



Value Redefined in 2025

Inland Valleys Association of REALTORS®

March 5, 2025

Discussion Topics

- Market Statistics
- Inland Valleys Association of REALTORS® Statistics
- What Does Redefined Value Look Like in 2025?
- The Importance of Buy-Side Presentation is Crucial
- Products That Support Buyer Representation and Cooperation
- Sell-Side Representation
- Clear Cooperation Policy (CCP)
- Products That Elevate Your Value
- Resources
- Questions



PRESENTED BY

ART CARTER

Chief Executive Officer
California Regional MLS



Market Statistics



Overall CRMLS Market Statistics

↑ 12.1%

New Listings

↑ 12.8%

Active Listings

↑ 2.4%

Pending Sales

↑ 3.7%

Closed Sales

↑ 11.1%

Closed Volume

↓ 12.5%

Shows Per Listing

↑ 2.6

Average Days
On Market

Year to Date

Inland Valleys Association of REALTORS® Statistics

↑ 11.8%

New Listings

↑ 15.2%

Active Listings

↑ 0.7%

Pending Sales

↑ 2.6%

Closed Sales

↑ 8.2%

Closed Volume

↓ 18.2%

Shows Per Listing

Year to Date

Changing Marketplace

CRMLS Membership

- **Anticipated: 5%** year-over-year decrease
- **Actual: 15%** decrease

Gross Sales

- **9.9%** increase

CRMLS Coverage Area

- CRMLS users have **70% listing** access across California



The background is a solid dark blue. Overlaid on this is a faint, semi-transparent image of a hand holding a pen, poised to write on a tablet. The tablet screen shows a pie chart and some text, suggesting a business or data-related context.

Inland Valleys Association of REALTORS® Statistics



Customer Care Stats

Year to Date:

Total Support Cases: **386**

Association Support Emails: **22**

Live Chats: **40**

Phone Calls: **313**

Voicemails: **3**

Web Forms: **3**

Suggestions: **5**

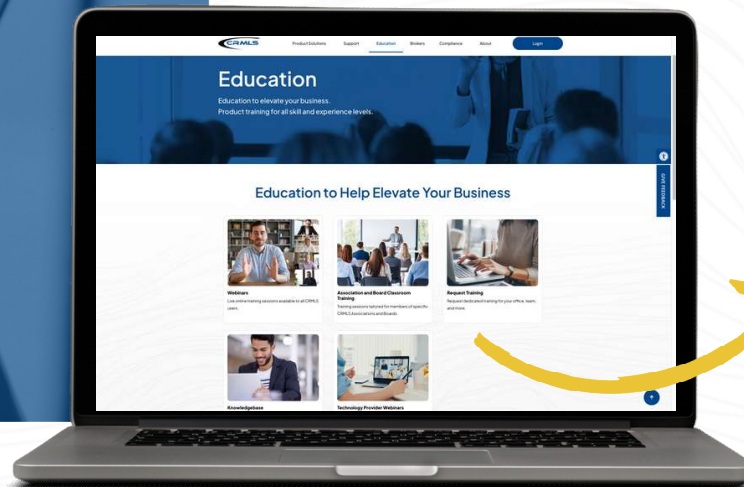
Education Statistics

2024 through January 2025:

Association Training Attendees: **212**

Broker Office Training Attendees: **264**

One to One Trainings: **19**
(Individual trainings with agents)



go.crmls.org/education/



What Does Redefined Value Look Like in 2025?

Focused Transparency
Broker–First Philosophy
User–Oriented Mindset
Proactive Vision



This year, CRMLS is emphasizing the **Value Redefined** campaign.

In addition to renewing our vow to provide value through top-tier service and support, we will be helping you better showcase your value as a real estate professional in the new industry landscape.



Over the past year, we've prepared to transition into a “new world” following the NAR settlement mandates

Now that we are deep into the post-settlement world...



What's Next?

The background of the slide features a row of suburban houses with white siding and dark roofs. A semi-transparent blue overlay covers the entire image, creating a professional and clean aesthetic. The text is centered in the upper half of the image.

