tips in Under a Minute video series

Providing subscribers with quick tips.

Enabled cloning of drafts in connectMLS

Highly requested feature to save subscriber time and effort in creating listings.

Added Attribution Contact for display on IDX sites

Change to support NAR policy.

Added Central Illinois Board of REALTORS® to the MRED family

New association expanded geographic reach in central Illinois.

Developed Showing HUB to support choice of showing systems

Project to be launched in 2023 as result of CRMLS, BrightMLS, MRED collaboration.

Guided creation of Showing Standards for Real Estate Standards Organization

Standardization fosters choice in services.

Outreach stayed connected with community

Added new Preferred Unit Owners, visited broker offices and sponsored/participated in more than 100 events in MRED's service area.

MRED Localized Rules Teams

One size doesn't fit all when it comes to some rules

MRED spans an area which includes everything from high-rise condominiums to farmland. Recognizing that geographic diversity, MRED created Localized Rules Teams which can recommend policy changes based on unique market needs for rural, suburban, and urban areas.

Suggestion

MRED’s subscribers recommend rules changes for Localized Rules Team consideration.

Evaluation

The chairs of the rural, suburban, and urban teams select proposals for discussion.

Research

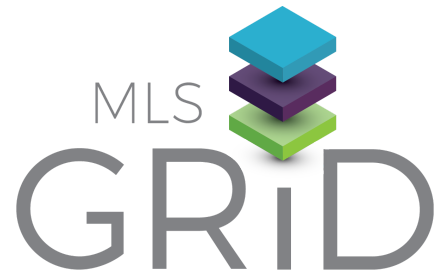
Staff studies the proposal for effects on subscribers and presents findings to team members.

Action

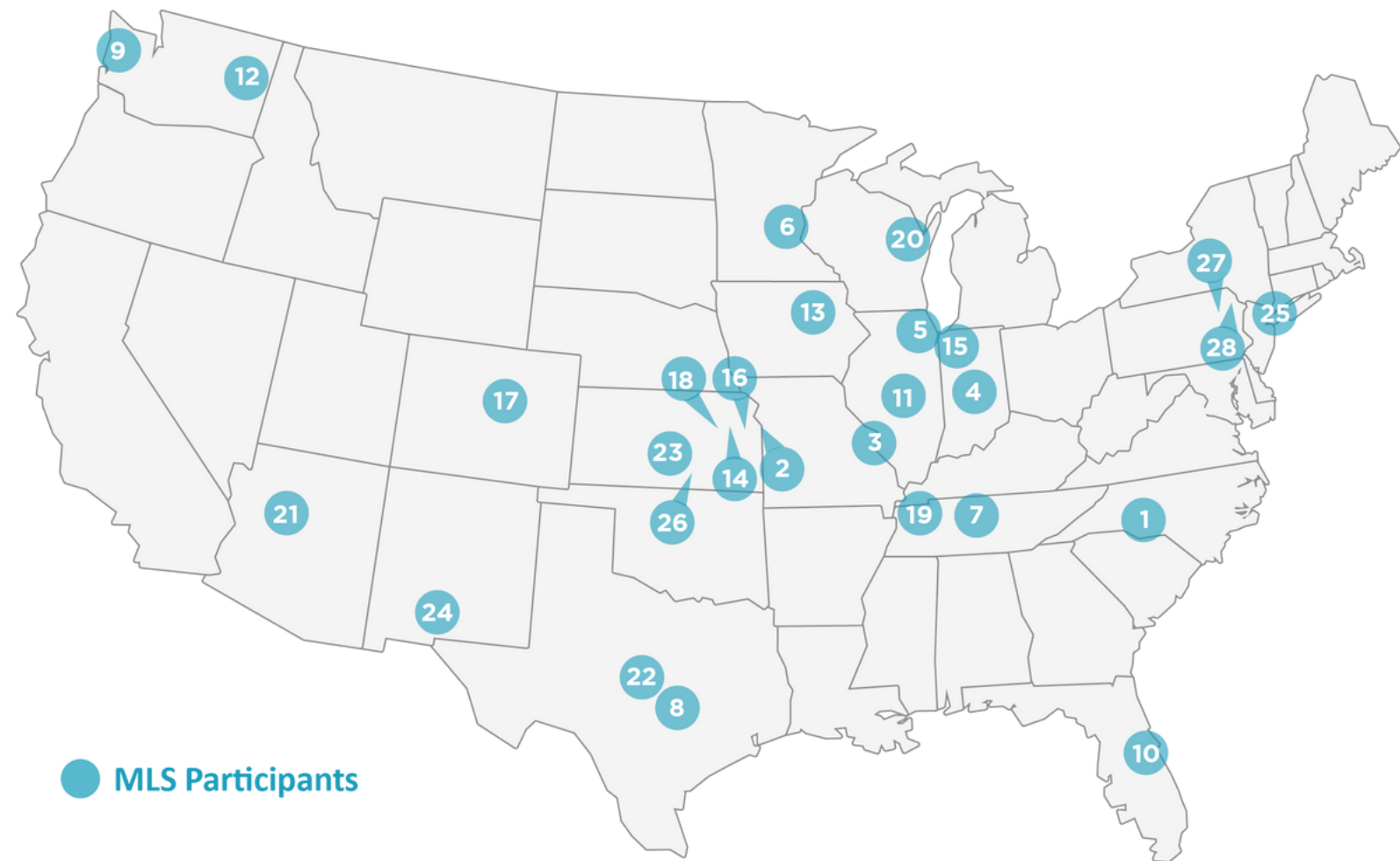
The teams debate the change and may make a recommendation to the MRED Board of Managers, which has the final say on rule changes.

