



## NEWS RELEASE

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### **Realcomp II Ltd. To Debut RCO360** *Enhanced MLS system to bring greater data consistency, ease of use*

**FARMINGTON HILLS, Mich., September 28, 2015** –Realcomp II Ltd. is preparing to unveil RCO360 – a newly enhanced version of its MLS system – that will increase data consistency, eliminate redundancies and improve the overall subscriber service experience.

RCO360 is an exciting step in a brand new direction for Realcomp. It's a true paradigm shift, in that it will allow our customers to search for properties across both the MLS and Public Record Databases at the same time! For many years now, Realcomp has delivered MLS information and public record data to our customers through separate databases and functions. We've worked to integrate both of these data sets into various reports for our customers, their buyers, and sellers. However, with the new RCO360 functionality, MLS Subscribers will be able to search for properties against both the MLS and Public Record databases in a single search. This means, Realcomp REALTORS® will be able to create a Comparative Market Analysis (CMA) or an appraisal on a property and find a wider and more complete set of comparable properties, regardless of whether they were listed or sold through a Realcomp REALTOR®.

In preparation for the coming 'single search' capabilities, Realcomp is renaming a number of fields in the Public Record Database to match those in the MLS including those related, but not limited to: 'exterior'; 'basement type'; 'garage type' and others. Additionally, many of these fields will be added to the auto-population feature of the listing entry program, making the data entry of listings even easier for MLS Subscribers.

New tab displays are also being added to our search result formats, each denoting varying sets of information. For example, such new tabs will include: 'listing' information; 'tax' and public record-related information, 'listing history', 'property history', 'map', 'photos', and 'open houses', with other tabs to come. Importantly, with the new tab displays, subscribers will have the choice of which tabs to include in a particular printout.

"We continue to listen to our customers and the marketplace while always striving for improvement and enhanced value," said Karen Kage, CEO, Realcomp II Ltd. "RCO360 is poised to evolve our system user experience significantly, in turn helping our subscribers better serve their customers."

The auto-population/listing input and tab display upgrades are expected to be in place by mid-October with single search functionality scheduled for implementation before the end of 2015.

### **About Realcomp**

Realcomp II Ltd. is owned by the following eight (8) Shareholder Boards and/or Associations of REALTORS®:

- Dearborn Area Board of REALTORS®
- Detroit Association of REALTORS®
- Eastern Thumb Association of REALTORS®
- Grosse Pointe Board of REALTORS®
- Lapeer and Upper Thumb Association of REALTORS®
- Livingston County Association of REALTORS®
- Greater Metropolitan Association of REALTORS®
- North Oakland County Board of REALTORS®

As Michigan's largest REALTOR®-owned Multiple Listing Service, Realcomp II Ltd., has grown to serve more than 13,100 valued broker, agent, and appraiser customers in over 2,200 real estate offices across Southeastern Michigan since it began in 1994.

Driven by integrity, Realcomp delivers great data to empower REALTORS® to achieve results.

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