

The International MLS [IMLS]® Launches Its Global Syndication Area For Members Joining Through MLSs and Associations

Boca Raton, Florida Jan 25, 2023 (Issuewire.com) - The International MLS [IMLS]® announced today that it has now completed its Global Syndication platform for its IMLS-MLS members which enables members of a participating MLS or Association that partners with The IMLS in its IMLS-MLS Member Benefits Plan to syndicate their own listings into 100+ real estate portals in 60+ countries that attract an estimated 145,000,000 viewers a month.

This has now been facilitated so that a member can either post an approved MLS IDX link from their MLS or enter their listings manually for syndication purposes only, to achieve real global exposure for their properties.

“Last year we entered into an agreement with a global technology partner to facilitate syndication globally for our IMLS members who have become members on their own and not thru MLS partner participation. Those members would have needed to enter their listings manually. Our members now not only 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, but they can also choose to have their listings syndicated globally to attract the largest viewership possible.

MLS and association members of the IMLS can now also enter listings for syndication manually, as well as enter an approved MLS IDX link of their own listings posted on The IMLS, and then their listings will be updated automatically and can also be syndicated automatically,” said Dr. Nussbaum.

In addition to Global syndication, IMLS members can also take advantage of IMLS Special Product Options and Opportunities to build their businesses locally and globally with buyers and sellers. This includes The IMLS international search page with IMLS/IDX search 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.

IMLS members can also take advantage of the IMLS Global Luxury Agents marketing designation designed to give them the competitive advantage to get more listing appointments and more 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.

“The growth of The IMLS has been exponential as we have grown from an estimated 17,000 members to 305,000+ in the last 3 years, 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 believe that MLSs and associations along with brokers will see the strategic advantages for their agents to become IMLS members and join in with The IMLS global initiative, said Dr. Nussbaum.”

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 305,000+ members. More information about The International MLS [IMLS]® and all its services can be found on <http://www.TheIMLS.com>

About The IMLS-MLS Member Benefits Program

The IMLS-MLS Member Benefits Program is designed to provide a full platform solution for agent and broker members of MLSs and Associations. All listings are accepted and displayed on <http://www.TheIMLS.com> global portal and are also available to be on any agent or broker's website in the world.

Also included are Agent Directory listings for every city the members service and being able to network internationally while providing their listings with international exposure along with having full access to their own secure area in The IMLS Agent platform for Special IMLS Product Options to aid in their marketing efforts as a Luxury and Global Agent.

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