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REALCOMP LAUNCHES RCO360°
New Technology Enables MLS Subscribers to Search both
MLS and Public Records Simultaneously

FARMINGTON HILLS, Mich. – Realcomp II Ltd., Michigan's largest Multiple Listing Service (MLS), Has launched RCO360°, the newest search tool available through RCO3®, available at no additional cost to MLS subscribers. The announcement was made by Karen Kage, CEO, Realcomp II Ltd.

RCO360° is a search option in the latest version of RCO3® that unifies listing and Realist® property data, allowing MLS subscribers to search across both data sets from a single search. This provides for a property-centric search that provides REALTORS® with a 360-degree view of properties in respective markets.

Among the many benefits of RCO360°:

- More Efficient Workflow – Leverage Realist® tax data without launching a separate module and leaving the natural MLS workflow.
- Easy and Familiar – Search, view results, and email/print reports for tax data the same way as listings. All searches and displays are created inside of RCO3®, providing a consistent and familiar user experience.
- Create a CMA (including On and Off-MLS sales) by pulling comparable properties from the combination search.
- Great Technology – The HTML interface works well on computers and tablets – no plugins required.
- A Tax search is now available within RCO3® using the same fields as Realist® but in a familiar RCO3®-style search form.
- Complete property display includes current listing data, tax/assessment data, transaction/document history, area schools, flood data, and more.
- "Walk the Block" to view entire neighborhoods with comprehensive, interactive maps and information, including flood, highlighted parcel, lot dimensions, valuations, sales activity, foreclosure activity, and more.
- FEMA Flood Zone map overlays
- Combined history shows listing activity for properties – including sales, mortgage, and foreclosure history from public records.
- Print mailing labels from tax data.

"RCO360° provides for seamless ease of use and comprehensive tax and property data for optimal knowledge and efficiencies," said Karen Kage, CEO, Realcomp II Ltd. "Realcomp subscribers will have a new tool that combines the best of both data worlds (MLS and Public Records when researching and analyzing various neighborhoods and markets."

To access the RCO360° search options, users need simply to hover their mouse over the "Search" menu item and choose the "RCO360° Search."

For more detailed information on RCO360°, visit Realcomp.MoveInMchigan.com and choose Services, Products & Services, and RCO360°.

About Realcomp II Ltd.
Realcomp II Ltd. is Michigan's largest Multiple Listing Service, now serving more than 17,000 valued broker, agent, and appraiser customers in over 2,800 offices across Michigan. Realcomp II Ltd. is committed to providing the most reliable up-to date real estate information using state-of-the-art delivery methods. Realcomp offers its MLS subscribers top of the line customer service and every staff member has the authority to do what it takes to make certain each customer's experience is positive. For more information on Realcomp, please visit: Realcomp.MoveinMichigan.com