Listing Properties **on the MLS**

The benefits of an **open**, **clear** and **competitive** housing marketplace

On or off MLS?

The vast majority of homes sold in the Mid-Atlantic are promoted on the MLS.

82.6% 2019

84.7% 2020

82.0% 2021

83.4%
Total share of on-MLS sales in the previous 3 years



Are sellers satisfied?

Over the past 3 years, the typical home sold for 13% more when promoted on the MLS.



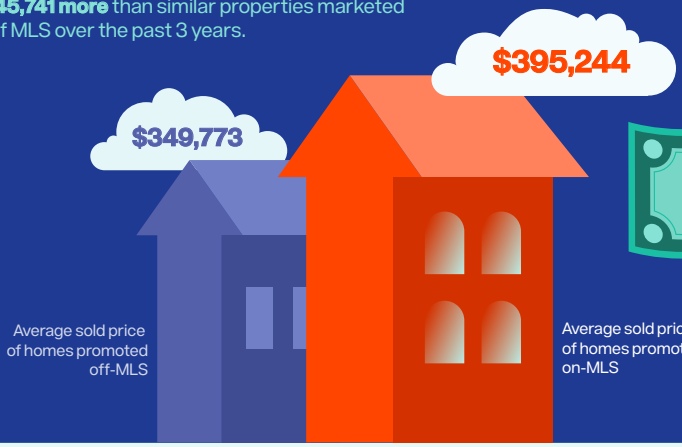
2021 On-MLS **+14.8% more**

2020 On-MLS **+10.1% more**

2019 On-MLS **+9.8% more**

Making sense of the dollars and cents

Homes marketed and sold on Bright MLS sold for **$45,741 more** than similar properties marketed off MLS over the past 3 years.



Average sold price of homes promoted off-MLS

Average sold price of homes promoted on-MLS

Sellers who list on the MLS make more



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Benefits to buyers

The MLS doesn't just help sellers, there are lots of benefits for buyers as well.

- The MLS creates a level playing field where **all buyers have access to the same information** about properties for sale
- The MLS **increases the choices offered** to consumers by ensuring that all homes for sale are available for buyers to see
- The MLS reduces the complexity associated with home search, **allowing buyers to use their choice of platform to search** for all homes in their market area

For the full study, visit **BrightMLS.com/OnMLSStudy**

RESEARCH POWERED BY bright MLS