



Questions for the “Real Feedback from Real People” Session at CMLS2011

Brokers/Agents:

1. What is the 1st thing that comes to mind when you think of ‘MLS’?
2. Do you feel a distinction between your MLS and your Association/Board of REALTORS?
3. What source do you trust most for listing information? The MLS? Public Records? 3rd Party providers?
4. Do you think that having a data accuracy/currency certificate/logo on listing information would influence a consumer’s confidence in the accuracy of the data?
5. If there were such a certificate available for listing data meeting established standards, should the certification be available only to broker/MLS sites – or to any 3rd party site that met the requirements?

Consumers:

1. What is the 1st thing that comes to mind when you think of ‘MLS’?
2. Have you bought or sold a home recently?
 - If you were preparing to buy a home or find a rental, where would you start your search?
3. On a scale of 1-10, how accurate do you think the listing information on the internet is?
4. On that same scale, how important is accuracy to you?
5. Which information would you trust the most: from your Realtor, from the MLS, from another source such as realtor.com, Zillow or Trulia?
6. Would a data accuracy/currency certificate on listing information influence your decision to use a particular web site?