



FOR IMMEDIATE RELEASE

Contact:

Stephanie Marthens

Greater Alabama MLS

205-802-6076

Sean Magers

ValleyMLS.com

256-658-1331

**PARTNERSHIP BETWEEN NORTH & CENTRAL ALABAMA HOME LISTING SERVICES PROVIDES
BOOST TO CONSUMERS & AGENTS IN AN ALREADY HOT HOUSING MARKET**

*Buyers & Sellers now have access to 60% of Alabama REALTORS® when visiting a single website;
agents primed to serve their clients better*

BIRMINGHAM, Ala. (November 12, 2020) - Today, a historic partnership between two of Alabama's largest Multiple Listing Services (MLS) took a final step when data sharing went live between ValleyMLS.com and LiveInAlabama.com powered by Greater Alabama MLS (GAMLS).

Consumers listing their homes for sale on either ValleyMLS.com or LiveInAlabama.com will have their property directly marketed to 9,000 out of 15,000 Alabama REALTORS®. Homebuyers now have an even more comprehensive and accurate look at the housing market on both websites. Real estate agents will no longer have to pay two separate subscriber fees to each MLS to do business across north and central Alabama.

“We hope this is the beginning of a greater collaboration with other MLSs across the state of Alabama. We want buyers and sellers to know when it comes to real estate in Alabama, local information is the most accurate and reliable that you can find anywhere on the World Wide Web,” said Chris Wood, 2020 Greater Alabama MLS President.

“By combining our efforts, consumers can view thousands of homes for sale in much of central and northern Alabama or have their home advertised to nearly 10,000 REALTORS®,” said 2020 ValleyMLS.com Chair, Cindi Peters-Tanner. **“For agents that subscribe to either MLS, this represents the latest massive free benefit to them, a collaboration, years in the making.”**

ValleyMLS.com and LiveInAlabama.com powered by Greater Alabama MLS, are committed to providing the strongest possible public-facing website for consumers. Today's fast-paced real estate market moves are driven by the consumer who wants easily accessible and readily available information. In addition to sharing data across platforms, showcasing homes from across most of central and north Alabama to agents and consumers, this partnership provides them with the most accurate up-to-the-minute information the public has come to expect from these respective MLSs.

###



The Birmingham Association of REALTORS® (BAR) and its subsidiary Greater Alabama MLS (GALMLS) are the primary resources for all real estate information in the Central Alabama area. BAR serves as the primary voice for area property owners. GALMLS provides property listing services to real estate professionals. Visit us at BirminghamRealtors.com. GALMLS residential real estate listings are available to the consumer via LiveInAlabama.com. The National Association of REALTORS® is America's largest trade association, representing more than 1.4 million members involved in all aspects of the residential and commercial real estate industries.