

Listing Properties **on the MLS**

The benefits of an **open, clear** and **competitive** housing marketplace

On or off MLS?

The vast majority of homes sold in the Mid-Atlantic are promoted on the MLS.

83.4%

Total share of on-MLS sales in the previous 3 years

82.6% 2019

84.7% 2020

82.0% 2021

Are sellers satisfied?

Over the past 3 years, the typical home sold for 13% more when promoted on the MLS.



+14.8% more
2021 On-MLS

+10.1% more
2020 On-MLS

+9.8% more
2019 On-MLS

Making sense of the dollars and cents

Homes marketed and sold on Bright MLS sold for **\$45,741 more** than similar properties marketed off MLS over the past 3 years.

\$349,773

Average sold price of homes promoted off-MLS

\$395,244

Average sold price of homes promoted on-MLS

Sellers who list on the MLS make **more**



Benefits to buyers

The MLS doesn't just help sellers, there are lots of benefits for buyers as well.

- ➔ The MLS creates a level playing field where **all buyers have access to the same information** about properties for sale
- ➔ The MLS **increases the choices offered** to consumers by ensuring that all homes for sale are available for buyers to see
- ➔ The MLS reduces the complexity associated with home search, **allowing buyers to use their choice of platform to search** for all homes in their market area