The Importance of Buy-Side Representation is Crucial

—

Buy-Side Representation

It's time to rise to the challenge **opportunity** in this changed real estate environment

Key Aspect:

Understanding how to communicate your value proposition

Doing so results in:

- Increased trust
- Professionalism
- Knowing your value
- Clarification of objectives
- Avoidance of legal complications

**New fine resulting from the NAR lawsuit settlement.
\$2,500 Fine**

Rule 9.1: Showing Listed Property w/o Written Agreement w/ Buyer;
Insufficient Agreement w/ Buyer

Consumer-Centric Model

This is where we are



Buyer broker sets their services and fees to work with buyer



Listing broker sets their services and fees to work with seller



Purchase agreement governs distribution of fees

It's Not Complicated

Just reroute the funds to avoid any future liability

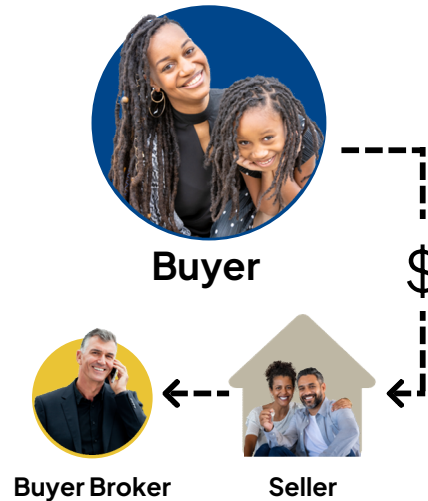
❌ OLD WAY

COMMISSION SHARING



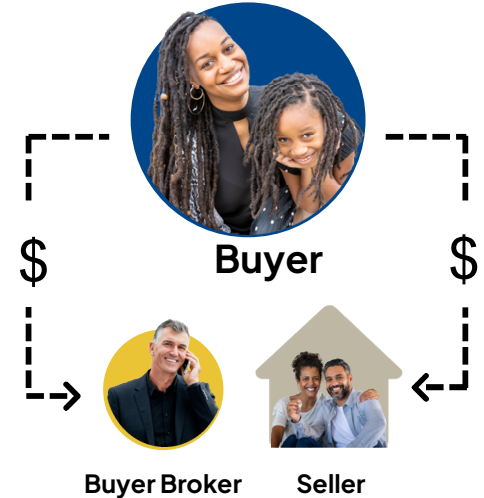
✅ NEW WAY

SELLER CONCESSION



✅ NEW WAY

BUYER PAYS AGENT



Products That Support Buyer Representation and Cooperation

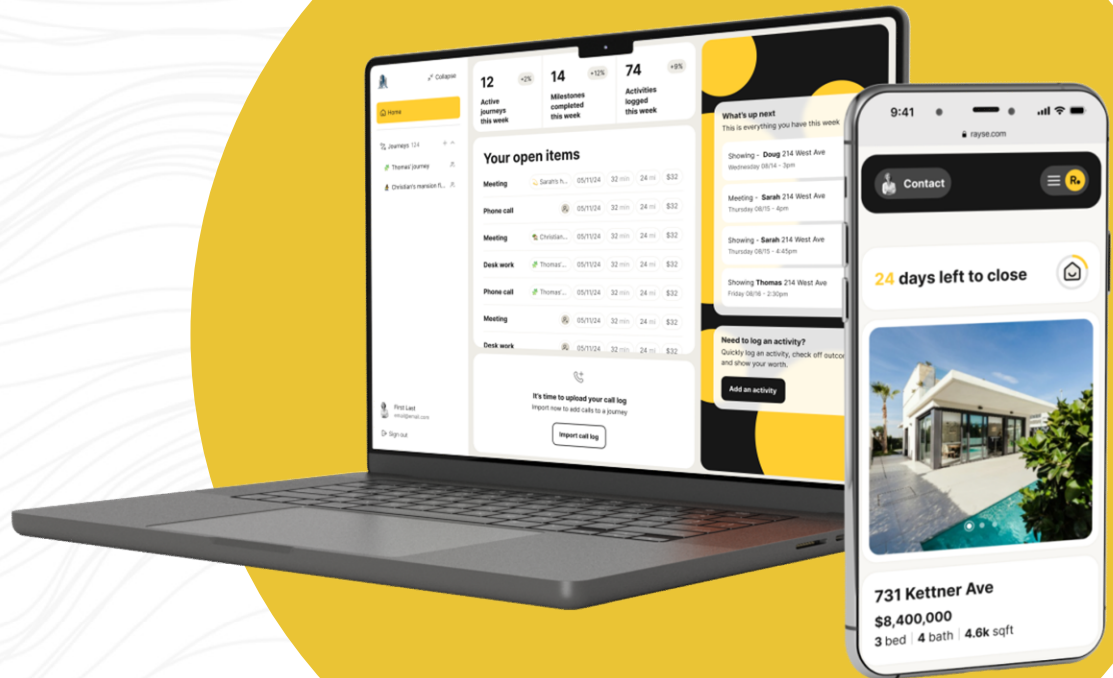
Rayse.

