2022
National MLS
Performance
Survey
Snapshot Report

2020 National Survey Data
RESEARCHED AND COMPILED BY T3 SIXTY

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EXECUTIVE SUMMARY

T3 Sixty, an independent residential real estate firm, conducted standardized surveys for REALTOR® associations and MLSs, to render the following national performance report and scorecard that can be utilized by organizations for planning purposes.

The T3 MLS Scorecard assesses subscribers' feedback in 5 key performance areas: Satisfaction and Value, Direction and Leadership, Support and Services, Data and Technology. From the survey process we generate a score and performance rating for each of the 5 key areas of performance.

The following complementary MLS Scorecard Survey Snapshot Report includes high-level and combined data sets from the surveys conducted over the course of 2021 to help MLSs better understand subscriber attitudes and perspectives based on the feedback provided by nearly 30,000 subscribers from across the country.

The MLSs varied in size from approximately 1,200 participants/subscribers to above 78,000 with a median size of 15,000. Participating MLSs have different MLS System providers and organizational ownership and governance types, including Regional MLS only organizations and Association owned and operated local MLSs.

Once again, this year the overarching trend identified based on respondent's feedback indicates that the performance for all MLSs is Superior regardless of size, MLS type, or MLS System provider.

Moreover, our 2021 weighted average scores were comparable, within .02, for every performance category and overall scoring with our 2020 MLS results. This would indicate that MLS organizations and those who use their service are settling in the norms established over the past two years.

In light of these common outcomes T3 Sixty is continuing to encourage MLS leaders to further assess, and strategically adjust, their organizational structures and systems along with data and technology offerings with an eye towards continually complex demands from subscribers and consumers alike.

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T3 SIXTY PERFORMANCE SCORING AND RATING

The following comparables utilize the responses to each of the nationally standardized MLS Performance questions to then generate an Overall Performance Rating.

A score of 4 is equal to the highest level of agreement/satisfaction where a score of 1 is equal to the lowest level of agreement/satisfaction. Below is a rating scale developed by T3 Sixty based on the weighted average of responses to each of the areas of comparison. This scale helps to differentiate among organizations where scoring is often very close in nature.

The following outlines the calculations used to establish each of the Performance Category Scores:

1. **Satisfaction and Value-** This score is generated by combining the results for questions number one (1) and two (2).
2. **Leadership-** This score is generated by combining the results for questions number three (3) and four (4). The Leadership score was generated using the combined score based on each of the four components (Representation, Effectiveness, Response to Input, and Response to Industry Trends).
3. **Support and Services-** This score is generated by combining the results for questions number five (5), six (6), seven (7), and eight (8). The Support score was generated using the satisfaction scoring as well as the combined score based on each of the three components (Friendly, Knowledgeable, and Responsive). While the Service score was generated using the satisfaction scoring as well as the combined score of quality and value for each of the three service areas (Training, Compliance, and Communications).
4. **Data-** This score is generated by combining the results for questions number nine (9) and ten (10). The score was generated using the satisfaction scoring as well as the combined score based on each of the four components (Accuracy, Relevance, Timeliness, and Completeness).
5. **Technology-** This score is generated by combining the results for questions number eleven (11) and twelve (12). The score was generated using the satisfaction scoring for all technology, the overall MLS System/Platform, as well as the combined score based on each of the six MLS system components (Client Portals, Search, Reports, Listing Entry, Tax/Public Records, and Mobile).

T3 Sixty Performance Scoring and Rating

Under 1.5	1.51-2.25	2.25-2.49	2.50-2.99	3.00-3.24	3.25-3.49	3.50-3.74	3.75-4.0
Non-functional	Deficient	Poor	Average	Good	Superior	Exceptional	Best in Class

Performance Category	2021 National Performance Score	2021 National Performance Rating	YOY	2020 National Performance Score	2020 National Performance Rating
Overall	3.34	Superior	.00	3.34	Superior
1. Satisfaction and Value	3.52	Exceptional	.02	3.54	Exceptional
2. Direction and Leadership	3.20	Good	.02	3.22	Good
3. Support and Services	3.42	Superior	.01	3.41	Superior
4. Data	3.33	Superior	.00	3.33	Superior
5. Technology	3.24	Good	.01	3.23	Good

Scoring Color Coding:

Green = Year Over Year Increase | Black = Year Over Year Same | Red= Year Over Year Decrease

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Overall Performance Rating

Eleven National MLSs were tested by T3 Sixty, an independent consulting firm, via subscriber/participant surveys with 29706 responses. Overall scoring was determined based on the cumulative score of the following five categories: Satisfaction & Value, Direction & Leadership, Support and Services, Data, and Technology.

