

# In The Know<sup>®</sup>

## Campaign guidelines



# About this guide

We've created a full set of promotional materials to help you leverage this campaign. We detail them here, and suggest ideas for putting them to work.

You can download the full set of campaign files/assets at [www.councilofmls.org/intheknow](http://www.councilofmls.org/intheknow).

# The problem

## Consumers don't understand the MLS

Research shows that only 24% of consumers have even a vague idea of what the MLS is, let alone how it benefits them (25% think it means “Major League Soccer;” 76% have “no idea”).\*

As an industry, we rely on the MLS every day. It's how we monitor what's happening across the market, how we cooperate to get sales done, how we offer compensation. We know how valuable the MLS is, even if we often take it for granted.

But here's the thing: we can't take it for granted any longer. The MLS is being challenged. If we want to preserve the efficient real estate market it helps create, we need to educate consumers about how the MLS benefits them. Because, in the end, consumer attitudes and behavior drive everything.

# The opportunity

## Tell a story that sticks

Here's the good news: The benefits of the MLS are real and strong. And consumers understand them when they are explained in clear, non-industry language.\*\*

CMLS has created a consumer campaign to help you tell the MLS story in a way that enhances your value as a broker, an agent or as an MLS leader. **This is your campaign. Own it. Claim credit. Use it to benefit you. Take the campaign materials and use them to unlock a new conversation with consumers.**

The time to have that conversation is now.

\*Data from nationwide survey of 1,000 consumers aged 30-55, conducted by CMLS in December 2019.

\*\*As found in nationwide survey of 1,000 consumers aged 30-55, conducted by CMLS in December 2019 and consumer focus groups conducted by CMLS in early 2020.

# Campaign slogan

## Why “In The Know®?”

Getting consumers to understand the MLS requires us to pull away our industry-speak and get to two powerful truths:

1. The MLS provides the bedrock of information millions of people depend on to make smart real estate decisions.
2. The vast majority of home sales happen by real estate brokers and agents working together on the MLS platform, not because of portals, websites or apps.

Agents and brokers, through their membership in the MLS, are “In The Know®” about all things real estate. Their clients—consumers—are too. What’s for sale? How much do I offer? How much is my house worth? The MLS is how we know.



# Making the campaign work for you

You are the most powerful channel for reaching consumers. **We have, therefore, equipped you with the tools necessary to tell this story in a way that makes you look great.** To do this: we recommend following the following guidelines.

1. Because of the confusion that exists around the acronym “MLS” and Major League Soccer, we recommend you use the more consumer friendly and descriptive term, “Multiple Listing Service” in all client contexts.
2. Reach consumers through your most direct touch points:
  - Share the campaign website after meeting with new clients to help them understand, and value, what you do
  - Update your listing presentation slides
  - Post campaign videos on social media, or embed them in your website
  - Include campaign flyers to your buyer and seller kits/collateral
3. Use the In The Know® campaign to start a new conversation with consumers that enhances your own value proposition.

# Campaign promo materials

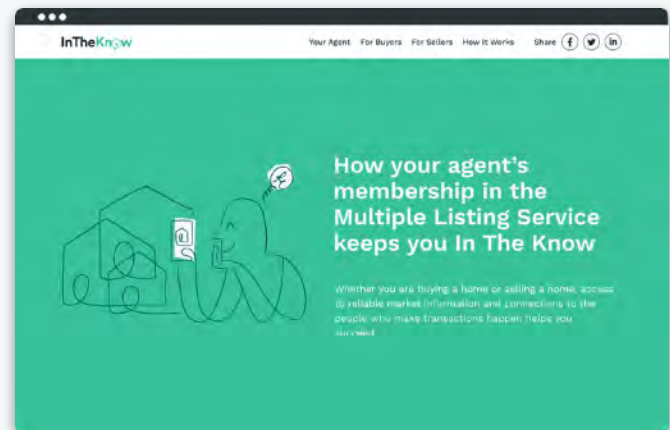
Use these freely. They were created for you. The campaign is not branded to CMLS. We don't need credit. Our goal is for more consumers to understand what the MLS is and does.

## Campaign website

We have created two versions of the campaign website, one for agents and brokers and one for MLSs.

The first website shows how agents use their Multiple Listing Service membership to deliver big benefits.

The second website shows how the Multiple Listing Service “makes the market work” in plain, consumer-focused language.



