Ensuring an open, clear and competitive housing market for all

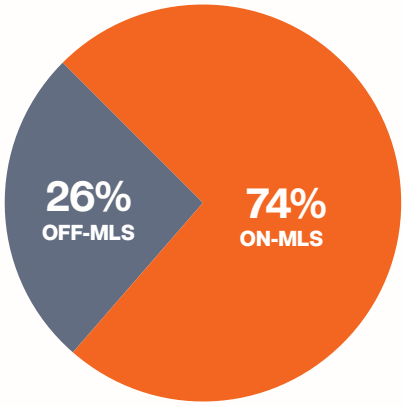
On/Off MLS Study

Bright analyzed

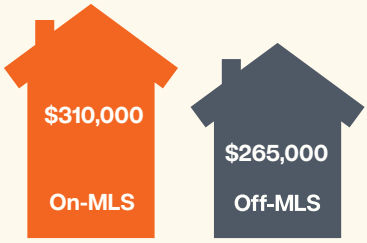
442,829

home sales across the entire footprint over the past two years.

74% of sales were identified as being marketed and sold on-MLS and **26%** were identified as sold off-MLS.



Homes promoted on the MLS sold for



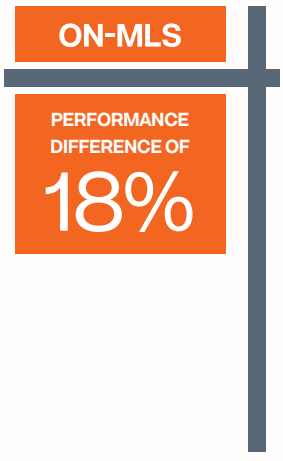
16.98% more

when compared to homes sold off the MLS.

Listing and Public Record data was analyzed and used to capture sales with some exceptions made to ensure comparison of like properties.



When square footage was factored in, mid-sized homes had a median on-MLS performance difference of **18%** over mid-sized homes sold off-MLS.



For more insights, visit **www.brightmls.com/OnMLSstudy**.