

the collaborative real estate label





THE MLS MANIFESTO

We, the member real estate agents of the MLS Côte d'Azur, are committed to pooling our exclusive mandates, only our exclusive mandates, but all our exclusive mandates.

We are also committed to offering all our selling customers an exclusive multi-distributed mandate, and to offer to all our purchasing customers the mandates of our colleagues which match their requirements.

Indeed, we are convinced that this new approach to our job as real estate brokers is the only one that guarantees our customers a quality service, capable of meeting their legitimate expectations in terms of the widest dissemination of the properties they are selling and access to unbiased, expert and transparent information about properties to be purchased.

More than 15 years
changed real estate



that have

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In 2001, barely ten real estate agents decided to set up an association to promote and develop a concept on the Côte d'Azur that had long existed in the USA: The Multiple Listing Service, or MLS.

It was about breaking with the individualistic habits of professionals and “everyone for himself,” by putting together a shared file of the exclusive mandates of the agencies.

Convinced of the merits of their approach, particularly for the benefit of their clients, these pioneers strove year after year to convince as many colleagues as possible to join and put in place, with their partners, the collaborative tools and procedures suited to their work.

Today, almost 500 agencies and more than two thousand staff, have completely updated their working practices and, daily exchange information and collaborate through the MLS Côte d'Azur, thus making it the largest organisation of its kind in France.



The 4 key factors for success



1

EXCLUSIVITY

The exclusive mandates of the agencies are shared in the MLS's shared file. Only exclusive mandates, but all exclusive mandates, without exception.



2

COMPLETENESS

The MLS is intended to bring together all real estate agents in one pool. It is not an exclusive club, the preserve of a few, but an approach for the whole profession, represented in its full diversity.

The success of the MLS approach is based on a promise made by real estate agents to their clients: to work together to better serve them.

As a token of this promise, the organisation of the MLS is based on 4 founding principles:



3

NEUTRALITY

The MLS must be unbiased and independent. The organisation's statutes guarantee this neutrality and representation for all, according to the principle of "one man," one vote. Monitoring of the tools used in the MLS and sharing of information also follow this same principle of neutrality.



4

REGULATION

As in any 2.0 community, strict rules and principles of operation are needed. Monitoring that these rules are observed by real estate agents is essential to the smooth functioning of the system. The MLS has put in place the internal bodies which are essential to control and regulate exchanges among professionals.

"Stone has no hope of being anything other than stone. But working together, it assembles itself and becomes a temple." Antoine de Saint-Exupéry

A constantly evolving approach

500

AGENCES spread from Menton to Mandelieu, split into 8 specific areas to cover the whole 06 department.

4700

TRANSACTIONS have been carried out by exclusive multi-distributed mandate by the MLS Côte d'Azur agencies.

10500

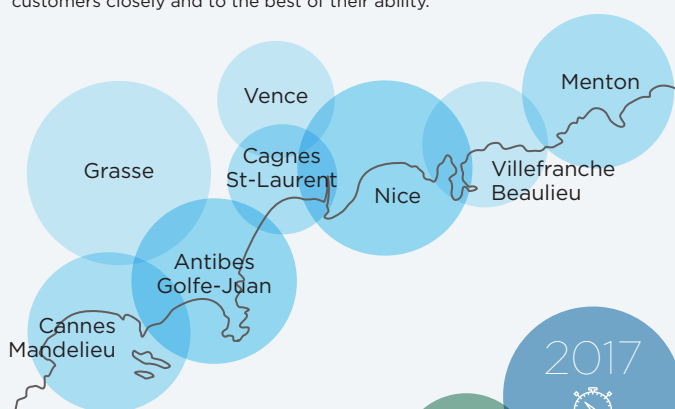
PROPERTIES IN EXCLUSIVE MANDATE

shared by the MLS Côte d'Azur agencies in 2017.