Rayse.

Broker-directed and available NOW

Automatically tracks agent activity and shows progress to clients through “milestones” in real-time.

Vital for Brokers and Agents in the post-NAR settlement world.



R.

Recent Buyer Survey

25%

Of buyers thought that their agent spent **10 or fewer hours** on their home purchase transaction



46%

Of buyers thought that their agent spent **fewer than 15 hours** on their home purchase transaction

WAV Group Report 2024
How Buyers Feel About Working With Agents



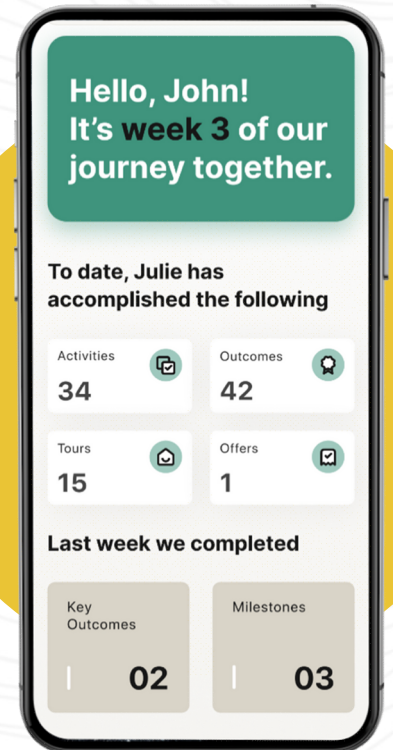
Rayse Benefits

For Agents

- Client portal keeps clients up to date in real-time on each milestone of the home buying journey (think Domino's Pizza Tracker or Uber)
- Weekly summary to buyers
- Custom report for agents to present to buyers to showcase their value (both pre and post journey)
- Integrated with CRMLS to showcase buyer's interested listings