Overall Score: 3.34

Inferior	Poor	Average	Good	Superior	Exceptional	Best-in-Class

2.00	2.25	2.50	2.75	3.00	3.25	3.50	3.75	4.00

Based on the combined results of the five performance categories National MLSs received the combined 2022 T3 Sixty Performance Rating of:

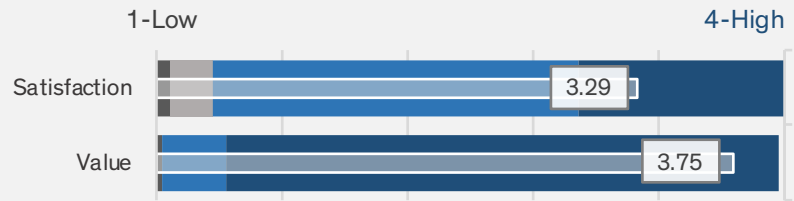## Superior Multiple Listing Service (MLS)

All grading according to a 4-point scale.
29,706 agents responded to this survey.

1 Satisfaction & Value

Respondents were asked to rate overall MLS satisfaction and value to their business. Sliders report feature score.

1-Low   4-High

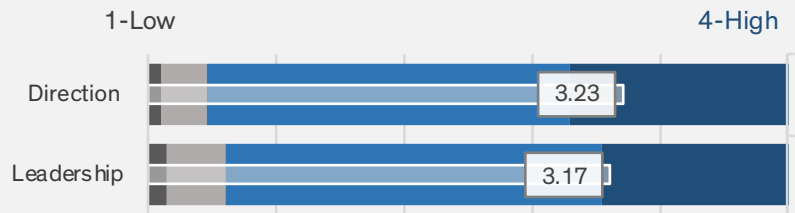Satisfaction   3.29
Value   3.75

Satisfaction & Value Score: 3.52 (Exceptional)

2 Direction & Leadership

Respondents were asked to rate the MLSs organizational direction and decision makers' performance. Sliders report feature score.

1-Low   4-High

Direction   3.23
Leadership   3.17

Direction & Leadership Score: 3.20 (Good)

3 Support & Service

Respondents were asked to rate the MLSs Support and Services based on overall and component performance. Sliders report feature score.

1-Low   4-High

Support   3.43
Components   3.51
Services   3.38
Components   3.36
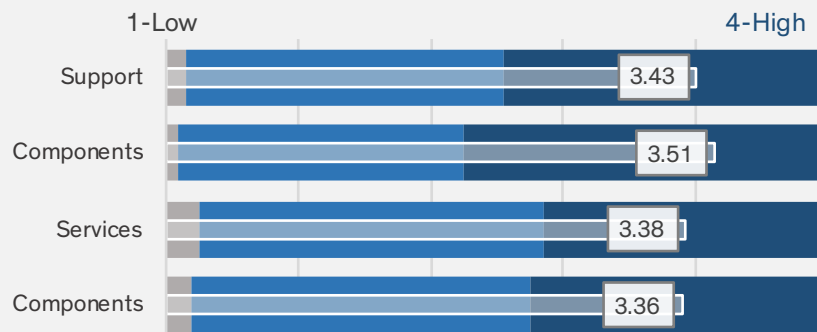
Support & Services Score: 3.42 (Superior)

4 Data

Respondents were asked to rate the overall quality and 4 key components of the MLSs data. Sliders report feature score.

