

Venice Area Board of REALTORS® Partners with The International MLS [IMLS]® to Provide IMLS Memberships for their Members

All Venice Area Board Members Are Now IMLS Members

Boca Raton, Florida Sep 21, 2022 ([IssueWire.com](https://www.IssueWire.com)) - The International MLS [IMLS]® announced today that The Venice Area Board of REALTORS® has signed a partner agreement with The IMLS to make available IMLS memberships to all of its members as an MLS member benefit.

According to The IMLS CEO/Founder Dr. Daniel Nussbaum, "We are proud to say that we have entered into an agreement with the Venice Area Board of REALTORS® to provide The IMLS as a member benefit to all of their members. The agreement provides that the listings and roster data will be delivered to The IMLS on behalf of all their MLS members. Their members will now have all their listings on The International MLS [IMLS]® as well as on thousands of other agent and broker sites across the country and around the world automatically.

Their members will now also be IMLS members, be listed in our Agent Directory for every city they service, 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 Marlene Merkle, CEO of The Venice Area Board of REALTORS® for her help in making this a reality and for working so well with us along with her team.

Venice Area Board members are now also able to take advantage of IMLS Special Product Options and Opportunities to build their businesses locally and globally. This includes The IMLS international search page with listings in 100+ countries and in 100+ languages 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 also 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, if a consumer is interested in a property only that listing agent will receive the lead, and The IMLS does not take any For Sale By Owner USA residential listings. The IMLS initiative is about putting the real estate market back in the hands of agents and brokers. Additionally, with the IMLS Member Benefits plan, MLS members cannot enter any "pocket listings" as they must first enter their property listings in their local MLS.

"With the previous additions of MLS such as FMLS in Atlanta, the Miami Association, the Royal Palm Coast REALTOR® Association in Fort Myers, along with others too soon to announce, The IMLS continues to expand memberships significantly and puts us on the path to expanding further throughout Florida and the USA. Our growth since 2020 has been exponential and we expect further significant growth ahead with associations, MLSs, brokers, agents, and developers participating. Our goal remains to bring the real estate world closer together by serving the best interests of all concerned. We are glad that The Venice Board of REALTORS® can see the strategic advantages for their members to become IMLS members and join in with The IMLS global initiative, and it is gratifying that they can see that The IMLS is "For Luxury and Global Agents & Those That Want to Be," said Dr. Nussbaum."

“We are excited to offer this member benefit as a way for our members to expose their listings internationally. Florida is one of the most desirable places to live and we are looking forward to sharing our property data.” – Marlene S. Merkle, M.A., CEO, Venice Area Board of REALTORS®, Inc.

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 100+ 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 and now has more than 290,000 members. More information about The International MLS [IMLS]® and all its services can be found on <http://www.TheIMLS.com>

About The Venice Board of REALTORS®

The Venice Area Board of Realtors®, Inc. was chartered by the National Association of REALTORS® IN 1956. The Board has over 1200 REALTOR® and Affiliate members. The Board provides a vast number of educational opportunities and is very active in supporting the community and various non-profit organizations through its fundraising efforts.

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