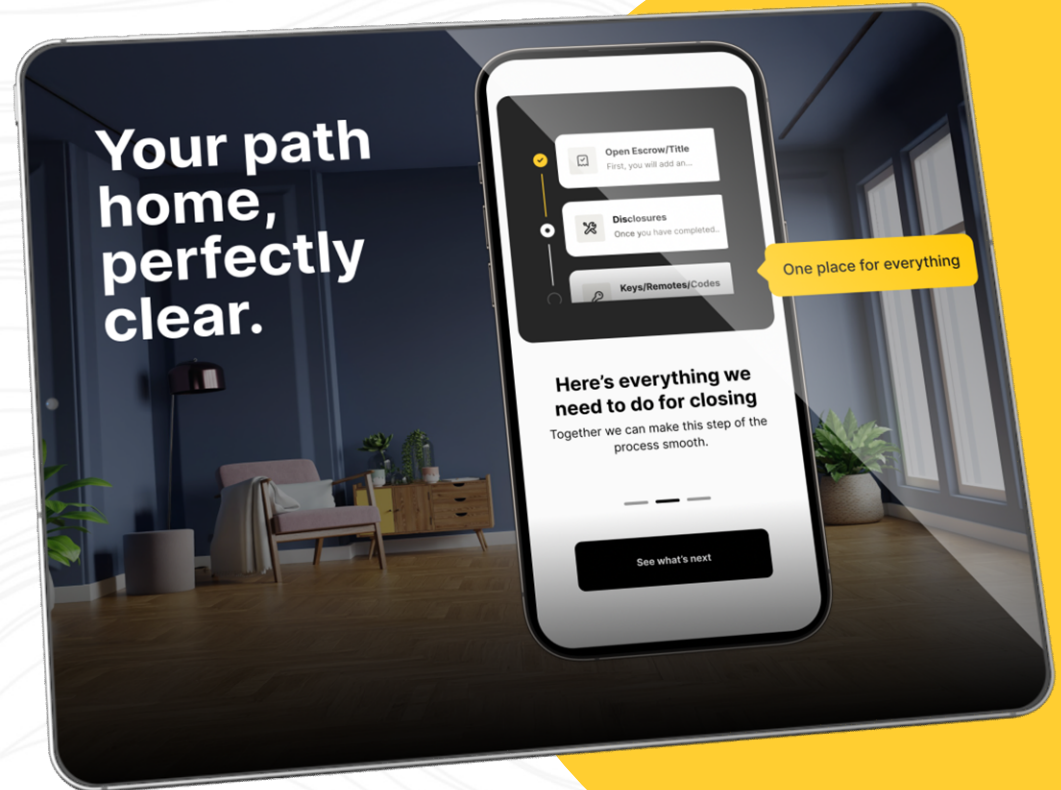
For Brokers

- Broker branded portal (both the client experience and the agent experience)
- Custom home buying journeys to help agents navigate different buyer persona (first time homebuyers, condos vs single family homes, etc)
- Visibility into buyer and agent activity



Rayse Buyer's Presentation

Creating an introduction to an entirely new agent & client relationship - clear articulation of value within a modern experience.





Sell-Side Representation

Listing Representation

Awareness of updated rules prevents possible fines

Overview of new fines resulting from the NAR lawsuit settlement.

\$2,500 Fine

- **Rule 7.15:** Offering or Conveying Buyer's Agent Compensation in the MLS
- **Rule 7.16:** Insufficient Disclosure of Compensation to Seller/Landlord in Listing Agreement
- **Rule 7.19:** Disclosure of Listing Broker's Compensation in the MLS
- **Rule 19.2.21:** Display of Offer of Compensation - IDX
- **Rule 19.3.26:** Display of Offer of Compensation - VOW



Listing Representation

Utilization of Concessions is Valuable

1 Active Listing

Seller Consider Concessions:
A Yes/No selection.



Seller Consider Concessions?:

☐ ☒

? Seller willing to consider buyer concessions if requested in offer.

2 Closed Listing: Mandatory to break down concession amounts into 5 separate categories

The screenshot shows the 'Change to Sold' form in the CRMLS Matrix system. The form is divided into several sections: 'Listing Information' (Listing ID: HD23181807, Address: 14830 Nottingham Court, Adelanto), 'Status and Pending Information' (New Status: Closed, Purchase Contract Date: [blank]), and 'Private Remarks' (Probate Sale, Has court approval. May be subject to NOPA, Please send PA-PA with RPA. All information deemed reliable but not guaranteed. Listing Agent is related to seller. Seller has never lived on the property. Characters Remaining: 1287). On the right side, there is a 'Close Information' section with fields for 'Close Date' and 'Document Number'. Below this, there are five concession categories, each with a yellow input field and a question mark icon: 'Concessions Closing Costs', 'Concessions Property Improvement Costs', 'Concessions Financing Costs', 'Concessions Buyer Broker Fee', and 'Concessions Other Costs'. A callout box on the right side of the screenshot highlights these five categories.



FAQ

Am I required to report concessions on a Closed listing?

YES.

Completing concessions at close is crucial for ensuring accurate market data.

Items that are credited back to the buyer in the purchase process may be considered by appraisers.

If concession details are noted improperly, it can ultimately lead to inaccurate assessment of a property's true value.

Common Question:

What Word and Terms in Public Remarks Could Violate MLS Rules?

Warning 1:

“It looks like you may have entered a **website address** in the Public Remarks. As a reminder, this link should not mention any compensation/commissions remarks. Please review your text. If you are certain that you have not included such information in your Public Remarks, please click to resubmit your listing.”

Trigger Keywords:

http	https	http://	https://	www	www.	.com	.org
.net	.co	.us	.info.	.site	.met	.live	.biz

Note: This is not a comprehensive list of trigger keywords.

Common Question:

What Word and Terms in Public Remarks Could Violate MLS Rules?

Warning 2:

“It looks like you may have used a **word or phrase that may indicate an offer of compensation** in your Public Remarks. As a reminder, there can be no mention of compensation/commissions on the MLS. Please review your text. If you are certain that you have not included such information in your Public Remarks, please click to resubmit your listing.”

Trigger Keywords:

Commission	Compensation	Percentage	%	\$	Comp
Payment	Dollar	Dollars	Comm	Percent	

Note: This is not a comprehensive list of trigger keywords.

A blue-tinted photograph of four business professionals in a meeting. A man in a suit is seated on the left, looking at a tablet. Three people (two women and one man) are standing, looking at a document held by one of the women. The background shows a modern office with large windows.

