



The MLS™/CLAW announces its partnership with Homesnap to provide its Realtor® members and Palm Springs Regional MLS members with FREE subscriptions to Homesnap Pro

Homesnap's Industry-Leading Mobile Technology Will Provide The MLS™/CLAW and Palm Springs Regional MLS Customers With MLS Information On The Go.

Beverly Hills, California (August 28, 2014) — The MLS™/CLAW, the third largest Multiple Listing Service (MLS) in southern California with 14,000-plus members, is excited to provide its Realtor® members with Homesnap Pro, the agent-only version of Homesnap's popular consumer mobile app. As part of this partnership, The MLS™/CLAW will provide its Realtor® members as well as Palm Springs Regional MLS members with complimentary subscriptions to Homesnap Pro.

Homesnap Pro provides an unprecedented amount of real-time information to agents on the go, giving them the flexibility to research homes, interact with each other, and collaborate with clients from their mobile devices. With Homesnap Pro, agents and consumers can use the same platform to seamlessly share real estate information and communicate directly. Some of the features of Homesnap Pro include:

- Real-time access to agent-only MLS information, including confidential listing information, showing instructions and commission splits
- Information about any home (whether or not for sale), such as value, last sale date and price, listing history, "birds' eye" lot boundaries, similar active listings, recent sales comps, and local schools
- One-tap messaging with clients and other agents
- Customized email marketing to clients and contacts
- Rapid Comparative Market Analysis (CMA) generation right from the smartphone
- Complete details on every agent in the area, including a portfolio of recent sales and an analysis of sales history (price reduction, days on market, etc.)

Using Homesnap Pro, information is only a snap away. In addition to searching by map, address, or home criteria, real estate professionals can also take a picture of a house and the app automatically pulls information from The MLS™/CLAW, public records and other sources.

“Agents were our original power users, and Homesnap Pro puts the agent-quality MLS information they need into an awesome mobile app. The MLS™/CLAW is known in the industry for technology innovation, which made them a perfect partner for us,” said Guy Wolcott, co-founder and CEO of Homesnap.

“Real estate professionals are always on the go. With Homesnap Pro, they will have access to MLS information anytime, anywhere. Our Brokers and agents will be able to interact with their clients and colleagues and access current information in real time, which will increase their productivity,” said Annie Ives, CEO of The MLS™/CLAW.

“Homesnap is another great technological innovation provided by The MLS™/CLAW to its membership,” said Gregg Pawlik, a real estate professional with Coldwell Banker Pacific Palisades and Treasurer of The MLS™/CLAW.

“Homesnap takes it to the next level as a smartphone mobile application serving the real estate industry.” said Karen Misraje, Manager of Partners Trust in Beverly Hills and President Elect of The MLS™/CLAW.

"Looking forward to Homesnap taking us to the next plateau in real estate." said Robin Greenberg, a real estate professional with Berkshire Hathaway and President of The MLS™/CLAW.

ABOUT The MLS™/CLAW

The MLS™/CLAW is a leading provider of real estate information technology and services. The MLS™/CLAW number one Priority is Customer Service. The MLS™/CLAW offers a full suite of products that includes a cross-browser compatible, state of the art MLS system, THEMLS PRO® fully operated and owned by The MLS™/CLAW. THEMLS PRO® includes integrated public tax records, mobile access with any smart phone or tablet via Homesnap Pro, and integrated superior marketing tools such as Cloud CMA™, Mobile Real Estate ID™, custom listing syndication, and an exclusive incomparable magazine, The MLS Broker Caravan™. The MLS™ offers several optional products that are fully integrated with THEMLS PRO® such as REALTX2™ and the CARETS aggregated database.

THEMLS PRO® has been in operation since 2002. It is recognized as one of the best MLS systems in the country and the Un-Vendor Solution. Moreover, it is a work in progress which is continuously evolving based on feedback and input from end-users. It is serving 14,000-plus CLAW users, as well as the 800-plus members of the Palm Springs Regional MLS and a large number of reciprocal users. The infrastructure allows for scalability and agility. Visit The MLS™/CLAW at TheMLS.com and follow it on Facebook.

ABOUT HOMESNAP

Homesnap is a trusted real estate platform for people to explore homes, search listings and collaborate right from their phone. Homesnap is powered by a specialized homes database that combines hundreds of disparate sources of data, including MLS data, property tax records, census data, geographic boundaries, property polygons, school information, mortgage rates and more. More information is available at www.homesnap.com and twitter.com/homesnap.