CMLS 2024

UNCOVERING OPPORTUNITY

Resilere PARTNERS

COMMUNICATIONS + ADVISORY

Tell Your Story
#CMLS2024

What it means to be a…

Champion of CMLS

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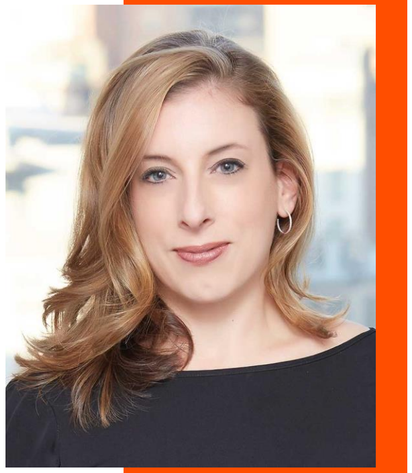
Difference Makers

Resilere Partners is a dynamic team of difference-makers who partner with clients to develop and execute highly effective communications strategies that build awareness and trust, protect reputations, instill confidence and help achieve essential goals during crucial transitions and high-stakes inflection points.



Hannah Arnold

President & CEO

David Simpson

Senior Vice President

THE WALL STREET JOURNAL.

The DOJ Asks: Does the Landmark Real-Estate Settlement Go Far Enough?

Justice Department might pursue additional changes to the costs associated with buying and selling a home

Real Estate News

INDUSTRY

Clear Cooperation: A lawsuit looms as the conversation continues

REDFIN | News

Falling Mortgage Rates Have Yet to Improve Home Sales, With Buyers Uncertain About NAR Settlement, Election

Forbes ADVISOR

Housing Market Predictions For 2024: When Will Home Prices Be Affordable Again?

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Core Missions

Reach Decision Makers

High-level engagement with policymakers, elected officials and opinion leaders demonstrating how MLS are essential to the real estate market and broader economy.

Tell the MLS Story

Raise broader awareness of how MLS create an efficient, accurate, and transparent marketplace for consumers.

Empower Members

Activate MLS on the local and regional level to reach market leaders and consumers where they are.

Reach Decision Makers

Target Audiences

- Elected and appointed officials, policymakers, and other influential individuals in and around government, particularly inside the D.C. Beltway.
- National media (reporters, editors and editorial writers) covering real estate, regulatory landscape (DOJ & FTC), legal, economic and consumer markets.
- And consumers!

Leveraging Assets

- ✓ Position Statements
- ✓ Legal Actions
- ✓ Economic Analyses
- ✓ Data & Studies
- ✓ Network of Experts

Creating Opportunity

- ✓ Earned Media
- ✓ Newsjacking
- ✓ Thought Leadership
- ✓ Opinion Influencing

Tell the MLS Story

Amplify how MLS create an efficient, accurate, and transparent marketplace for consumers.

Storytelling

Network Effect

Build Coalitions

Foundational Messaging

MLS make the market work by providing market efficiency and clarity to millions of Americans – both professionals and consumers – needed to make informed housing decisions that are fairly applied to everyone.
Among the principles that guide MLS…

- Timeliness, accuracy and dependability of market information backed by high quality standards and data integrity.
- Transparency that fosters confidence in the real estate transaction process that lets home buyers and sellers know exactly what they're getting.
- Democratization of information where everyone – buyers, sellers, agents and regulators – has the same information at the same time, promoting fair and equitable access to housing.

Empower MLS Members

Messaging

Communications materials you can use to reach your members and consumers.

Media Support

Local and regional media are powerful and reach people where they are.

Amplification

Leverage social media channels to spread the word.

Industry Media

Bring a fresh perspective to real estate industry insiders.

MLS information is rightfully considered the gold standard for real estate market data because we provide critical transparency to all participants across all residential real estate transactions.

CMLS | Council of Multiple Listing Services

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Thank you!

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