Clear Cooperation Policy (CCP)

Clear Cooperation Policy (CCP)

What is it?

Implemented by the National Association of Realtors (NAR) in 2020, CCP requires that exclusive listings be submitted to the MLS within one business day of being publicly marketed.

Why is it important?

It enhances fairness, transparency, and competition in the real estate market by ensuring that exclusive listings are accessible to all agents and buyers through the MLS. It creates a more equitable marketplace, increases exposure for sellers, and strengthens the accuracy of market data, ultimately benefiting all parties involved in real estate transactions.

CCP is crucial in our post-settlement world where transparency and cooperation are vital.

Clear Cooperation Explained: Why It's Dividing the Real Estate Industry

WHY REAL ESTATE'S MOST CONTROVERSIAL POLICY REMAINS IN LIMBO — THE CLEAR COOPERATION POLICY

The Ten: The divisive debate over Clear Cooperation

The debate around Clear Cooperation ignores real solutions

What comes next for NAR's Clear Cooperation policy?

MLS Advisory Board Continues Evaluating Clear Cooperation Policy

Don't End Clear Cooperation

Uncovered: The 'behind-the-scenes' demands over Clear Cooperation

NAR's decision on what to do about Clear Cooperation? Nothing — for now

NAR CEO HONES IN ON 'MANDATORY SUBMISSION' AMID CLEAR COOPERATION PRESSURE

Clear Cooperation Policy: The Consumers Weigh In

A study conducted by 1000Watt in November 2024 shows:



Respondents viewed the policy as **good** by a factor of **5.5 to 1**



When presented with hypothetical off-MLS and on-MLS scenarios, **73%** of all respondents **chose on-MLS**



When presented with research showing off-MLS homes sell for less money, that **73% increased to 92%**

Off-MLS Listings Leave Money on the Table



Per recent research by Zillow, properties **not listed on the MLS** typically sold for **several thousand dollars less** than those that were listed.

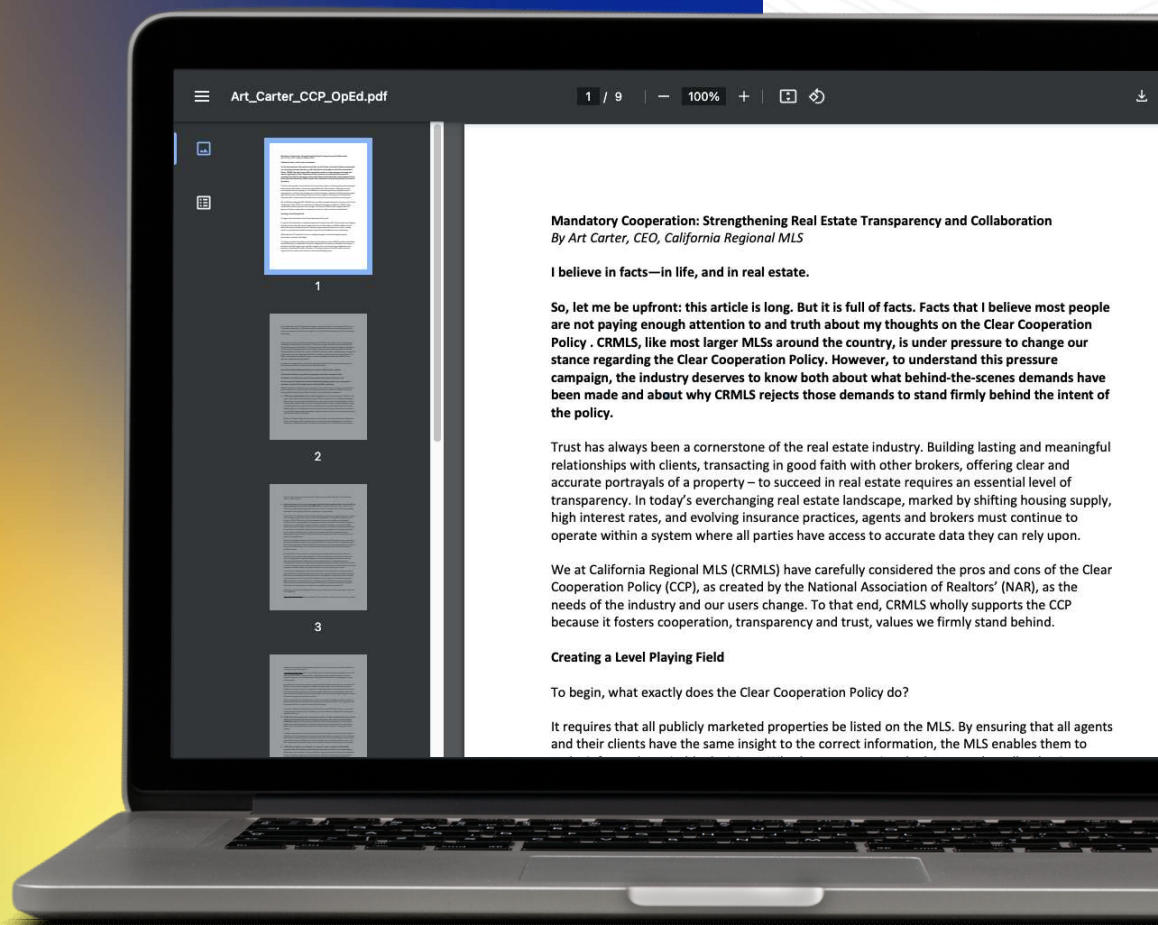
In California, off-MLS listings typically sold for **\$30,000 less**.

