

Your Realtor & MLS

An unbeatable marketing combination

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Your REALTOR and MLS®... An Unbeatable Marketing Combination

A Marketing Tool That's Right For Any Season

Experienced housing consumers know that the most popular times to market a house are the spring and the fall. Slight variations may occur, but generally, these real estate cycles remain fairly constant.

This means the volume of houses on the market, at those times of the year, becomes rather significant: selection increases, wider price ranges develop as a result and, inevitably, stiffer competition occurs in the selling of property. Under such circumstances, what can a home buyer -- or seller -- do to get the edge?

MLS® Helps Home Buyers

First of all, if you're a potential home buyer, take the time to talk to a REALTOR. Describe your ideal new home and provide ample details, such as preferred location, ocean view, proximity to schools, colleges, shopping, hospitals etc. and important attributes like a gas fireplace, hot tub, ensuite and so on. Then, set your price range. Your REALTOR can now go to work.

This information helps to better define the choices a REALTOR can offer a customer. The quick and direct matching of a potential home buyer's housing requirements to appropriate homes available on the market at that particular moment, constitutes a very important advantage in using the Multiple Listing Service®.

This service, commonly referred to as MLS®, is a co-operative listing system through which properties are bought and/or sold. Local REALTORS are members of the Vancouver Island Real Estate Board which administers the Multiple Listing Service® north of the Malahat to the northern-most reaches of the Island. As Board members, REALTORS have access to the Multiple Listing Service®.

MLS® Important to Home Sellers

As a vendor, listing your property on MLS® provides the broadest exposure for your property to not only buyers, but other REALTORS as well.

When your home is included on the MLS®, all other member salespersons and agents have access to the information via computers and up-to-date catalogues. Currently, the Vancouver Island Real Estate Board has over 900 members to serve your housing requirements. No other system can match its comprehensive local coverage and its extensive inventory of available properties. REALTORS from the Vancouver Island Real Estate Board use it daily to match buyers and sellers. This is what makes it a superior marketing tool.

Local REALTORS Can Access MLS® in Other Canadian Markets and WorldWide Members of our Board also have access to the Multiple Listing Service® systems

operated by other real estate boards across Canada and likewise, they have access to ours. Local REALTORS can obtain MLS® information through special agreements with other real estate boards.

Also, all the properties listed on the Vancouver Island Real Estate Board are accessible on the Internet (mls.ca) and therefore offer worldwide exposure.

For example, if you're a resident of Ucluelet and you're interested in purchasing property in Edmonton, you could call a local REALTOR who would be able to obtain listing information from the real estate board located in that city or take a look from your home computer on the Internet. It's that easy!

Here's How MLS® Works

MLS® listing information can take on a variety of forms: direct computer access to the real estate board's database by board members, a comprehensive photo-filled catalogue and computer-generated Daily Hot Sheets, containing up-to-the minute additions or changes.

Regardless of the method employed, the service provides all its users with details such as location, price, number of rooms, lot size, yearly taxes and mortgage information. Some finer details, such as gas fireplaces, hot tubs and ensuites, are often included.

How MLS® Fits the Bigger Picture

By design, MLS® collects sales information useful to both buyers and sellers. When this data are collected over time and subjected to comparisons, a broader picture unfolds. A REALTOR can determine price ranges by area and types of homes in diverse neighbourhoods. Variations in listing and selling prices can be determined and fair market values for any type of home in any given area can be estimated, based on the available information.

Members of the Vancouver Island Real Estate Board regard it as an unparalleled marketing instrument, but MLS® sales data serve another valuable purpose.

The housing statistics generated by the MLS® system are used with increasing frequency by Chambers of Commerce, economists, planners, researchers, governments, industry and media as a reliable barometer of performance within the housing sector and are considered a leading economic indicator. It's often been said: as goes the housing sector, so goes the economy.

Talk to a REALTOR

So, if you happen to be serious about buying -- or selling -- the MLS® system has much to offer. Consult a REALTOR for reliable market information that's comprehensive, current, detailed and completely relevant to your wish list. Those gas fireplaces, hot tubs and ensuites are as near as your local Multiple Listing Service®.

Just look for the distinctive REALTOR and MLS® trademarks in your area.