

The International MLS [IMLS]® partners with the Orlando Regional REALTOR® Association

All Orlando Regional REALTOR® Association Members Become IMLS Members

Boca Raton, Jan 13, 2020 ([Issuewire.com](https://www.issuewire.com)) - The International MLS [IMLS]® announced today that the Orlando Regional REALTOR® Association has signed a partner agreement with The IMLS to provide IMLS memberships to its 16,000+ REALTOR® members.

According to The IMLS CEO/Founder and California broker Dr. Daniel Nussbaum, "We are extremely proud to say that we have entered into an agreement with the Orlando Regional REALTOR® Association [ORRA] and that we have added all of their agents and brokers as IMLS members. Their members will now have all their listings in The International MLS [IMLS]® as well as on thousands of other agent and broker sites across the country and around the world automatically. They will also be listed in our Agent Directory, have full access to their own secure area in The IMLS Agent platform and be able to network internationally while providing their listings with international exposure. I want to thank our MLS & Associations Director, Larissa Ortiz for helping to coordinate our efforts with the Orlando Association."

"The IMLS is led by brokers to bring together agents, brokers, developers, associations, MLS's, buyers, and sellers. We are in a constant investigation and understanding of the real estate needs in a Global field from United States Associations to any Country Association around the world," said The IMLS MLS & Associations Director Larissa Ortiz. "The IMLS brings agents and brokers more business as you can promote your listings to other agents and brokers in associations around the globe. The IMLS will also help you get more listings as you present to sellers the ability to get more exposure on their own listings "

With the recent announcement of The IMLS signing of AMPI, the association for Mexico real estate professionals, and now the signing of ORRA in the USA, The IMLS is proving its expanding global reach and is now experiencing exponential growth in memberships participation.

ORRA members will now also be able to take advantage of IMLS Special Product Options and Opportunities to build their businesses locally and globally. This includes The IMLS international web page with IMLS/IDX search and Google Translate which provides an automated global property sharing of listings between agents all over the world. Their customers can view all IMLS listings around the world in more than 100 languages with their web visitors staying on that agent's own URL and with the agent getting the buyer leads to make referrals to other agents as they choose. The IMLS makes it very easy for agents to network with each other anywhere in the world as well as share listings."

The IMLS global technology platform addresses the growing concerns about the direction of the real estate industry by making certain core ethical promises. The IMLS never advertises other agents on a personal member's listing page, and if a consumer is interested in a property, only that listing agent will receive the lead. The IMLS initiative is about putting the real estate market back in the hands of agents and brokers.

"This agreement expands IMLS memberships significantly and puts us on the path to expanding throughout the USA. Prior to this, our growth in 2019 has already been exponential and we expect further significant growth ahead with associations, MLSs, brokers, agents, and developers participating. Our goal has been to bring the real estate world closer together by serving the best interests of all concerned. We are delighted that the Orlando Association can see the strategic advantages for their

agents to become IMLS members and join in with The IMLS global initiative, said Dr. Nussbaum.”

“Orlando remained Florida’s #2 destination for international buyers of residential real estate in 2019, and made up a significant percentage of all Orlando transactions,” says ORRA President Reese Stewart, RE/MAX Properties SW. “ORRA is pleased to provide its REALTORS® with an essential member benefit that can be utilized to market their properties and services to a global audience of potential customers.”

About The International MLS [IMLS]®

The International MLS [IMLS]® is a real estate technology company and a global portal and products platform serving agents, brokers, associations, developers, buyers and sellers around the world. Based in Boca Raton Florida, The IMLS has listings in 70+ countries available in 100+ languages and The IMLS enables agents to have all listings for their own websites. The IMLS empowers all agents and brokers to display international property listings knowing that commissions can be made on any sale which is generated by their IMLS search through referral agreements with other agents around the world. More information about The International MLS [IMLS]® and all its services can be found on <http://www.TheIMLS.com>

About the Orlando Regional REALTOR® Association

The Orlando Regional REALTOR® Association, recognized as one of the most innovative local real estate associations in the country, represents more than 16,000 real estate professionals throughout Central Florida.

Media Contact

The International MLS

dan@theimls.com

818.456.4311

6494 Pumpkin Seed Cir. #101

Source : The Orlando Regional REALTOR® Association

[See on IssueWire](#)