Introducing Front End of Choice to RMLS™

RMLS™ is excited to announce that we have selected Black Knight MLS Solution's Paragon MLS as an alternative choice to RMLS*web*. When released subscribers will be able to elect to use the Paragon MLS as their "Front End of Choice", for an additional fee.

Paragon MLS includes the ability to search for listings via map, create CMA reports, view public property records provided by CRS Data, collaborate with buyer and seller clients through the mobile based Paragon Collaboration Center, and much more! Appraisers will appreciate the ability to build custom exports of MLS data and the Market Conditions reports.

RMLS™ is working closely with the team at Paragon to set up this new system. Want to know more? Attend the 2020 RMLS™ Education Summit and Trade Fair and sign up for one of the two Paragon classes on March 19 (10:30-11:30 am or 1:30-2:30 pm). Here Bob Morse from Paragon and Nikki Morgan with CRS Data will introduce Paragon MLS and CRS Data public tax record system. We hope to have the system available for purchase in April.

What is Front End of Choice?

The concept of Front end of choice is all about choice. RMLS™ has chosen to build it's own system, RMLS*web*, for the last 20 years. This has allowed us to shape our own destiny and keep a tight hold on the reigns keeping costs low while at the same time responding to the needs of our subscribers. But that does not mean that it meets all of the needs of all RMLS™ subscribers. RMLS*web* is still going to be available and will still be aggressively developed but Front end of choice allows a greater amount of flexibility by providing several different ways of interacting with the RMLS™ database.

Brokers want different tools

Trying to use one product to make everyone happy is a fool's errand. No one will ever make everyone happy. When we hold a user forum with 20 people it is not uncommon to find 20 totally different opinions on what we should work on next or how we should design it.

Brokers need to differentiate themselves

Brokers want to leverage those tools they purchase to differentiate themselves in the marketplace. Once the MLS provides a CMA, for instance, then everyone's CMA looks the same. Front End of Choice allows more choice and more opportunities for someone to stand out and showcase what they do differently.

Standards have advanced

Multiple Listing Services were not in a position to offer

Front End of Choice solutions for a very long time because it took so much effort for each provider to setup their software so that it met the unique fields and options in each area.

As the Real Estate Standards Organization (RESO) has evolved we are now at the point where providing a solution in one state is as easy as the next. We are much closer to plug and play than we used to be so the barrier to entry is significantly lower. This allows data to flow between software packages as well. Your CMA can talk to your CRM or your transaction management platform can talk to your marketing tools.

We think that Paragon (one of the most popular MLS systems available) addresses some of the needs of our subscribers that RMLS*web* does not. As we move forward, we hope to bring more and more products to you to help satisfy everyone's unique needs and perspectives.