



Top 10 Differences in Business Models: Commercial Real Estate Listing Services



ACCURATE



RELIABLE



LOCALLY
RESEARCHED

	Multiple Listings Service (MLS)	Commercial Information Exchange (CIE)
1. Ownership Structure	Broker/Industry Owned	Outside Investors
2. Technology	Outsourced (Mostly)	Proprietary: Primary pillar of business
3. Participation	Required of Members	Optional/Voluntary
4. Cooperating Commissions	Enforced Among Members	Not Required
5. Data/Listings Quality	High: New listings, listing agreements, and expiration dates required	Varies greatly: Dependent upon subscriber participation and CIE's data aggregation strategy
6. Data Ownership	Broker/Industry Owned and controlled	Brokers forfeit data ownership (often), control, and/or possession
7. Public View of Data	Dependent upon MLS's Board of Directors	Dependent upon CIE's Business Model
8. Pricing	Reasonable: Essential Service Provided to Industry	Expensive (Often): Dependent upon CIE pricing model
9. Underlying Philosophy	Cooperative Competition within Industry	Business Growth & Shareholders First
10. Additional Services	Standard Forms & Contracts, Continuing Education, Industry Advocacy, Sales Comparables, Arbitration Services	CIE Dependent: Varies greatly for additional information services