1-Low   4-High

Overall   3.31
Components   3.34
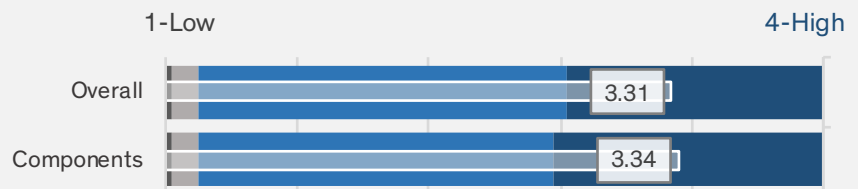
Data Score: 3.33 (Superior)

5 Technology

Respondents were asked to rate the overall quality and 6 key components of the MLSs technology, including the MLS Database System. Sliders report feature score.

1-Low   4-High

Overall   3.24
MLS System   3.29
Components   3.18

Technology Score: 3.24 (Good)

COMPARABLE RESULT DETAILS

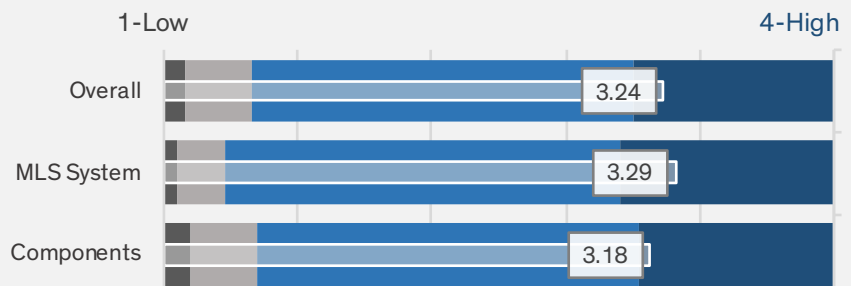Scoring and Rating comparable results for 2021 vs 2020 National averages, 2021 Maximum/Minimum scores, organizational type: Regional vs. Local (Combined Association/MLS), and sizes above or below the 2021 organizational median of 15,000 subscribers to provide additional insights.

Performance Category Comparisons

	2021 Average	2020 Average	2019 Average	2021 Maximum	2021 Minimum
Overall Score	**3.34**	3.34	3.37	3.50	3.10
	Superior	Superior	Superior	Exceptional	Good
Satisfaction/ Value	**3.52**	3.54	3.57	3.65	3.30
	Exceptional	Exceptional	Exceptional	Exceptional	Superior
Direction/ Leadership	**3.20**	3.22	3.21	3.40	2.93
	Good	Good	Superior	Superior	Average
Support/ Services	**3.42**	3.41	3.43	3.65	3.17
	Superior	Superior	Superior	Exceptional	Good
Data	**3.33**	3.33	3.37	3.46	3.08
	Superior	Superior	Superior	Superior	Good
Technology	**3.24**	3.22	3.25	3.38	3.04
	Good	Good	Superior	Superior	Good

	2021 Average	2021 Regional MLS	2021 Local MLS	2021 15,000+ Subscribers	2021 < 15,000 Subscribers
Overall Score	**3.34**	3.34	3.35	3.32	3.37
	Superior	Superior	Superior	Superior	Superior
Satisfaction/ Value	**3.52**	3.52	3.52	3.51	3.54
	Exceptional	Exceptional	Exceptional	Exceptional	Exceptional
Direction/ Leadership	**3.20**	3.19	3.21	3.17	3.24
	Good	Good	Good	Good	Good
Support/ Services	**3.42**	3.41	3.44	3.38	3.46
	Superior	Superior	Superior	Superior	Superior
Data	**3.33**	3.33	3.32	3.30	3.36
	Superior	Superior	Superior	Superior	Superior
Technology	**3.24**	3.24	3.23	3.22	3.26
	Good	Good	Good	Good	Good

1- Satisfaction & Value: Respondents were asked to rate overall MLS satisfaction and value to their business.

	MLS Satisfaction Performance Score	MLS Satisfaction Performance Rating
2021 Average	**3.29 (.03)**	**Superior**
Maximum	3.59	Exceptional
Minimum	2.99	Average
Regional MLS	3.27	Superior
Local MLS	3.31	Superior
15,000+ Subscribers	3.24	Good
<15,000 Subscribers	3.36	Superior
2020 Average	**3.26**	**Superior**

	Business Value Performance Score	Business Value Performance Rating
2021 Average	**3.75 (.06)**	**Best in Class**
Maximum	3.85	Best in Class
Minimum	3.60	Exceptional
Regional MLS	3.77	Best in Class
Local MLS	3.73	Best in Class
15,000+ Subscribers	3.78	Best in Class
<15,000 Subscribers	3.73	Best in Class
2020 Average	**3.81**	**Best in Class**

2- Leadership: Respondents were asked to rate the MLSs direction and decision makers' performance.