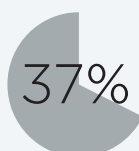


THE PROXIMITY OF THE MLS CÔTE D'AZUR

To be as effective and responsive as possible, the MLS Côte d'Azur agencies are divided into 8 clearly defined sections with the aim of serving customers closely and to the best of their ability.



In 2017, the 475 real estate agencies of MLS Côte d'Azur sold, directly or between offices, 4,700 properties under exclusive mandates, generating a volume of real estate sales in excess of € 1.2 billion for € 68 million fees paid to the agencies.



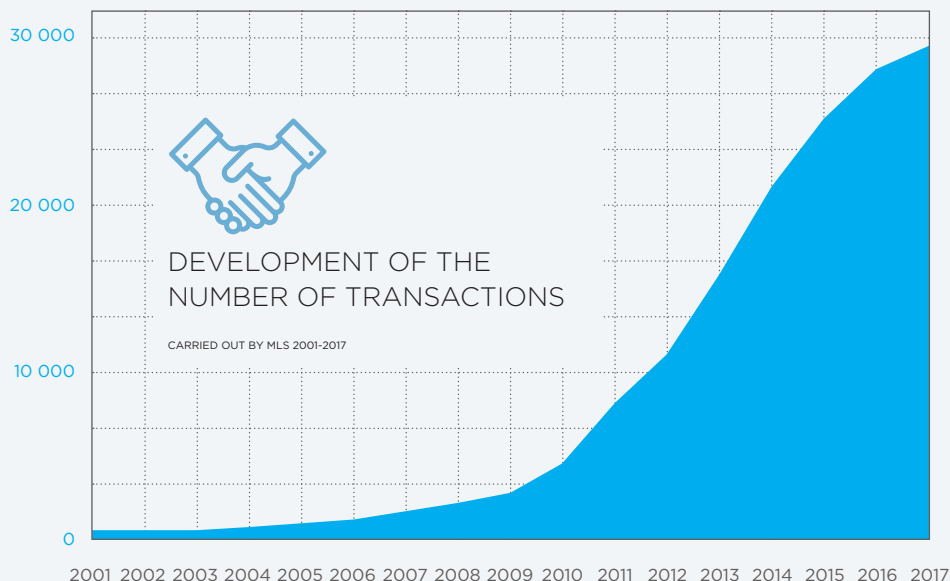
Of the 12,000 transactions carried out over 12 months in the 06 department, including all contracts, almost 4,700 were carried out in exclusive multi-distribution mandates by the MLS Côte d'Azur agencies, which is **37% of the market**.



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THE CONSTANT DEVELOPMENT OF THE MLS CÔTE D'AZUR

For more than 15 years, the number of agencies linked to the MLS Côte d'Azur has been increasing. From 6 agencies in 2001 with a total of 200 properties sold, the MLS Côte d'Azur has **500 agencies** for a volume of properties sold of more than **29,000 units**.



66%
independent
agencies

34%
network
agencies

The proportion of network agencies to independent agencies inside the MLS is consistent with the national average. **This is the mark of the neutrality of the MLS Côte d'Azur approach.**



A MODEL THAT EXPANDS AND IS SHARED

The methods of the MLS Côte d'Azur are inspired by and benefit from the experience of the methods developed by the **Greater Quebec MLS** and have inaugurated a novel partnership with the agents of the **MLS Italy**.

MLS Côte d'Azur,



in the wings

THE RULES of the MLS are intended to guarantee real estate agency customers that its essential principles are observed:

- **The sharing of mandates** and their dissemination through the shared file.
- **The reliability and quality** of shared information.
- **The profile** of the properties for sale.
- **Transparency** in managing offers to buy.
- **The fair and transparent sharing** of fees.

These rules are grouped in our rules of procedure with which all members must comply.

THE TOOLS. The MLS enables its members the benefit of modern and efficient tools for:

- **Sharing their mandates** in real time.
- Using **powerful dedicated search engines**.
- Using a **unique database** of references to properties sold and statistical tools to enable them to access real expertise in the local market.

