

# MLS QUOTES

August 2006

"The new Bronx-Manhattan MLS is doing a great job in driving customers to my listings by being on the #1 website buyers use to shop for homes. In a slower market like we are starting to see, we need every advantage we can get to move our listings before they expire."

**Joe Hasselt @ Joe Hasselt Real Estate**

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"MLS is not only efficient but it is the ethical way to practice real estate. Our fiduciary obligation can only be fulfilled by the widest possible exposure of our properties."

**Lorraine Coyle @ Koppell River Realty**

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"It is difficult for me to imagine being in the real estate business and not being a Realtor or a member of a board of Realtors. It is equally difficult for me to think of doing business in a professional way and not be a contributing member of the MLS. The MLS is one of the most effective means of highlighting a property on behalf of a seller and one of the most efficient ways of bringing different brokerage offices together to market and sell a listing...as well as reach buyers directly through Realtor.com. It is a major benefit to Realtors, providing an excellent business return for a very low investment."

**Susan Goldy, GRI @ Susan E. Goldy, Inc.—Riverdale**

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"It's the way of life, It's the new way of doing business. MLS don't leave work without it."

**Christina Taylor @ Laujel Realty Corp.**

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"Traditional print advertising is no longer attracting buyers and renters to properties available for sale or rent. The Internet provides consumers with the ability to search a vast data base of properties at a time and location convenient to them and they are not restricted to what 1 or 2 agencies have available. Consumers do their preliminary "homework" on their own and then contact the respective agencies on the properties that interest them. The MLS provides me with the ability to reach all consumers all the time and allows consumers to contact me at any time on any property with a degree of privacy and anonymity. The MLS also provides me with the ability to cooperate with agencies outside my immediate sphere of influence, thus expanding my presence. Without the MLS I would be doing a disservice to my listings, my agents and my office by impeding what should otherwise be a speedy transaction."

**George Bookis, GRI, CMI @ Aztec Realty Corp.**

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"MLS ===== MORE LISTINGS SOLD"

**Ben/Vincent Buccieri @ Today Realty Corp.**

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"With the real estate market slowing, cooperation between brokerage offices and agents is more important than ever. Co-broking and sharing a commission is much better than no commission at all. The days of keeping listings in your pocket are long gone. Cooperation is the key to close more deals. Since consumers are using the internet to search for property, it is extremely important to have all your listings on Realtor.com, on the Multiple Listing Service (MLS) and COOPERATE with other real estate offices!"

**Nunzio Del Greco, RCE @ Bronx-Manhattan North Association of Realtors**