►►► MRED’s Localized Rules Team policy supports MLS growth. If MRED enters a large market or crosses state lines, additional rules teams may be created to serve those areas.

2022 major accomplishments and industry collaboration



MLS Grid solves some of the biggest data management challenges MLSs face. As of Dec. 31, 2022, its successful model serves over 300,000 licensed agents and 1,200 data consumers which fuel nearly 33,000 websites.

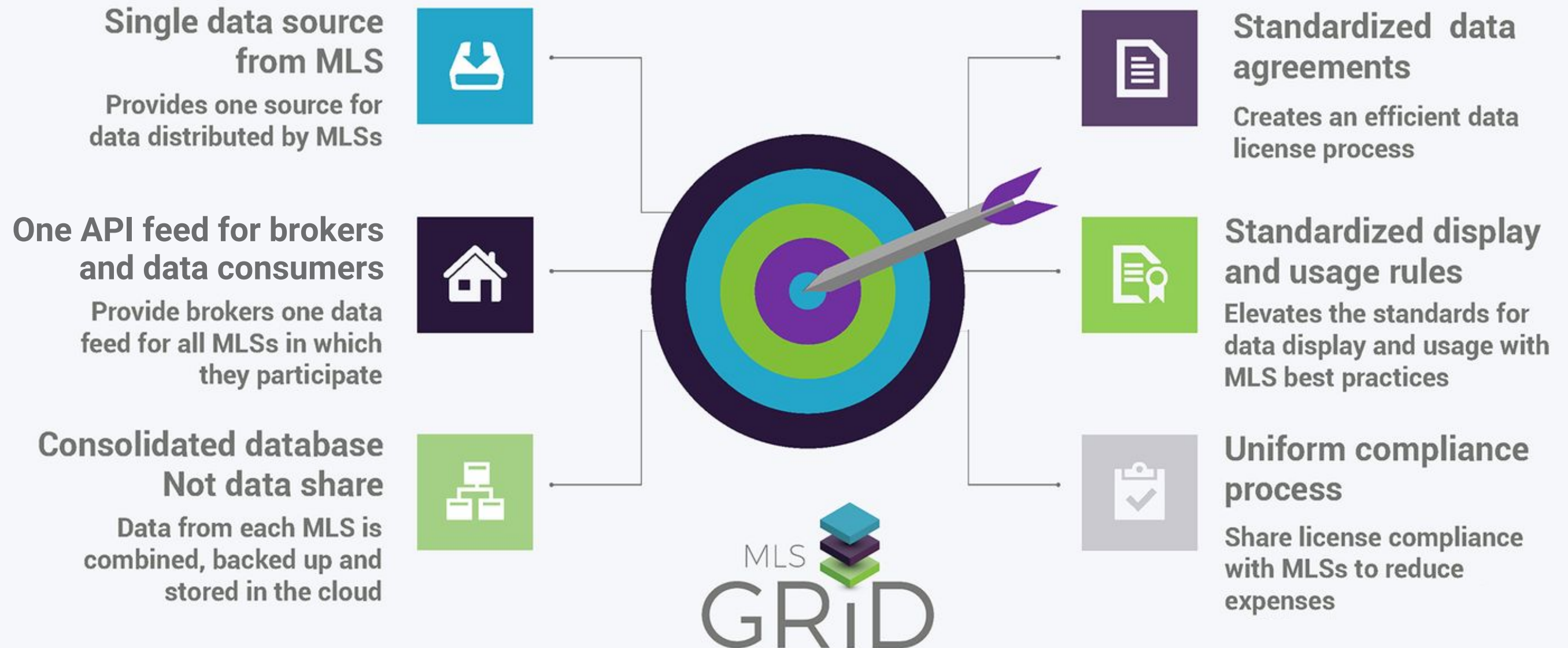


1. Canopy MLS | NC, SC
 2. Heartland MLS | KS, MO
 3. MARIS MLS | MO, IL
 4. MIBOR Broker Listing Cooperative | IN
 5. Midwest Real Estate Data (MRED) | IL
 6. Northstar MLS | MN, WI
 7. RealTracs | TN, KY, AL
 8. ACTRIS MLS | TX
 9. Northwest MLS | WA
 10. Stellar MLS | FL, PR
 11. Regional MLS Alliance | IL
 12. Spokane Association of REALTORS® | WA
 13. Northeast Iowa Regional Board of REALTORS® | IA
 14. Sunflower Association of REALTORS® | KS
 15. Northwestern Indiana REALTORS® | IN
 16. Lawrence Board of REALTORS® | KS
 17. REcolorado | CO
 18. Flint Hills Association of REALTORS® | KS
 19. Reelfoot Regional Association of REALTORS® | TN
 20. REALTORS® Association of Northeast Wisconsin | W
 21. Prescott Area Association of REALTORS® | AZ
 22. Highland Lakes Association of REALTORS® | TX
 23. Mid Kansas MLS | KS
 24. Southern New Mexico MLS | NM
 25. OneKey® MLS | NY
 26. South Central Kansas MLS, Inc. | KS
 27. Greater Scranton Board of REALTORS® | PA
 28. Pike/Wayne Association of REALTORS® | PA

MLS Grid

Technology

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



For more information, visit: mlsgrid.com

MRED 2023 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 MRED is an industry leader.

Q1

Exact percentages for co-listing and team credit in connectMLS

Share preview of listing in connectMLS with clients

Focus groups on Private listing status at MRED

Q2

Launch of Showing HUB

Providing the framework for more choices in showing providers.

Add Portfolio as a Property Type in connectMLS

MRED 2023 Owners' Meeting

MRED 2023 roadmap

Quarters 3 & 4

Q3

Mobile app for connectMLS

**An enhanced, more localized
weekly report on mredllc.com**

Q4

**Brokerage- and association-level
dashboards of user analytics**

**More robust offer management
choices available**

**Beta version of new listing add
edit for connectMLS**

MRED Help Desk

We have answers to your questions

No matter the issue, you're just a quick click, call, or text 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:

- **97.45%** of calls are closed on the first call.
- Calls are answered in an average of **40** seconds.
- **93.9%** customer satisfaction.

To reach out to the help desk, contact: help.desk@mredllc.com

Happy subscribers

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

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

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

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

All the new changes MRED has made are amazing.

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

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

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

Everything that MRED does is done well.