THE CONTROL. Within the MLS, real estate agencies' ability to collaborate in using the shared file is checked beforehand and their subsequent performance by periodic audits.

- **The reliability** of the information shared is checked in real time by a team of moderators.
- In the event of difficulty between members or non-compliance with the rules, the MLS has a **mediation body** and a **disciplinary committee** which can impose sanctions up to exclusion.

THE METHODS. The development strategy and the scalability of the rules of procedure are set by the **Association's Board of Directors**. It is composed of volunteer real estate agents democratically elected by the general assembly of members.

- As part of the Board and under its control, an **Executive Office** implements the strategy.
- An **operating unit** of employees, consultants and partners work to the instructions of the Executive Office.

At the heart of innovation





THE EXCLUSIVE MULTI-DISSEMINATED® MLS MANDATE, the opposite of traditional exclusivity

With a "classic" exclusive mandate, the dissemination of the property to customers is provided by the sole agent.

The profile of the property for sale therefore fully depends on the agency's lone "fire-power," which is necessarily limited.

In an exclusive multi-disseminated MLS mandate®, the mandated agency is obliged to share its

mandate in the shared file. It therefore has a profile and is available for visits, for all customers of all the member agencies.

Agencies wishing to do so can also disseminate the mandates of colleagues in their window and their website (subject to the agreement of the seller and the agent).

The profile of the property is therefore considerably increased, ensuring access to a far greater number of potential buyers than in the context of a conventional exclusive mandate or several ordinary mandates.

Moreover, this system allows the same property to be presented on the various platforms at a single price and with a single description previously checked by the professional community themselves.

Finally, with the exclusive multi-disseminated MLS mandate®, sellers have a unique partner

they have chosen on the basis of skills and market positioning, as well as enjoying the reach of all the other professionals.

This is a winning relationship of collaboration and common interest between the seller, the agent and all the other agencies.

The exclusive multi-disseminated MLS mandate® therefore combines all the advantages of the exclusive mandate and the simple mandate without their disadvantages.

How does it work?

1

A SINGLE AGENCY, A UNIQUE APPROACH

If you want to sell or buy real estate, by choosing a sole agent who is part of the MLS, your project will benefit from the momentum of all real estate agents.



A single mandated agent, the assurance of a dedicated service.

2

A WIDE DISSEMINATION, A WIDER CHOICE

If you are selling your property it will be disseminated via all MLS agencies. If you are looking to buy a property, your MLS agency will give you access to a comprehensive database.

3

SAVING TIME, PROVEN EFFECTIVENESS

Real-time management and dissemination of properties for sale allows a comprehensive, up-to-date and quick view of the market for all customers.

AVERAGE NUMBER OF DAYS ON THE MARKET

This is one of the major benefits of the multi-disseminated mandates: **properties sell faster!**

In 2017, **less than 90 days** were required to conclude a real estate transaction through the exclusive multi-disseminated MLS mandate.



**less than
90d**

SOURCE MLS 2017

THE EXCLUSIVE MULTI-DISSEMINATED MLS MANDATE BY MLS

Today, all sectors of the traditional economy are in the process of being revolutionised by the arrival of new organisations, new points of view and, above all, the spread of new technologies. The phenomenon is called digital transformation. A transformation made more than 15 years ago by the MLS and which has since been widely tried and tested, both for sellers and for buyers. Simple, agile, effective, a model ahead of its time.