	MLS Direction Performance Score	MLS Direction Performance Rating
2021 Average	**3.23 (.03)**	**Good**
Maximum	3.40	Superior
Minimum	2.97	Average
Regional MLS	3.24	Good
Local MLS	3.23	Superior
15,000+ Subscribers	3.22	Good
<15,000 Subscribers	3.25	Superior
2020 Average	**3.26**	**Superior**

	Represent Score-Rating		Effective Score-Rating		Input Score-Rating		Ind. Trends Score-Rating	
2021 Average	**3.17 (.01)**	**Good**	**3.18 (.01)**	**Good**	**3.16 (.01)**	**Good**	**3.18 (.01)**	**Good**
Maximum	3.39	Superior	3.40	Superior	3.44	Superior	3.35	Superior
Minimum	2.88	Average	2.91	Average	2.83	Average	2.93	Average
Regional MLS	3.14	Good	3.16	Good	3.14	Good	3.16	Good
Local MLS	3.20	Good	3.20	Good	3.20	Good	3.18	Good
15,000+ Subscribers	3.12	Good	3.14	Good	3.11	Good	3.14	Good
<15,000 Subscribers	3.23	Good	3.22	Good	3.23	Good	3.21	Good
2020 Average	**3.18**	**Good**	**3.19**	**Good**	**3.17**	**Good**	**3.19**	**Good**

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3- Support/Services: Respondents were asked to rate the MLSs Support and Services based on overall and component performance.

	Support Overall Satisfaction Score	Support Overall Satisfaction Rating
2021 Average	**3.43 (.00)**	**Superior**
Maximum	3.70	Exceptional
Minimum	3.15	Good
Regional MLS	3.42	Superior
Local MLS	3.45	Superior
15,000+ Subscribers	3.39	Superior
<15,000 Subscribers	3.49	Superior
2020 Average	**3.43**	**Superior**

	Friendly Score-Rating		Knowledge Score-Rating		Responsive Score-Rating	
2021 Average	**3.53 (.02)**	**Exceptional**	**3.52 (.01)**	**Exceptional**	**3.47 (.00)**	**Superior**
Maximum	3.76	Best in Class	3.75	Best in Class	3.72	Best in Class
Minimum	3.27	Superior	3.25	Superior	3.21	Good
Regional MLS	3.51	Exceptional	3.50	Exceptional	3.46	Superior
Local MLS	3.56	Exceptional	3.55	Exceptional	3.49	Superior
15,000+ Subscribers	3.49	Superior	3.48	Superior	3.44	Superior
<15,000 Subscribers	3.58	Exceptional	3.57	Exceptional	3.51	Exceptional
2020 Average	**3.51**	**Exceptional**	**3.51**	**Exceptional**	**3.47**	**Superior**

	Services Overall Satisfaction Score	Services Overall Satisfaction Rating
2021 Average	**3.38 (.03)**	**Superior**
Maximum	3.65	Exceptional
Minimum	3.12	Good
Regional MLS	3.36	Superior
Local MLS	3.40	Superior
15,000+ Subscribers	3.34	Superior
<15,000 Subscribers	3.43	Superior
2020 Average	**3.35**	**Superior**

	Trainings Score-Rating		Compliance Score-Rating		Communications Score-Rating	
2021 Average	**3.39 (.02)**	**Superior**	**3.34 (.02)**	**Superior**	**3.36 (.00)**	**Superior**
Maximum	3.51	Exceptional	3.51	Exceptional	3.55	Exceptional
Minimum	3.23	Good	3.10	Good	3.22	Good
Regional MLS	3.43	Superior	3.37	Superior	3.37	Superior
Local MLS	3.40	Superior	3.39	Superior	3.39	Superior
15,000+ Subscribers	3.42	Superior	3.36	Superior	3.36	Superior
<15,000 Subscribers	3.42	Superior	3.40	Superior	3.41	Superior
2020 Average	**3.37**	**Superior**	**3.36**	**Superior**	**3.36**	**Superior**

4- Data: Respondents were asked to rate the overall quality and 4 key components of the MLSs data.

