



News Release

www.car.org

Executive Office:
525 South Virgil Ave.
Los Angeles, CA 90020
213.739.8200

Legislative Office:
980 Ninth St., Ste. 1430
Sacramento, CA 95814
916.492.5200

Media Contact:
Mark Giberson
(213) 739-8304
markg@car.org

For release:
Monday, Jan. 25, 2010

calREDD™, the statewide Multiple Listing Service, launches in Chico, Oroville, and Paradise

LOS ANGELES (Jan. 25) – [calREDD™](#) today announced a succession of successful launches at the Chico Association of REALTORS®, the Oroville Association of REALTORS®, and the Paradise Association of REALTORS®. Members of those associations now can view properties for sale, place listings, prepare CMAs, and access agents for referrals via calREDD™, the [statewide Multiple Listing Service](#) (MLS). calREDD™ has been up and running to users' acclaim since Jan. 11 at the Lake County Association of REALTORS® and since Aug. 17 at the Madera Association of REALTORS® and the Merced Association of REALTORS®.

"calREDD™ offers much needed efficiencies, state-of-the-art technology, and increased security for our members," said Chico Association of REALTORS® President Jan Piacentine. "The calREDD™ team has been very responsive during our transition. They've worked diligently to address our members' concerns, and have conducted multiple trainings prior to launch. We are so pleased with the knowledge and support we have received, and are looking forward to having everyone get up to speed so they can use the system to its fullest capability."

"The launch of the new statewide MLS in Oroville is a tremendous change, bringing us into a new age of technology for MLS systems – a great benefit to all members," said Oroville Association of REALTORS® President James Guderian. "We've witnessed the development of the system from the beginning and watched as it has progressed since then. The progression toward a statewide MLS is exciting and will provide the members of our association tangible benefits by being a step ahead in MLS system technology."

"As president of the Paradise Association of REALTORS®, I am excited to announce our partnership with the new calREDD™ MLS," said Paradise Association of REALTORS® President Phillip Serna. "We believe the new system will be more effective in meeting the needs of our members, as well as providing superior service to our clients. We are pleased to be leading the way into the future towards a statewide MLS."

calREDD™ enables brokers and agents to access the entire calREDD™ data through any participating AOR or MLS. Associations and MLSs may be part of the system by using the new vendor as their primary software or under a hybrid arrangement using an association's existing vendor connecting to the statewide system through calREDD™ for the rest of the data. To date, local REALTOR® associations and multiple regional MLSs representing more than 120,000 members across the state have recognized the importance of a statewide MLS and have signed letters of intent to participate in this critical endeavor.

"With launches at the Chico, Oroville, and Paradise associations today on track, following the Lake County launch earlier this month, calREDD™ is off to a successful start for 2010" said REALTOR® Mike Silvas, CALMLS chairman. "We'll now concentrate on March launches at the Amador Association of REALTORS® and the Yosemite Gateway Association of REALTORS®, followed by April launches scheduled for the Mariposa County Board of REALTORS®, the Tehama County Association of REALTORS®, and the Plumas Association of REALTORS® in April, with more to follow."

News Release

calREDD™, an acronym for [California Real Estate Dynamic Data](#), embodies the long-term vision of creating one database for all California real property, with advanced technology that goes beyond current MLS systems. calREDD™ is a service of California MLS Inc. (CALMLS), a subsidiary of the [CALIFORNIA ASSOCIATION OF REALTORS®](#) (C.A.R.). Owned and operated as a non-profit mutual benefit corporation, calREDD™'s board of directors is made up of a dedicated group of individuals committed to success.

The Chico Association of REALTORS® provides ongoing education, training, information, and support services to help members succeed. In partnership with our business affiliates, we add value to the community by advocating private property rights, providing community services, and promoting quality of life. We are dedicated to the highest standards of ethics and professionalism.

It is the mission of the Oroville Association of REALTORS® to be a source of information and education for our members, to promote the REALTOR® brand, and to be a positive influence in the growth of Oroville.

The purpose of the Paradise Association of REALTORS® is to enhance our members' ability to conduct their business ethically and successfully by developing and promoting programs, services, and the preservation of real property rights. Our vision is to promote the highest level of professionalism and ethics, and to affect changes in the real estate industry to benefit our members and the community. The association was chartered in 1950 and serves the Paradise and Magalia areas.

Leading the way...® in California real estate for more than 100 years, the CALIFORNIA ASSOCIATION OF REALTORS® is one of the largest state trade organizations in the United States, with nearly 170,000 members dedicated to the advancement of professionalism in real estate. [C.A.R.](#) is headquartered in Los Angeles.

###