

7

NORTHERN CALIFORNIA
LEADING MLSs

26

NORTHERN CALIFORNIA
COUNTIES SEARCHABLE FROM
NEVADA TO MONTEREY

250,000+

LISTINGS SHARED SINCE
LAUNCH IN JANUARY 2021

1

SIGN-ON INTO
YOUR HOME
MLS SYSTEM

11.9
MILLION

CONSUMERS ARE SERVED BY
THE ALLIANCE

57,000+

REAL ESTATE PROFESSIONALS
HAVE VISIBILITY TO
YOUR LISTINGS

~18,000

HOURS SAVED PER YEAR
OF LISTING MAINTENANCE TIME

1

SET OF COMMON
MLS RULES
(in most cases)

Membership in the
NORCAL MLS® Alliance
continues to expand
as additional local
MLSs join to access the
benefits and coverage
of the Northern
California-wide MLS.

In November 2021,
Butte, Colusa, Sutter
and Yuba counties were
added to the Alliance.

All 'Coming Soon'
listings are shared
between MLSs who
offer this status,
creating greater
exposure of 'preview'
listings amongst more
real estate professionals
and their clients!

LEADERSHIP



KAREN WALTER
BAREIS MLS CEO



TRICIA THOMAS
Bay East CEO



DAVINA LARA
bridgeMLS CEO



SHEIREN DIAZ
CCAR CEO



RICK TREVINO
MetroList CEO



DAVE WETZEL
MLSListings CEO



WALT BACZKOWSKI
SFAR CEO



2022 NORCAL MLS®
ALLIANCE
HIGHLIGHTS