MRED Compliance

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

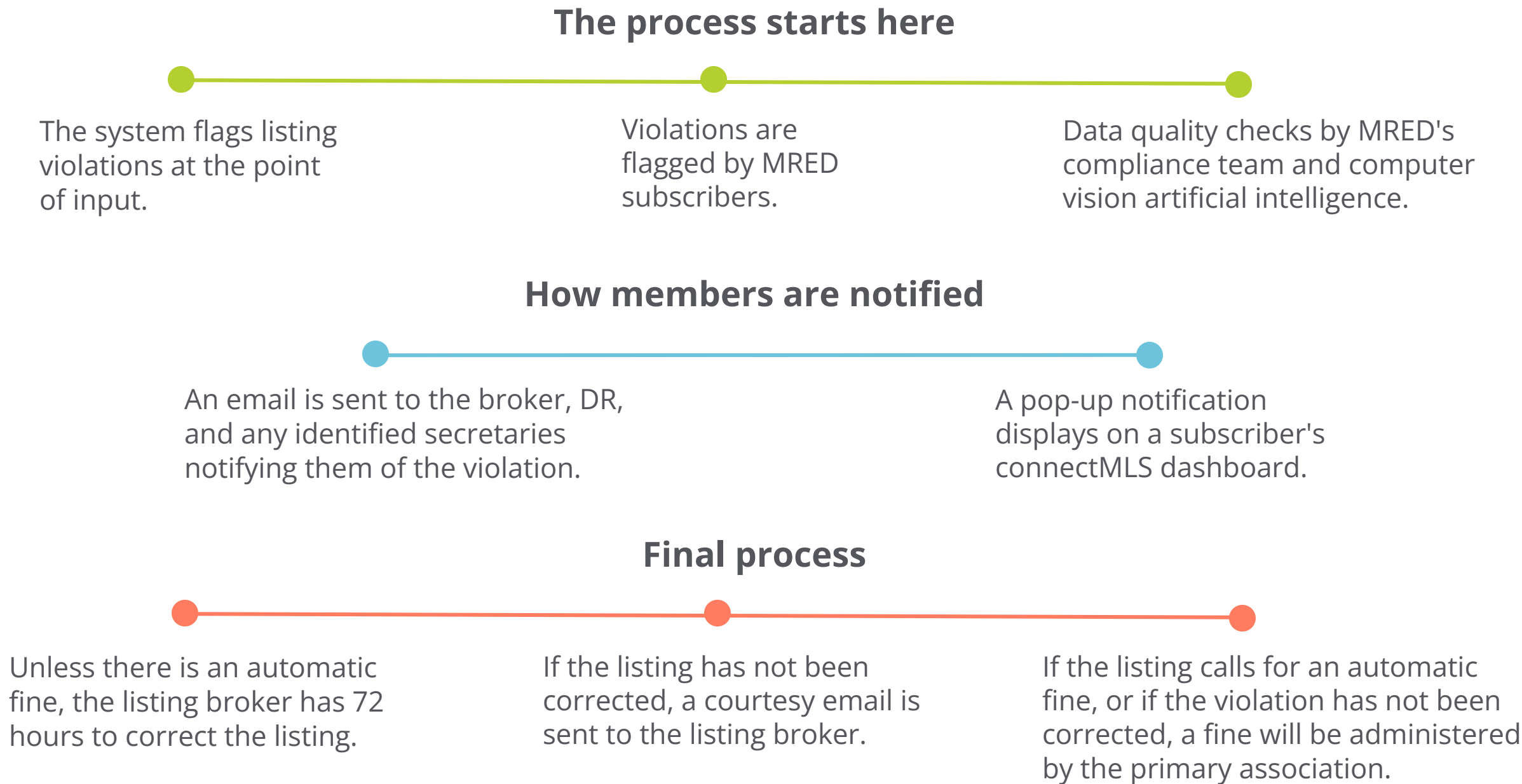
MRED's Compliance Team ensures the accuracy of listing data. Artificial intelligence is used to monitor listing photos for errors and prevent violations.

Top violations 2022	Notifications sent	Resulting in fines
Branded photo	2,483	8
No primary photo	1,261	16
Branded virtual tour	1,078	1
Invalid approx. square footage	962	0
Invalid basement field	962	0

In 2022, MRED's Compliance Team monitored more than 280,498 listings to ensure compliance with MRED rules.

MRED Compliance

How data violations are handled



MRED Training

Sign up today: training.mredllc.com

Participate in MRED training courses 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 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 2022, MRED Trainers taught **13,632** attendees and on-demand videos received over **15,000** views.

MRED Broker Outreach

How can MRED best support your business?



Our Broker Outreach Team gathers feedback throughout the entire marketplace. Subscribers can schedule a meeting with our Outreach Team to get answers to questions and get connected to MRED's many resources.



Broker Outreach provides Preferred Unit Owners direct two-way communication with the MLS management team.



The Broker Outreach Team is available to speak about the MLS at your next event or office meeting.

To schedule an office visit or meeting, contact: brokeroutreach@mredllc.com



Updated: 3/28/23