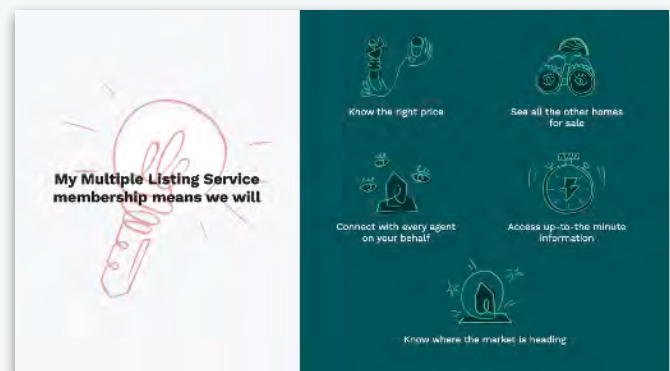
**Agents:** [agents.multiplelistingservice.org](https://agents.multiplelistingservice.org)  
**MLS:** [multiplelistingservice.org](https://multiplelistingservice.org)

## Listing presentation templates

Agents always get asked, “Are you going to put my home on Zillow?”

If we want them to ask, “Are you going to put my house on the Multiple Listing Service” instead, we need to educate them about how you, as an agent, use the MLS to help make their home sale happen.

The listing presentation is a great opportunity to tell that story. Use the campaign's slides to do just that.



## “Explainer” videos

We have created short, clear explainer videos that you can share with your buyers and sellers to educate them on how the Multiple Listing Services works.

You can:

- Post on social media
- Add to your drip marketing campaigns
- Email to clients after initial meeting
- Embed within your website
- Link in your email signature



Buyer video



Seller video

## Flyers

These flyers are great to email to client or prospects so they understand how the MLS helps you help them on their real estate journey.

They are designed at print quality as well, so are nice additions to your buyer or seller packets.



Buyer flyer



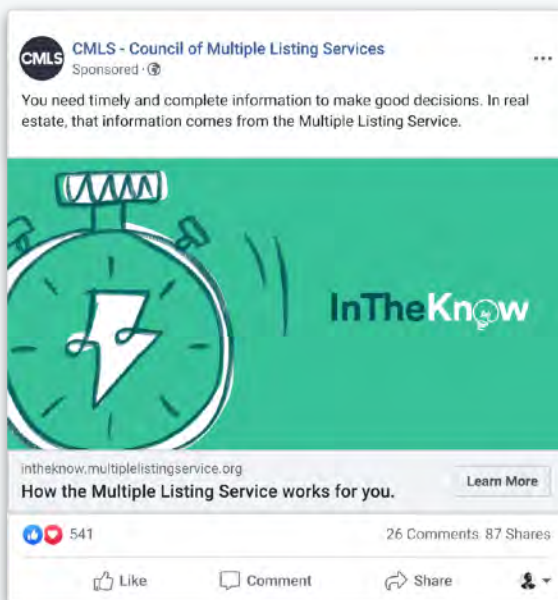
Seller flyer

## Social media ads

We've created social ads using campaign language designed to get consumers to engage with you. Use them as-is or tailor them to your own market.

The ads are simple by design. Make sure to retain that simplicity, avoid an abundance of visual clutter and make sure you adhere to the guidelines of each platform.

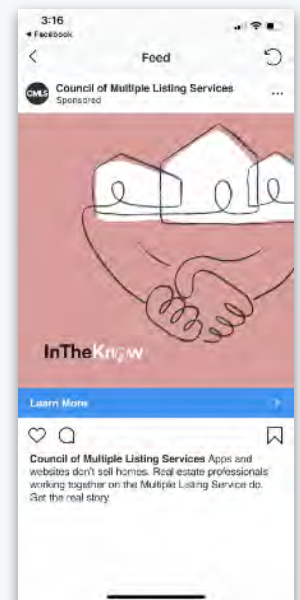
All the necessary assets are contained in the downloadable kit available on the campaign landing page.



Facebook ad example



Twitter ad example

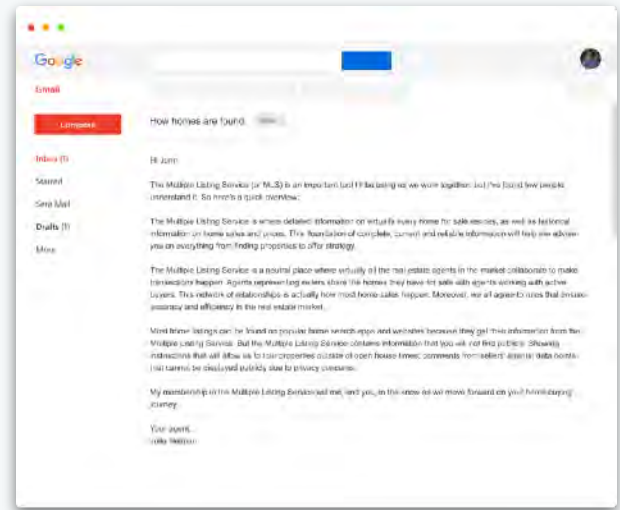


Instagram ad example



# Email scripts

We've made it easy to shoot a quick email to clients or prospects explaining what the MLS is, how to use it, and why it adds value to their real estate experience with you.