81% of consumers prefer their home to be publicly listed on platforms like Zillow, Realtor.com, or Redfin.

MANDATORY COOPERATION: Strengthening Real Estate Transparency And Collaboration



Scan to download
Art Carter's full
op-ed on CCP





Products That Elevate Your Value



Add a floor plan with measurements to your listings – at no additional cost

Quickly scan a property using your mobile phone and the CubiCasa app, and you'll receive a 2D floor plan in 24 hours or less.

NAR Research: a floor plan is the single most desired add-on to a listing by consumers, after standard photos and listing data.

At a glance, your client questions are answered:

- How big are the rooms?
- Will my furniture fit?
- How does the property layout suit me and my family?



How CubiCasa Works

So easy that any real estate agent, photographer, or homeowner can do it.

- 5 to 10 minute scan for a typical-sized home
- No training, software, or tripods required
- Works on both **Apple** and **Android** devices
- Real-time, in-app feedback gives you peace of mind that you are scanning correctly



CubiCasa

Look for this tile in your
MLS dashboard



Down Payment Resource Benefits

➤ Easily Accessible

If a listing is eligible for a homeownership program, the DPR icon will display near the listing photo. You can also build a search to find eligible properties by adding the Additional Field “Down Payment Resource”

➤ Generate Client Leads

Add the Down Payment Resource icon to your personal website, email signature, and social media pages to attract potential clients.

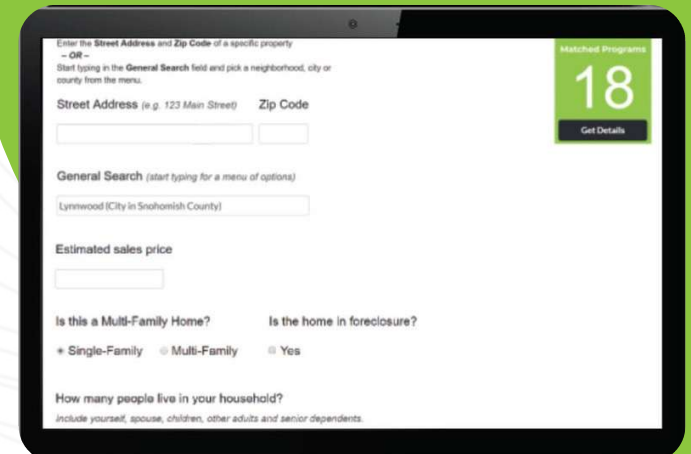
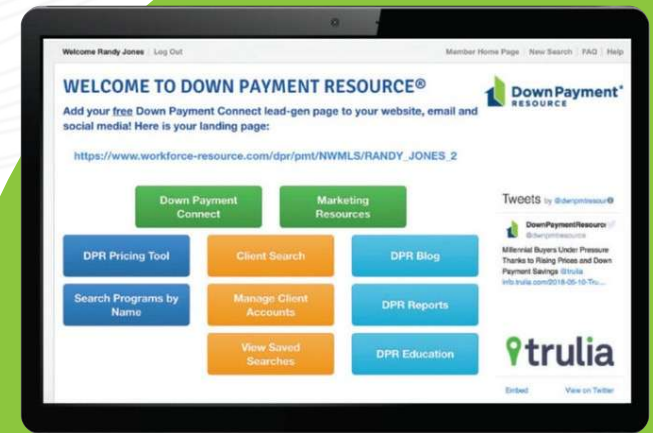
➤ Personalized Results

Clients can also input their personal information into the Down Payment Resource website to generate a list of potential programs that match their housing and financial criteria.