THE BIG DATA OF REAL ESTATE

The MLS agency database is a unique basis for the references of properties sold on the market and is an ideal tool to give a fair estimate of a property



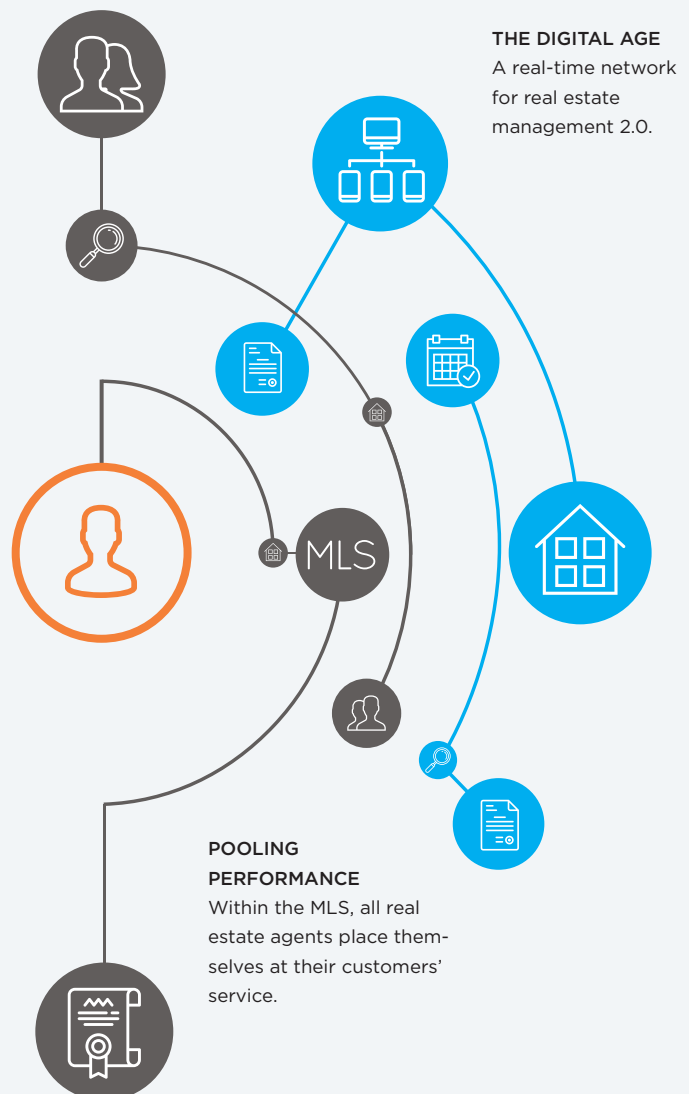
A CHARTER OF GOOD CONDUCT

All MLS agencies are subject to strict checks and the establishment of procedures which regulate all property operations: putting it on the market, advertising and property visits, managing offers to purchase, negotiating and concluding the sale.



TRANSPARENT MANDATES

The exclusive multi-disseminated MLS mandate quite transparently guarantees sellers the conditions for the multi-dissemination of their properties to the MLS agency community.



Very Special Agents





MLS, A NEW GENERATION OF PROFESSIONALS

MLS Côte d'Azur, a label which already covers more than 2,100 member staff

The MLS is no longer only exists at the level of member agencies and leaders. Now, staff members, the embodiment of the label in daily life and in the field, are personally tasked with taking forward our values and commitments.

What's new? The establishment of a college which brings together the 2,100 women and men, the lifeblood of the MLS Côte d'Azur, around a certification they have personally been awarded.

The MLS Côte d'Azur has thus become the first organisation to give real estate agency staff a formal status, by involving them directly in the operation and regulation of the local collaborative approach. These professionals are in turn MLS recognised and approved, provided that the criteria of excellence set by the label are met, thus moving from the status of brokers to that of very special agents:

- holding an "agency staff» certificate issued by the Nice Côte d'Azur Chamber of Commerce and Industry, coupled with a professional Civil Liability insurance.
- mastering all the principles, good practices and rules of collaboration within the MLS, by passing a professional knowledge test.
- following a continuous training programme which is offered by the association to strengthen and enrich these skills.

The MLS Côte d'Azur authorised agents are engaged in a qualitative approach to regulating collaboration at the local level.

In short, it is about offering customers better guarantees that rules and good practice are observed in sharing exclusive multi-disseminated mandates, managing and monitoring property visits, disseminating offers to buy and conducting collaborative transactions.

