



## For Immediate Release

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# Greater San Diego Association of REALTORS® Announces Partnership with Aculist to Offer Contemporary MLS Reporting

**San Diego, CA (September 8, 2021)** – The Greater San Diego Association of REALTORS® (SDAR) announced a unique partnership with Aculist to provide its members throughout San Diego County with up-to-date Multiple Listing Service data in an innovative format lending a competitive edge to its buyers and sellers.

A wholly owned subsidiary of MLSListings Inc., [Aculist](#) provides real estate products that transform MLS data into valuable business intelligence and market insights for agents and brokers.

Armed with Aculist products, SDAR members can educate clients and prospective buyers and sellers on sales data and market trends using easy-to-understand charts and reports. Aculist tools give agents and brokers a solid knowledge of the local real estate area to reinforce their recommendations helping clients to make the best decisions.

The reporting utilizes data directly from the MLS updated several times a month, providing professional customized reports that include the agent's photo and contact information. Aculist reports include charts, graphs, key performance indicators, automated text and sales material via several modern templates.

"We can't wait for our members to leverage the power of Aculist," said Michael Mercurio, CEO of SDAR and the San Diego MLS. "As the largest real estate association in the San Diego region, this partnership is a way for our members to differentiate themselves from the competition. We are pleased to offer one of the most robust reporting tools in the industry to our members."

"Providing San Diego real estate professionals with the most up-to-date, accurate, and relevant information means prospective buyers and sellers can rely upon our many years of industry expertise and deep knowledge of the real estate market to stay ahead of the competition," said MLSListings President and CEO, Dave Wetzel. "We are pleased to include San Diego in our growing list of MLS partners, and are confident that with these personalized data tools, we can enhance the sales and marketing opportunities for agents and brokers in San Diego."

For more information, contact SDAR at (858) 715-8000 or visit [www.sdar.com](http://www.sdar.com).

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The [Greater San Diego Association of REALTORS®](#) is the largest trade association in San Diego County and one of the largest local REALTOR® associations in California. We help our members, who adhere to a code of ethics and professional standards, sell more homes. We also help people realize the dream of home ownership, and we are dedicated to protecting private property rights. You can follow SDAR on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

[MLSListings Inc.](#) is recognized as a premier multiple listing service in the nation. Based in the heart of Silicon Valley, MLSListings both understands the unique Bay Area-specific needs of its subscribers and possesses the required talent pool and agility to respond quickly to their local needs. MLSListings provides real estate professionals and consumers with accurate data that is updated every five minutes. Facilitating more than \$70 billion in annual real estate activity, the MLSListings platform is the intersection of comprehensive real estate data and the transaction for the northern California marketplace. For more information on MLSListings, visit [www.mlslistings.com](http://www.mlslistings.com).