Down
Payment
Resource

**Look for this tile in your
MLS dashboard**

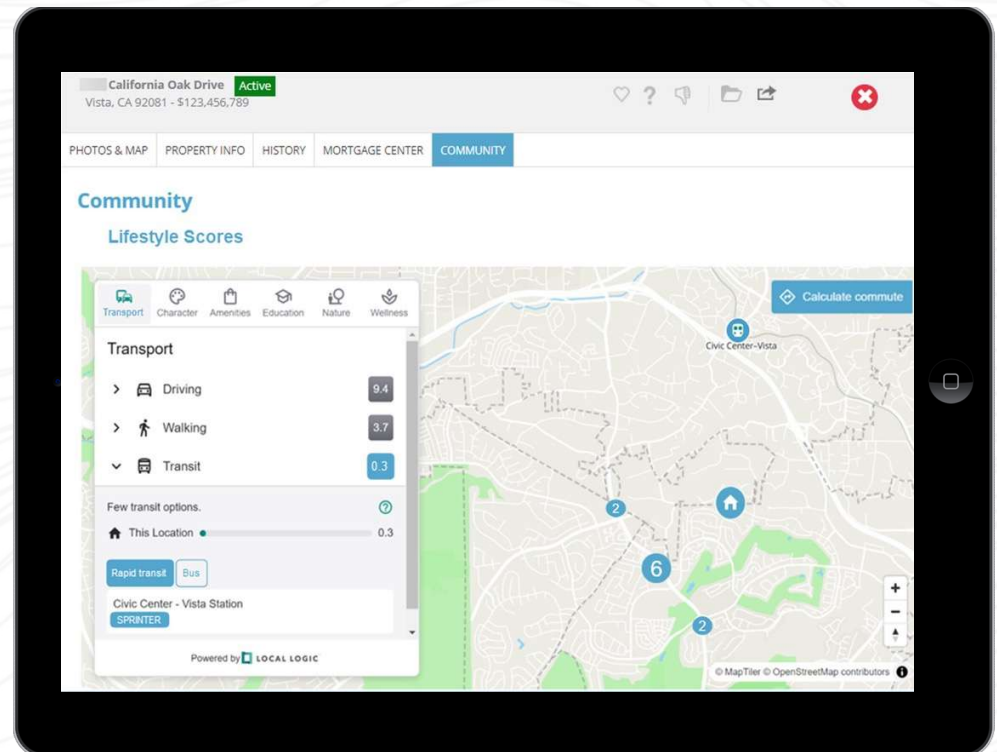




Expansion of Data

Local Logic insights enhance property value by providing detailed location data, such as demographics, walkability scores, and nearby points of interest.

Already integrated into your MLS, you can access the data on your Search Results pages.



REImagineHome

Available now

REImagineHome AI is an **innovative AI-based platform** designed for virtual staging, emptying furnished spaces, landscaping, redesigning furnished rooms and rendering exterior structures.