As they are directly responsible for compliance with MLS's code of conduct, they may be sanctioned in the event of failure. They also have a specific representation on the Association's Board of Directors.

Collaborative strength



The development of collaboration within MLS Côte d'Azur real estate agencies is a major economic issue, both for buyers and sellers who endorse this collaborative concept and for professionals who make a growing share of their turnover from it.

The involvement of agency staff is an important step in the system of regulation of inter-professional exchanges, thus ensuring, by a permanent monitoring and increased security of these exchanges, a better service to buying and selling customers.



2100 times
quicker



2100 times
better informed



permanent
training



humanised
technology



collective
intelligence



19 sales
per day



€68 000 000
of fees



€1 200 000 000
turnover

in Exclusive Multi-Disseminated Mandates

The label for sellers



MLS
CÔTE D'AZUR

The strength of the MLS is to offer you the opportunity, by signing a unique mandate with a single contact, to involve all real estate professionals who are members of the inter-agency approach, who, as a result, actively collaborate to sell your property.



A UNIQUE APPROACH

By entrusting your property to a single estate agency, you choose a unique partner for a privileged relationship. No need to explain your sales project repeatedly nor to manage a multiplicity of requests. Between your mandated agency and yourself you can build understanding, confidence, motivation and a shared objective.



THE BIGGEST NUMBER OF BUYERS

The MLS paradox? By agreeing a unique mandate, you have access to a very large number of potential buyers. The MLS Côte d'Azur platform is a great multiplier of opportunities as well as an extensive database, ideal for targeting, modifying and optimising a sales strategy.



A WIDE DISSEMINATION

Your property is disseminated to all MLS agencies, potentially more than 2,000 agents on the ground. You thus access the biggest professional real estate marketplace on the Côte d'Azur, which guarantees your property's high profile and its best value.



SHORT TIMESCALES

By increasing opportunities, the MLS concept generates real and natural acceleration of time frames. A genuine property exchange on the Côte d'Azur, the global inter-agency file makes it possible to be more efficient and quicker.

The label for purchasers



By opening the door of a single agency, you access the reach of all the real estate professionals who value the Inter-Agencies approach.



A SINGLE AGENCY

The search for a property no longer resembles a marathon. By opening the door of an MLS agency, you open the door to the largest database of real estate assets available by potentially accessing some 500 agencies across the department.



A FAIR PRICE

By providing a broad database of the references to properties sold, the MLS system allows a more complete view of the market, a real-time view of properties and the average price per square metre actually paid. An ideal observatory to ensure access to the best market prices.



A WIDER CHOICE

Through the combined operations of all MLS professionals, you benefit from a selection of properties which is up to date and constantly reviewed. The MLS system thus allows any purchasers access to an exponential offer and more certainty of finding the property which meets their search criteria.



A TIME SAVING

Buying real estate is a major commitment. Aware of these issues and keen to support future purchasers in their best interests, MLS professionals can rely on a process which ensures rigour, comfort and saving time.

A model to follow



The regular expansion of MLS reflects the constant efforts of a profession which looks to the future and which puts the client more than ever at the heart of its rationale, approach and methods.

The MLS concept is the source of a new way of thinking about real estate working. Beyond the networks, brands and individual interests, it brings professionals together in a collaborative approach, started more than 15 years ago and which today constitutes the business model most used by start-ups and the new economy. Sharing skills, commercial exchanges, dialogue and sharing good practice forges a new image of real estate, more consistent with the reality of a constantly chan-

ging profession. Quality of advice, commercial efficiency, accessibility, availability, more can be expected of an MLS member. Professional organisation therefore is a guarantee of reliability, imposing a quality standard for the market, a real standard which informs, guides and reassures, like the criteria used for industry or buildings. Now, you need to ask yourself before any real estate project or transaction: MLS or not MLS? Definitely the label to follow.



