

The Benefits of the Multiple Listings Service (MLS)

The Multiple Listing Service (MLS) has become a very strong entity for home sellers to strategically list their houses both efficiently and effectively. The name of the game is to get the word out to as many people as possible when attempting to sell your home. Using MLS will make it that much easier to do. Before the inception of MLS, most real estate companies had sole possession of the house listing they were selling for a home owner and were granted exclusive rights to these listings. MLS opened the door to shared information and now allows your home to be viewed through a system than just one real estate company.

Before MLS was available to homeowners trying to sell, they were usually subjected to deal with more than one company to get the word out and listing out to a larger spectrum. Nowadays, MLS plays a major role in home marketing. Any agent within the MLS system has the power to access every property listed in a specific area. This system works to minimize the agent t one and that agent has the power to spread your listing across the entire market. As always, the Internet makes life a little easier.

Real estate companies used to sell their listing to one another to piece together a better marketing strategy that would span to a wide array of buyers before the establishment of MLS. One of the primary functions of MLS is to ensure every seller's listing is readily accessible and visible to the buyer's market. If you are attempting to sell your home, creating buyers traffic is the number one priority. The truth is if people don't come to see it or know it's available, they are not going to buy it.

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