REImagineHome

Look for this tile in your
MLS dashboard





Available now to CRMLS users

An MLS-integrated document management platform

- Quickly create compliant contracts
- Optional e-signature capabilities



SkySlope

Look for this tile in your
MLS dashboard

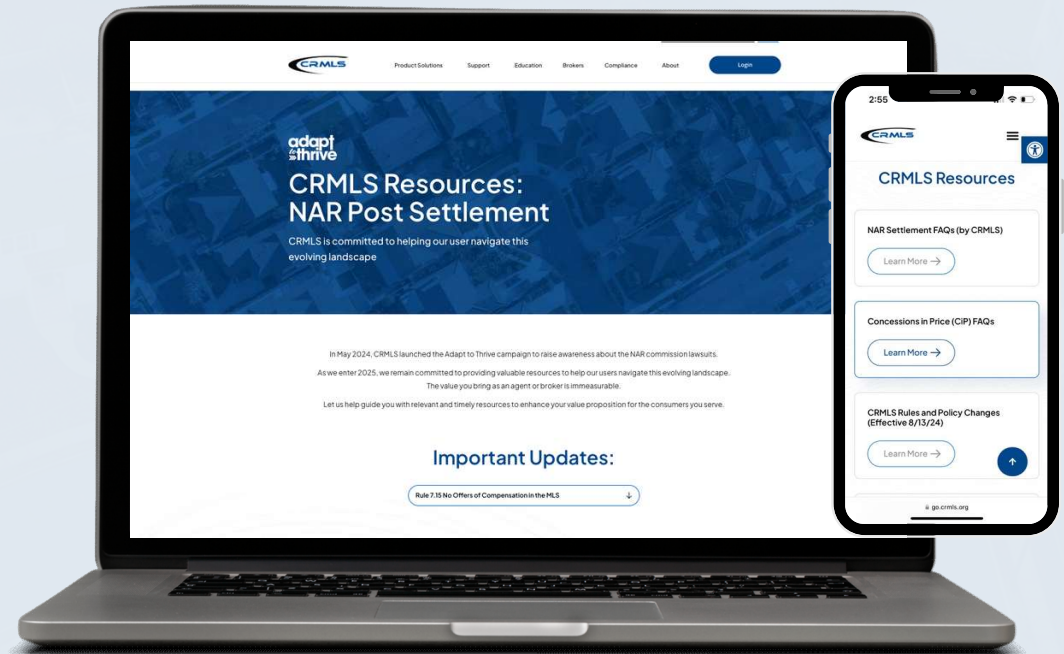


Resources



CRMLS Resources

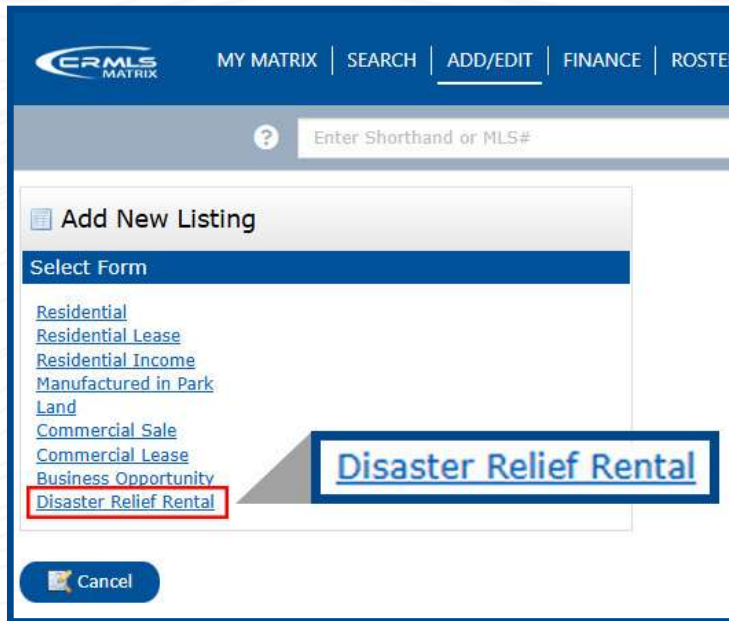
on the NAR Settlement



go.crmls.org/nar-settlement-resources/

Disaster/Fire Relief Rental

Access the Disaster/Fire Relief Rental directly in your system



The screenshot shows the 'Add New Listing' interface in the CRMLS Matrix system. The top navigation bar includes links for MY MATRIX, SEARCH, ADD/EDIT, FINANCE, and ROSTER. Below the navigation bar is a search field labeled 'Enter Shorthand or MLS#'. The main content area is titled 'Add New Listing' and features a 'Select Form' dropdown menu. The dropdown menu lists several options: Residential, Residential Lease, Residential Income, Manufactured in Park, Land, Commercial Sale, Commercial Lease, Business Opportunity, and Disaster Relief Rental. The 'Disaster Relief Rental' option is highlighted with a red box, and a callout box points to it with the text 'Disaster Relief Rental'. A 'Cancel' button is located at the bottom left of the form.

Matrix



Visit the Emergency Resources
page on our website



POWERED BY CRMLS

ARE YOU GOING TO THRIVE?



June 8–9, 2025



Paséa Hotel, Huntington Beach, CA



WWW.THRIVEBROKERSUMMIT.COM

The background of the slide is a blue-tinted photograph of a conference or meeting. Several people are visible, with their hands raised in the air, suggesting an interactive session or a Q&A period. The image is slightly blurred, focusing attention on the text.

Questions?

Thank you