

The REALTOR® Association of Lake and Sumter Counties Partners with The International MLS [IMLS]®

All Lake and Sumter Counties Members Are Now IMLS Members

Boca Raton, Florida Nov 4, 2023 ([Issuewire.com](https://www.issuewire.com)) - The International MLS [IMLS]® announced today that the REALTOR® Association of Lake and Sumter Counties in Florida has signed a partner agreement with The IMLS to make available IMLS memberships to all its 2,775 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 REALTOR® Association of Lake and Sumter Counties [RALSC] to provide The IMLS as a member benefit to all of their members. The agreement provides that the listings will be available to 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.

Now that their members will also be IMLS members, they will be listed in our Agent Directory and can be 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 Stephen McDonald, CEO of the REALTOR® Association of Lake and Sumter Counties for his help in making this a reality and working so well with us along with his team."

RALSC 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 FMLS in Atlanta, the Miami Association, Combined LA Westside MLS, and Royal Palm Coast REALTOR® Association in Fort Myers among others, this will add the agents and brokers from Lake and Sumter Counties, and we now have more than 150,000 members from Florida alone. This agreement continues to expand IMLS memberships significantly and puts us on the path to expanding further throughout the USA and around the world. 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 delighted that the REALTOR® Association of Lake and Sumter Counties can see the strategic advantages for their members to become IMLS members and

join in with The IMLS global initiative and that they can see that The IMLS is not just for their global agents, but that it is “For Luxury and Global Agents & Those That Want to Be,” said Dr. Nussbaum.”

“Joining IMLS is a gateway to a world of opportunities in real estate. RALSC members can expand their reach and our members are able to connect with buyers and sellers by letting their listings shine on the global stage. RALSC is pleased to help our members elevate their real estate business with IMLS,” said Stephen McDonald.

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 375,000 members. More information about The International MLS [IMLS]® and all its services can be found on <http://www.TheIMLS.com>

About the REALTOR® Association of Lake and Sumter Counties

REALTORS® Association of Lake & Sumter Counties, Inc. is the LEADER in our industry and the VOICE of REAL ESTATE in our community PROVIDING EXCEPTIONAL EDUCATION and SERVICES to our Members.

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