	Data Overall Satisfaction Score	Data Overall Satisfaction Rating
2021 Average	**3.31 (.00)**	**Superior**
Maximum	3.45	Superior
Minimum	3.03	Good
Regional MLS	3.31	Superior
Local MLS	3.31	Superior
15,000+ Subscribers	3.28	Superior
<15,000 Subscribers	3.34	Superior
2020 Average	**3.31**	**Superior**

	Accurate Score-Rating		Relevant Score-Rating	
2021 Average	**3.31 (.01)**	**Superior**	**3.41 (.02)**	**Superior**
Maximum	3.46	Superior	3.52	Exceptional
Minimum	3.12	Good	3.20	Good
Regional MLS	3.32	Superior	3.41	Superior
Local MLS	3.31	Superior	3.41	Superior
15,000+ Subscribers	3.29	Superior	3.39	Superior
<15,000 Subscribers	3.34	Superior	3.44	Superior
2020 Average	**3.30**	**Superior**	**3.43**	**Superior**

	Timely Score-Rating		Complete Score-Rating	
2021 Average	**3.39 (.01)**	**Superior**	**3.26 (.02)**	**Superior**
Maximum	3.50	Exceptional	3.41	Superior
Minimum	3.20	Good	3.01	Good
Regional MLS	3.40	Superior	3.25	Superior
Local MLS	3.38	Superior	3.27	Superior
15,000+ Subscribers	3.37	Superior	3.22	Good
<15,000 Subscribers	3.41	Superior	3.30	Superior
2020 Average	**3.40**	**Superior**	**3.24**	**Good**

5- Technology: Respondents were asked to rate the overall quality and 6 key components of the MLSs technology, including the MLS Database System

	Technology Overall Satisfaction Score	Technology Overall Satisfaction Rating
2021 Average	**3.24 (.01)**	**Good**
Maximum	3.38	Superior
Minimum	3.04	Good
Regional MLS	3.25	Superior
Local MLS	3.23	Good
15,000+ Subscribers	3.23	Good
<15,000 Subscribers	3.27	Good
2020 Average	**3.23**	**Good**

	MLS System Overall Satisfaction Score	MLS System Overall Satisfaction Rating
2021 Average	**3.29 (.02)**	**Superior**
Maximum	3.45	Superior
Minimum	3.08	Good
Regional MLS	3.30	Superior
Local MLS	3.28	Superior
15,000+ Subscribers	3.28	Superior
<15,000 Subscribers	3.30	Superior
2020 Average	**3.27**	**Superior**

	Listing Entry Score-Rating		Search Score-Rating		Market Reports Score-Rating	
2021 Average	**3.23 (.00)**	**Good**	**3.19 (.02)**	**Good**	**3.28 (.02)**	**Superior**
Maximum	3.35	Superior	3.32	Superior	3.40	Superior
Minimum	2.98	Average	3.00	Good	3.12	Good
Regional MLS	3.25	Superior	3.19	Good	3.28	Superior
Local MLS	3.10	Good	3.20	Good	3.28	Superior
15,000+ Subscribers	3.21	Good	3.17	Good	3.27	Superior
<15,000 Subscribers	3.25	Superior	3.22	Good	3.29	Superior
2020 Average	3.23	Good	3.17	Good	3.26	Superior

	Client Portal Score-Rating		Tax/ Pub. Rec. Score-Rating		Mobile Score-Rating	
2021 Average	**3.11 (.01)**	**Good**	**3.27 (.00)**	**Superior**	**3.01 (.02)**	**Good**
Maximum	3.26	Superior	3.45	Superior	3.24	Good
Minimum	3.01	Good	2.99	Average	2.77	Average
Regional MLS	3.10	Good	3.28	Superior	3.01	Good
Local MLS	3.12	Good	3.27	Superior	3.01	Good
15,000+ Subscribers	3.08	Good	3.27	Superior	2.94	Average
<15,000 Subscribers	3.15	Good	3.28	Superior	3.09	Good
2020 Average	3.12	Good	3.27	Superior	2.99	Average

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Survey Program