

GREATER  
**SOUTHERN** | **MLS**



**Broker-led, Customer-  
Centric Statewide MLS**

Greater Southern MLS  
*Your Business  
Generation and  
Profitability  
Improvement Partner*

# Your OWN MLS, led and driven by customer-centric fellow brokers



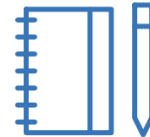
## Services & Support from Greater Southern MLS



### SOLUTIONS

Explore the product and services provided by Greater Southern MLS.

[View now](#)



### EDUCATION

Training on Greater Southern MLS products, online and in person.

[View now](#)



### SUPPORT

We've got you covered with top-of-the-line customer service & support.

[View now](#)



### COMPLIANCE

We are working to keep your listing data accurate and current.

[View now](#)

A map of the United States with numerous colored circles (blue, red, and grey) of varying sizes placed across different regions, representing the distribution of REALTORS. The circles are more densely packed in the Northeast, Midwest, and South, with some large blue circles in the West and Midwest. State names like Washington, Oregon, Idaho, Wyoming, Nebraska, Kansas, Oklahoma, Texas, Florida, and others are visible on the map.

50% of REALTORS® belong to 20 Regional MLSs  
*6 Statewide MLSs today*

1 Set of Rules and Regs

State/National Listing  
Exposure/Lead Gen

Regional/Statewide IDX Feed

More Referrals

Expand your business



What's included with  
Greater Southern MLS?



# 15 Technologies and MLS System of CHOICE



# **FREE** Broker Data Feeds

IDX

Virtual Office Website

RESO Web API

3 Business Days for Approval





**Awarded Prestigious  
Center of Excellence  
Recognition from  
BenchmarkPortal**

# More Live Customer Support

**5 Days/Week Mon. – Fri.**  
(8:30 am – 11 pm)  
Sat. – Sun. (10 am – 5 pm)

Phone  
Live chat  
Ask a Question  
Make a Suggestion







# **Comprehensive Technology Training**

In-person classes  
Live and recorded webinars  
Quick how-to videos  
Robust knowledge base library  
Youtube Training Library



**Local trainer**  
**Michelle Phillips**  
for Broker Office, Online and  
Association training

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**Who can join Greater  
Southern MLS?**



REALTORS®  
Only

“

**Who runs Greater  
Southern MLS?**



# Equitable Board of Directors Structure

## **Brokerage Representation**

- 3 Brokers Representing Small Brokerages
- 3 Brokers Representing Mid-Size Brokerages
- 3 Brokers Representing Large Brokerage

## **Association Representation**

- 1 Broker representing Small Participating Association
- 1 Broker representing Mid-Size Participating Association
- 1 Broker representing Large Participating Association
- 1 Productive Agent/Team Leader
- Up to 2 Outside Directors

“

# Who owns Greater Southern MLS?



Participating Brokers

Local Louisiana  
Associations



**Every participating Brokerage  
and Association can buy 1  
Share and NO MORE**

- No matter how many offices
- No matter how many brands
- No matter how many agents/members

**1-time stock purchase of \$500**





Shareholders are eligible to:

- Vote on Key Issues
- Serve on Board of Directors
- Provide input on Company Direction

## *For Brokerages*

Buy a share of stock to be eligible  
to serve on the Board of Directors



Send email to  
[admin@greatersouthernMLS.com](mailto:admin@greatersouthernMLS.com)

Request Live Training at your office

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**What brokerages are  
shareholders today?**

