Ensuring an open, clear and competitive housing market for all

On/Off MLS Study Fact Sheet

Bright assembled a team of experts and conducted a home sales study to determine sale price variances of properties marketed on the MLS to comparable properties that sold off MLS during 2019 and 2020.

Study Key Findings

The median sale price for homes marketed on-MLS is **16.98%** higher than homes sold off-MLS.



442,829 sales were included in the study

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

Data Source & Methodology

- Public records were analyzed to capture all sales for the 24 month study.
- Bright MLS listing data was used to identify if a property was marketed and sold on MLS.
- Public record sales were matched to MLS sales if the Public Record Settle Date and the MLS Closed Date were within 30 days, or the Public Records Deed Recording Date and the MLS Closed Date were within 75 days.
- Exclusions and outlier criteria were identified and applied for both the public record and MLS research, including new construction sales and listings, corporate, foreclosure and multi parcel sales, coop listings, and non-standard sale type listings, including REOs, auctions, and sales requiring third-party approval.

The findings are clear: Homes promoted through the MLS sell faster and for more money.

Median Sale Price



Office Exclusives



ultimately end up listed on the MLS.

- Homes marketed on the MLS sold for a median sales price of **16.84%** more than those sold as office exclusives.
- Office exclusive sales also typically took longer.

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