MLS, true & false

Mon bien sera mieux diffusé si je donne plusieurs mandats simples.

FALSE By giving several simple mandates to different agencies, the profile of your property will be limited only to those who those few mandated agencies can reach. By entrusting your property to a multi-disseminated mandate with an MLS agency, 500 agencies will advertise your property to their customers!

My simple mandate can be disseminated in the MLS.

FALSE Only exclusive mandates or open exclusive mandates (with reduced fees when a sale is made to a client found by the seller) are permitted to be disseminated on the MLS. Regular checks are carried out by MLS bodies, non-compliant mandates are deleted from the file and the agency responsible for the contravention is sanctioned.

I will have more choice when I see an MLS agency.

TRUE Every MLS agency has real-time access to all the exclusive mandates of its colleagues. This is the guarantee of access to the widest information on the market, with the certainty that the properties on offer are actually available and not already sold like much of the information available on the Internet.

My property will sell faster.

TRUE Statistics show that property subject to an exclusive multi-disseminated MLS mandate is sold on average 20 to 25% faster than property on a simple mandate.

I am obliged to keep the same agency until my property is sold.

FALSE You are only committed to your agent for the duration of the 3-month exclusivity clause. If after 3 months you are not satisfied with the work done by your agent, you can choose to contract another exclusive multi-disseminated mandate with another MLS agency, without any obligation to the previous agent.

My property will only be visible in the window or the website of the agent.

FALSE The possibility of allowing your property to be advertised on the media of all other agencies is another of the advantages of MLS. However, it is not an obligation, if you do not wish to. If that is what you want, make sure your agent has authorised this advertising properly.



I cannot find a buyer myself.

FALSE You can choose to retain the possibility of passing buyers to your agent under an exclusive multi-disseminated "Open" mandate. If the sale is completed, transaction fees are reduced by half. However, a mandate which does not provide any payment to the mandated agent in the event of a sale by yourself cannot be accepted and will be withdrawn from the file.

I can advertise myself at a price not including fees.

FALSE In an "Open" sales mandate, if you wish to advertise the sale of your property, the advertisement must be made at a price including fees. In any event, we advise you to let your agent take the responsibility of advertising your property, as part of an advertising plan agreed with him/her.

I have a single contact for the entire duration of the mandate.

TRUE It is one of the major advantages of the MLS exclusive multi-disseminated mandate®: your agent will be your sole contact for the duration of the mandate, guaranteeing the proper dissemination of your property, and your sole representative of all the MLS agencies. Therefore, choose your agent according to your own criteria.

I'm going to have to pay the fees twice.

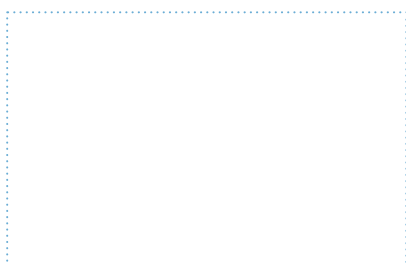
FALSE The amount of transaction fees is shared between the agency which holds the mandate and the one which found the buyer. Each agency thus represents one of the two parties in the negotiation process. The conditions for sharing fees are laid down in MLS rules.

I can choose the agency I wish to visit the property.

TRUE With MLS you can choose to speak to one agency you trust to organise visits to all the other agencies' properties. To that end, and for a better service, we would ask you to sign a search mandate with your preferred agency at the start of your search.

My purchase offer will definitely be presented to the seller.

TRUE Each mandated agency within the MLS is obliged to pass on to the seller any purchase offers received by its colleagues. In the event of simultaneous offers, the seller will thus have all the offers in order to choose, with the agent's advice, the one which appears to be the best. The agency/agencies which have obtained the various offers from their customers may request to be present when the offers are submitted.



To follow the MLS Côte d'Azur and find all the member agencies: **mlscotedazur.fr** et **blog.mlscotedazur.fr**



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