# Brokerages representing nearly 5,000 REALTORS® are already GSMLS stockholders

**kw** NWLA  
KELLERWILLIAMS. REALTY

  
WEBB JAY &  
ASSOCIATES  
REALTORS®

**CENTURY 21.**  
Bono Realty

**RealLiving®**  
Southern Home  
Professionals

**kw**  
KELLERWILLIAMS.  
REALTY ACADIANA

 **COLDWELL BANKER**  
INGLE SAFARI  
REALTY

**kw** CENLA  
KELLERWILLIAMS.

**kw** Realty Professionals  
KELLERWILLIAMS.



**FLAVIN**  
REALTY INCORPORATED

  
REALTY

**1% Lists®**

**Weichert,**  
REALTORS®  
Mauti, Schroder & Scoggin

RE/MAX Alliance



RE/MAX Northlake

**BURNS & Co.**  
Inc./REALTORS



NextHome®

**kw** First Choice  
KELLERWILLIAMS.



**LATTER & BLUM**

**kw** 4550100  
KELLERWILLIAMS.

**Axis Realty**  
GROUP

**CENTURY 21** Bessette Realty, Inc.

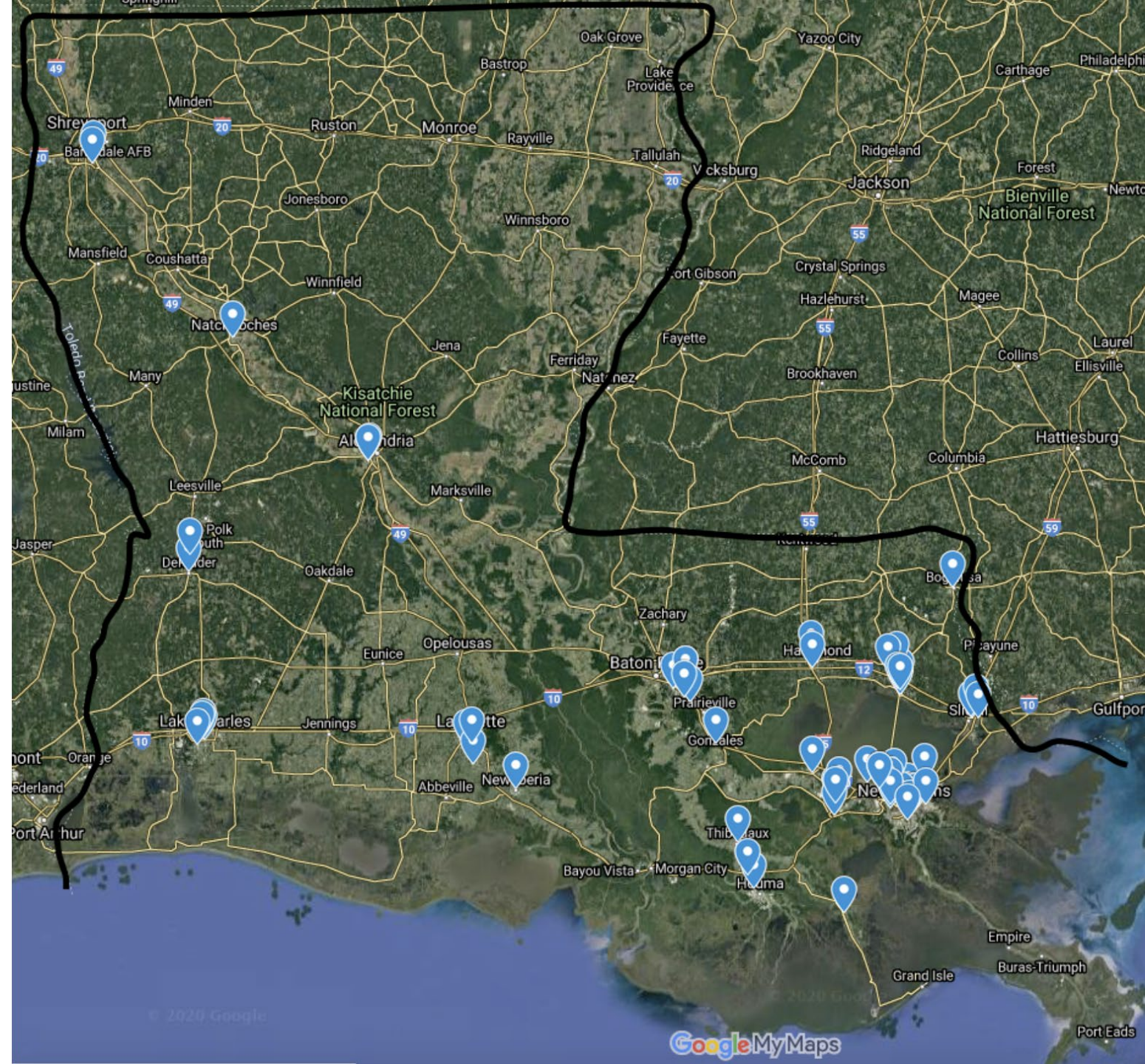
**JP & ASSOCIATES'**  
REALTORS®  
GULF SOUTH

**RE/MAX®** PROPRIETARY  
REAL ESTATE PARTNERS



Brokerages from  
around Louisiana  
representing more  
than 5,000 agents

1/3 of all Louisiana  
REALTORS®



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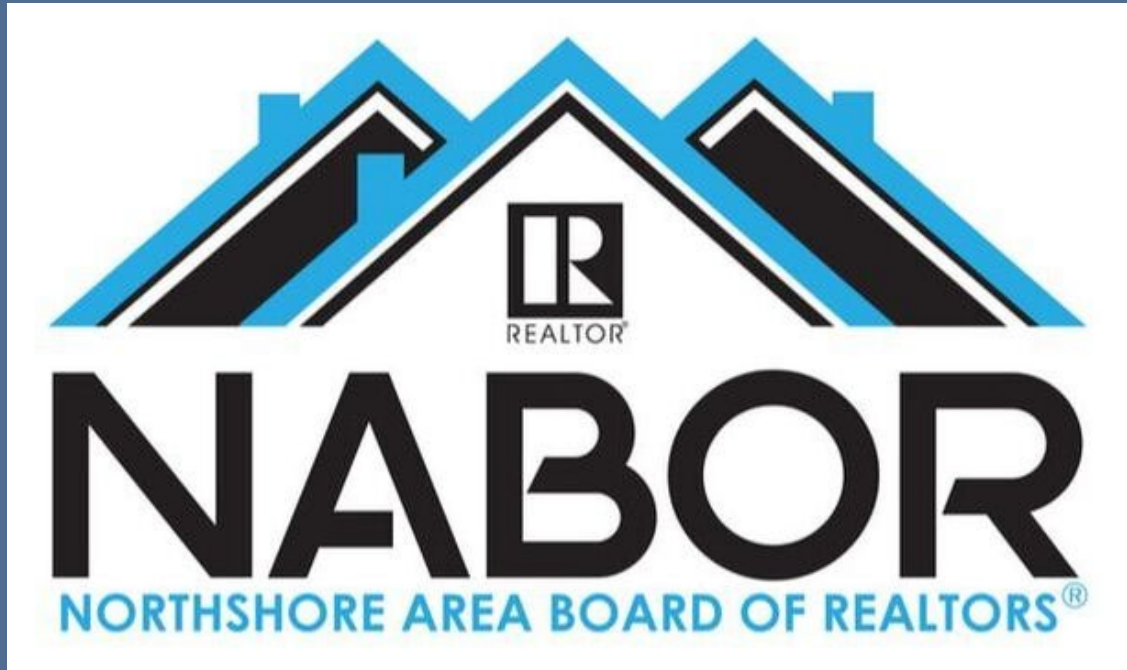
Tommy Eastman  
*Broker, Flavin Realty*



— Southwest —  
**LOUISIANA**  
ASSOCIATION of REALTORS, INC



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Steve Hayes  
*President 2020, NABOR*  
*Broker, Real Living*  
*Southern Home*  
*Professionals*

“

**How do you join  
Greater Southern MLS?**

# NAR MLS of Choice Policy

In Effect July 1, 2018

Agents can join ANY MLS where their sponsoring broker is a participant



Brokers can join ANY MLS  
regardless of their Association  
membership

Agents can join ANY MLS  
where their Sponsoring  
Broker is a participant



You do **NOT** have to be member  
of SWLAR or NABOR to join  
Greater Southern MLS

There is an MLS-only subscription  
available

Pre-register Through NABOR Now!

<https://forms.gle/wRsXCeT9DRcSLfKa6>



