# MLS PRODUCTS & SERVICES · 2025
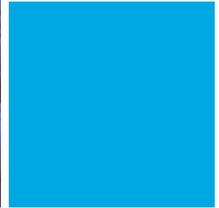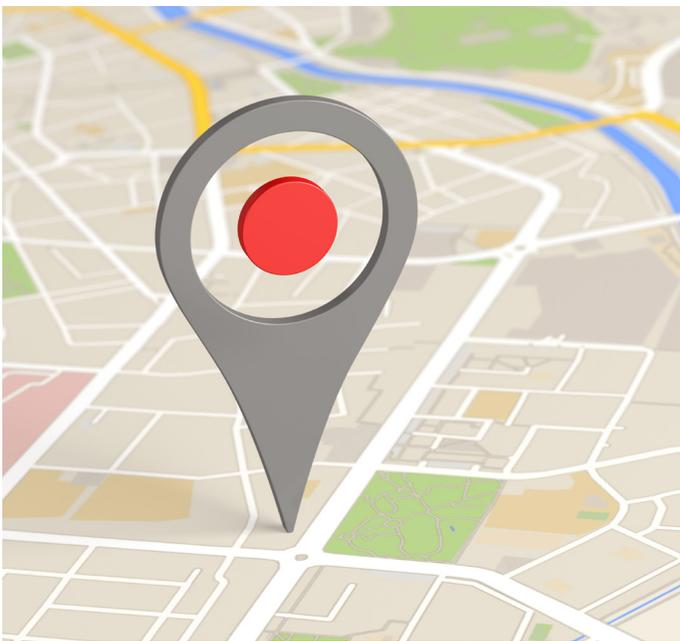
MLS TOOLS  |  MOBILE APPLICATIONS  |  TRANSACTIONAL TOOLS  |  SYNDICATION TOOLS  |  MARKETING TOOLS

## MARKETING TOOLS

### Corefact
Corefact is a powerful direct marketing/farming system combining both online and offline components that enable members to easily capture seller leads and develop customized marketing campaigns using digital tools, flyers, email, post cards, note cards, and unique printed materials.
| https://ccartoday.com/marketing-tools |

### IDX Center
Internet Data Exchange, also known as Broker Reciprocity, is an online property search and marketing tool that automatically feeds MLS listing data into member websites, making it easier for members to market their listings and easier for consumers to search and find their ideal homes. Members may select from any one of a variety of CCAR-approved IDX vendors.
| https://ccartoday.com/mls-resources-information/idx-center |

### Placester
Placester provides members with a single, user-friendly, online platform for marketing, relationship management and business development. It features IDX listing integration capability, customizable templates, advanced lead capture, dynamic map search, valuation tools, and desktop/mobile marketing and email tools.
| https://placester.com/ |

### RateMyAgent
Demonstrate your experience and sales ability with RateMyAgent. Claim your profile, report your results and request reviews from your clients.
| https://ccartoday.com/ratemyagent |

### Virtual Tour Cafe
Virtual Tour Cafe is an online DIY service that gives you the power to easily create virtual tours, print flyers and videos, along with professional photos and 3D walk-through home tours.
| https://virtualtourcafe.com/ |

### Wise Agent
Wise Agent is a simple, smart, and affordable real estate CRM platform combining contact management, lead automation, transaction management, and real estate marketing software.
| https://wiseagent.com/contracosta |

Amplify your brand and boost visibility with powerful marketing tools, IDX solutions, and customizable digital campaigns that connect you with today's homebuyers and sellers.

## TRANSACTIONAL TOOLS

### Clozio
Clozio is a productivity tool that keeps track of every task from pre-listing to close, while providing transparency to your clients and team. For an additional fee, agents can also rely on concierge support to manage execution services.
| https://ccartoday.com/clozio |

### Dotloop Essentials
Dotloop is a cutting-edge real estate transaction management solution designed to seamlessly unite people and software, elevating efficiency and crafting an exceptional customer experience.  By creating online workspaces called "loops", dotloop brings everyone involved within the deal together to share, edit and sign documents, as well as communicate and collaborate.
| https://dotloop.com |

### Glide Forms
Glide Forms automates the entire forms process and enables users and their clients to complete disclosure forms securely online using a step-by-step wizard tool that saves time, ensures accuracy and integrates directly with existing zipLogix® accounts.
| https://glide.com/forms |

