

How to Get MLS Access



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What is the MLS?


- Each MLS (Multiple Listing Service) is a local database of real estate sales records (active, withdrawn, expired, closed)
- Owned by local Realtor boards; city, regional and state specific.
- Updated by listing agents, policed by Buyers agents
- Most accurate information that exists



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Why MLS Data?

- Appraisals rely on MLS comps
- Public records can be misleading or unavailable
- Agents are tattlers and cheap skates
- To make the best decisions in this business, you must review all available MLS sourced data.



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Big Myth


- ❑ A real estate investor needs to have a real estate agent on their team.
- ❑ NOT TRUE!
- ❑ Real estate investors need access to MLS data!



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MLS Data Access


- ❑ Active Listings Data (Free)
 - ❑ Realtor.com
 - ❑ Zillow.com
 - ❑ Homesnap.com
- ❑ Pros: Free, quick, accurate for actives
- ❑ Cons: Only actives, very limited info



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MLS Data Access


- ❑ Closed Listings Data (Free)
 - ❑ Redfin.com
 - ❑ Estately.com
- ❑ Pros: Free, quick, easy
- ❑ Cons: Doesn't work everywhere, closed sales data is limited, not always as up-to-date.



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MLS Data Access


- Public Versions of Local MLS Systems
 - Determine the MLS system for your local area and go to their website
 - Example: TheMLS.com (Los Angeles)
 - Example: Realtracs.com (Mid Tenn)
- Pros: Free, up-to-date
- Cons: Not applicable everywhere, closed sales data is limited



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MLS Data Access



- Agent Only Sites that pull MLS Data
 - NARRPR.com (National)
 - HomeSnap.com (National)
 - MLSAdvantage (Florida)
- Pros: MLS closed sales data!
- Cons: Not as detailed as actual MLS. Must get the login from an agent



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MLS Data Access

- Paid MLS Access: GetPrivyNow.com
- Pros: MLS closed sales data!
- Cons: Only 5 markets at this point, untested

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True MLS Data

- ✔ Active Listings with Agent Remarks
- ✔ Closed Listings with Financing Terms
- ✔ All Previous Listings of a Property
- ✔ Withdrawn Listings
- ✔ Expired Listings



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True MLS Access


- ✔ Non-licensed Assistant MLS Account
- ✔ Pros: Actual local MLS system access
- ✔ Cons: Isn't available for every MLS system and must get the cooperation of an Agent



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True MLS Access

- ✔ Login Username and Password from an active Real Estate Agent
- ✔ Pros: Actual local MLS system access
- ✔ Cons: Have to get cooperation from an active agent



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True MLS Access

- ✓ You or your spouse gets their real estate license
- ✓ Pros: Actual local MLS system access
- ✓ Cons: Upfront costs, ongoing costs, enormous amount of time, new hassles and new problems you didn't have before.
- ✓ LAST, LAST, LAST, LAST Case Resort



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• Former members of Freedom of Finance

Agent Cooperation

- ✓ The Trojan Horse approach
- ✓ Provide tremendous value
- ✓ Listing leads provide the greatest value to a real estate agent.



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Agent Cooperation

- ✓ Potential Agents to Contact
 - ✓ Friends, Family
 - ✓ Broke, Unsuccessful
 - ✓ Flat Fee Listing Broker?



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Agent Cooperation

- The Right Approach


“...I’m a local real estate investor. I don’t look for on-market MLS properties though. Instead, I work directly with sellers before they ever list with an agent. But in the process, I come across sellers from time to time who really want to work with an agent and not sell to someone like me. It’s important that I refer these listing leads to the right agent or agents. Do you have any interest in more listing leads or are you already too busy to take on any new listings?...What do you specialize in?”



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Agent Cooperation


- The Power of Providing Value First
 - Magic question: What do you want in return?
 - “Exact Opposite” Answer: Right now I am concerned with these leads being well cared for, but I’ll think of something. Do you have any ideas?
 - <https://www.youtube.com/watch?v=cKUvKE3bQIY>



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Agent Cooperation


- Walking them down the path you want them to go:
 - 1. Explain the comps data access you have and ask for more info.
 - 2. After a few emails of MLS data...ask if it would it be easier if...



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Agent Objections

- Illegal
 - The MLS is a software system, like Facebook or Google (is it illegal to give someone your Facebook login?)
- Fines for Getting Caught
 - Different devices, different IP addresses
 - No one has ever gotten "caught"

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- Free Active Listings Data (ex: Realtor.com)
- Free Closing Listings Data (ex: Redfin.com)
- Public Local MLS Portal (ex: TheMLS.com)
- Agent Only Sites (ex: HomeSnap.com)
- Paid MLS Data (ex: GetPrivyNow.com)
- True MLS Access (Username & Password)

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Q&A



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