

## **realMLS, St. Augustine and St. Johns County Board of Realtors, Space Coast Association of Realtors and Daytona Beach Area Association of Realtors Create Coast 2 Coast MLS Data Share**

**(Jacksonville, FL., St. Augustine, FL., Palm Shores, FL., Daytona Beach, FL.) September 28, 2023** – realMLS, St. Augustine and St. Johns County Board of Realtors, Space Coast Association of Realtors and Daytona Beach Area Association of Realtors announce a partnership to create a true MLS data share – Coast 2 Coast. Putting consumer needs first, MLS members of these organizations will have access to listings of all four MLSs from within their native MLS system. The initial MLSs, to go live in December 2023, are [realMLS](#), [St. Augustine and St. Johns County Board of Realtors](#) and [Space Coast Association of Realtors](#) followed by [Daytona Beach Area Association of Realtors](#) in early 2024.

This initiative does not entail a merger. However, it represents a collaborative endeavor to synchronize data fields with the RESO (Real Estate Standards Organization) Data Dictionary to enhance efficiencies for both their members and technology partners.

As partners, we believe collaboration among MLSs can have a positive impact on the amount of good the data can achieve. A broader, more accessible MLS database is beneficial to both brokers and consumers by empowering brokers as the true local market experts to serve their clients.

"We are excited and proud to be a part of the Coast 2 Coast Data Share here in St. Augustine," said Teresa Mercurio, President of St. Augustine & St. Johns County Board of Realtors. "This Data Share will work within our own platform and with very little effort agents will be able to seamlessly work across county boards to find the homes their customers seek! This work has been spearheaded by so many others before us and to see it finally become a reality is the best avenue for our business and customers!"

"It is an exciting time to collaborate with other Associations and MLSs further removing the invisible walls and giving our customers the best representation in the transaction we can. - Nancy Bartlett, President of Space Coast Association of Realtors"

"The Coast 2 Coast MLS Data Share believes a healthier real estate marketplace can be achieved by offering brokers increased MLS data access to better serve consumers as the local market experts," said Nicole Jensen, realMLS CEO. "realMLS is excited to give our members access to the data of all participating MLSs directly within Flexmls. Collectively aligning our MLS data with the RESO standard will allow subscribers to search across the listing data of all participating MLSs within their local MLS system, in the same search."

"We are excited to join the Coast 2 Coast MLS Data Share as an expanded benefit for our members and their customers," said Justin Falb, President of Daytona Beach Area Association of Realtors. "Collaboration is critical in our industry and profession. This effort allows our data to continue to be locally owned and operated while also allowing access to additional associations,

their members and customers, as well as gaining access to their data. This will enable us to streamline the fields so that a singular search covers multiple MLS areas.”

For more information on the Coast 2 Coast MLS Data Share, visit [coast2coastMLSDataShare.com](http://coast2coastMLSDataShare.com).

### **About realMLS**

The Northeast Florida Multiple Listing Service, Inc. (realMLS) is a wholly-owned subsidiary of NEFAR, providing innovative programs and services to over 11,000 real estate professionals. realMLS partners with exceptional service providers to give members an array of choices to fit their business model. Members have access to statistical data products that are customizable, along with extensive property record data through their integration with Metro Market Trends, Inc., which provides detailed and accurate property information to its customers in Florida and Alabama.

### **About St. Augustine and St. Johns County Board of REALTORS®**

Founded in 1964, the St. Augustine & St. Johns County Board of REALTORS® is a member of the National Association of REALTORS®, whose core purpose is to help its members become more profitable and successful. As a member of the St. Augustine & St. Johns County Board of REALTORS®, you will have access to a wide range of value-added offers as well as significant savings on products and services you use on a daily basis. We are headquartered in central St. Johns County, near the SR 312 business corridor in St. Augustine.

### **About Space Coast Association of REALTORS®**

The Space Coast Association of REALTORS® is a professional trade association providing services to the local REALTOR® community since 1959. We have a membership base more than 6,000 REALTORS® and Business Partner Members servicing Brevard County. The REALTORS® comprising our membership adhere to a strict Code of Ethics in working with one another and the general public. The term REALTOR® and the distinctive block "R" are registered trademarks of the National Association of REALTORS® and can only be used by members of the association.

### **About Daytona Beach Area Association of REALTORS®**

The Daytona Beach Area Association of REALTORS (DBAAR), an association of real estate professionals, is one of the nearly 1,600 real estate boards in the country which make up the National Association of REALTORS (NAR), the largest trade association in the world.

Established in 1922, the Daytona Beach Area Association of REALTORS has over 2,000 members dedicated to serving the needs of both home sellers and buyers in the greater Daytona Beach area.

**Media Contact**

James Marcus

Markt®

[Jmarcus@theMarkt.com](mailto:Jmarcus@theMarkt.com)

623-810-3491