## Scenario #1

- Maintain membership with your current Association
- Maintain Membership with your current MLS
- Join Greater Southern MLS
- Encourage all of your agents to join you on Greater Southern MLS
- Encourage your Association to offer Greater Southern MLS



## Scenario #2

- Maintain membership with your current Association
- Drop your current MLS subscription
- Join Greater Southern MLS
- Encourage all of your agents and Association to join you on Greater Southern MLS



## Scenario #3

- Maintain membership with your current Association
- Join SWLAR or NABOR as a secondary Association
- Maintain your Current MLS Subscription
- Join Greater Southern MLS
- Encourage your Association to Join Greater Southern MLS





## Scenario #4

- Move your primary Association membership to SWLAR or NABOR and make your current Association a secondary membership
- Maintain your Current MLS Subscription
- Join Greater Southern MLS
- Encourage your Agents
- Encourage your Association and Agents to Join Greater Southern MLS



# Where Brokers/Agents Join Greater Southern MLS



Pre-register Now!

<https://forms.gle/wRsXCeT9DRcSLfKa6>



***Would you like us to come speak  
to your brokerage or community?***

Send email to  
[admin@greatersouthernMLS.com](mailto:admin@greatersouthernMLS.com)

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Pre-register as a Participant with  
NABOR:

<https://forms.gle/wRsXCeT9DRcSLfKa6>

Become a Shareholder for \$500:  
[admin@greatersouthernmls.com](mailto:admin@greatersouthernmls.com)



Questions?

[Admin@greatersouthernmls.com](mailto:Admin@greatersouthernmls.com)

Webb Jay: [wjay@webbjay.net](mailto:wjay@webbjay.net)  
504 915-2944

Tommy Eastman:  
[teastman@flavinrealty.com](mailto:teastman@flavinrealty.com)  
337 794-5446

Steve Hayes: [steve@stevenjhayes.com](mailto:steve@stevenjhayes.com)  
970 690- 0541