## Email script (buyers)

Buyer email

<client name>,

The Multiple Listing Service (or MLS) is an important tool I'll be using as we work together, but I've found few people understand it. So here's a quick overview:

The Multiple Listing Service is where detailed information on virtually every home for sale resides, as well as historical information on home sales and prices. This foundation of complete, current and reliable information will help me advise you on everything from finding properties to offering strategies.

The Multiple Listing Service is a neutral place where virtually all the real estate agents in the market collaborate to make transactions happen. Agents representing sellers share the homes they have for sale with agents working with active buyers. This network of relationships is actually how most home sales happen. Moreover, we all agree to rules that ensure accuracy and efficiency in the real estate market.

Most home listings can be found on popular home search apps and websites because they get *their* information from the Multiple Listing Service. But the Multiple Listing Service contains information that you will not find publicly: showing instructions that will allow us to tour properties outside of open house times, comments from sellers' agents and even data points that cannot be displayed publicly due to privacy concerns.

My membership in the Multiple Listing Service will keep me, and you, In The Know® as we move forward on your home buying journey.

<agent name>

## Email script (sellers)

<client name>,

The Multiple Listing Service (or MLS) is an important tool I'll be using as we work together, but I've found few people understand it. So here's a quick overview:

The Multiple Listing Service is where detailed information on virtually every home for sale resides, as well as historical information on home sales and prices. This foundation of complete, current and reliable information will help me advise you on everything from pricing to evaluating offers.

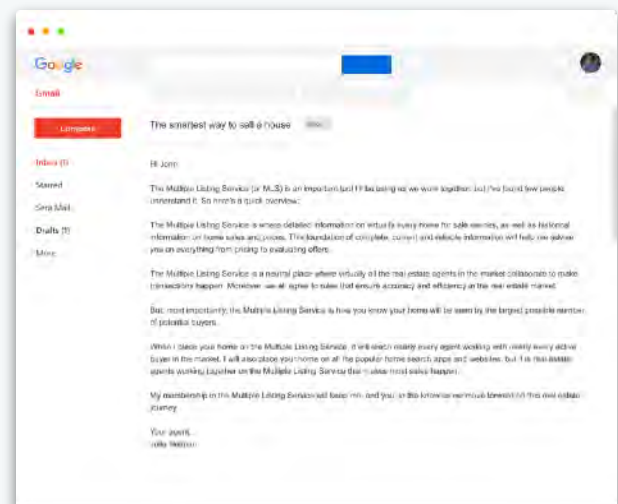
The Multiple Listing Service is a neutral place where virtually all the real estate agents in the market collaborate to make transactions happen. Moreover, we all agree to rules that ensure accuracy and efficiency in the real estate market.

**But, most importantly, the Multiple Listing Service is how you know your home will be seen by the largest possible number of potential buyers.**

When I place your home on the Multiple Listing Service, it will reach nearly every agent working with nearly every active buyer in the market. I will also place your home on all the popular home search apps and websites, but it is real estate agents working together on the Multiple Listing Service that makes most sales happen.

My membership in the Multiple Listing Service will keep me, and you, In The Know® as we move forward on this real estate journey.

<agent name>

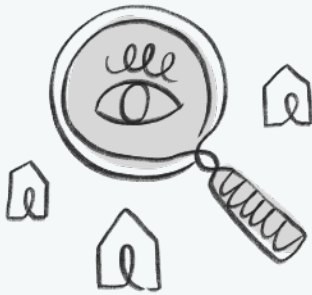


Seller email

## Campaign illustrations

Use these custom illustrations to communicate key concepts around the value of the MLS.

Use them in your website, in your own marketing materials, or in your social campaigns.



Market insight



Timely information



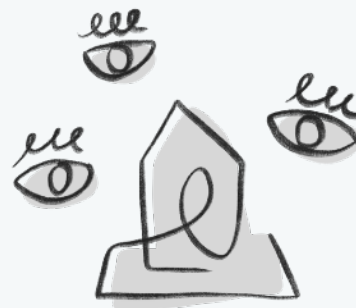
Cooperation



Access to knowledge



Fairness



Exposure to buyers

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Multiple Listing  
Services

**MAKING THE MARKET WORK®**