### HomeLight Listing Management
HomeLight Listing Management *(formerly Disclosures.io)* allows CCAR MLS users to link disclosure packages to listings in Paragon as well as request access to disclosure packages from other listings. Agents cam share supplemental documents, monitor activity, and manage offers – all in one place.
| https://disclosures.io |

### RentSpree
RentSpree is a centralized platform for gathering rental applications. Input email addresses or send a customized link to applicants to receive a comprehensive report including credit report and score, eviction history, and a criminal background check: no paperwork, no scanning or faxing.
| https://www.rentspree.com/partner/ccar |

### Area Demographics

A robust set of demographic reports directly from CCAR. Search by address and access population, housing, economic and environmental information, along with maps, quality of life ratings and local school data.

| https://ccartoday.com/mls-resources-information |

### BrokerBay

BrokerBay is an advanced showing management ecosystem that helps brokerages, salespeople, and teams streamline showings of their listings. In addition to giving agents and their clients a user-friendly interface, it keeps administrators, agents, offices, and teams connected.

| https://www.brokerbay.com/mls/contra-costa-mls-brokerbay |

### BuildersUpdate

BuildersUpdate is a top source of new home inventory in the nation, with the most up-to-date and accurate information about to-be-built homes and condos available! Their fast, easy to navigate, safe site consolidates everything an agent needs to know in one location.

| https://www.buildersupdate.com |

### Clareity SafeMLS

CCAR MLS data is protected with the Clareity SafeMLS security system which provides strong authentication solutions for secure online transactions, protecting sensitive consumer information against unauthorized access.

| https://ccartoday.com/mls-resources-information/mls-tools |

### Cloud CMA

**Cloud CMA** produces one-click customized designer reports. **Cloud MLX** combines the power of the MLS with improved design and enhanced search capabilities. **Cloud Streams** is a listing alert and tool that provides the most timely, accurate and up-to-date real estate listing data.

| https://ccartoday.com/cloud-agent-suite |

### CRS Tax

CRS Tax gives REALTORS® current tax data, detailed maps and robust features on all browsers and devices. Find listings and FSBOs quickly, evaluate them effectively and give clients professional presentations.

### DataMaster

DataMaster's patented processes fetch the data needed to make valuation decisions in an intuitive interface, saving time and energy on each report.

| http://datamasterusa.com |

### InfoSparks

InfoSparks offers agents and brokers access to up-to-date, local real estate market statistics and trends. It provides visual representations of data such as home sales, median sale prices, market inventory, and more, allowing real estate professionals to make informed decisions and better serve clients.

| https://showingtime.com/marketstats/infosparks |

### New Home Source Professional

New Home Source Professional is an online platform that enables CCAR MLS Participants and Subscribers to access and market new construction home listings. The service includes exclusive agent promotions from builders and a customizable platform to share listings with clients.

| https://www.newhomesourceprofessional.com |

### NORCAL MLS® ALLIANCE

The NORCAL MLS® ALLIANCE is a groundbreaking MLS Data integration project involving the 7 leading MLSs in Northern California. CCAR MLS users are now able to access the data from multiple MLSs within Paragon. Creating the NORCAL MLS® ALLIANCE, the 7 MLSs will be giving CCAR Members and their clients the most comprehensive access to listing data in Northern California!

| https://ccartoday.com/mls-resources-information/norcal-mls-alliance/ |

### Paragon 5 MLS

CCAR's advanced MLS system is easy to use, accessible from both PC and MAC, and compatible with the most popular browsers. Advanced features include intuitive navigation and workflow, data entry auto-complete, easy-to-use dashboard widgets, agent/client hit counts reflecting listing activity, multi-tasking capabilities, and the Collaboration Center enables agents to collaborate directly with clients.

| http://paragonconnect.paragonrels.com |

### RealReports

RealReports is an AI-driven platform that delivers instant, in-depth property reports by pulling data from over 60 trusted sources. Think permits, climate risk, zoning, liens, valuations, and more—all consolidated in one clean, comprehensive report.

| https:/realreports.ai |

### realtor.com Professional

realtor.com Professional enables users to simplify and customize their online search experience and create individual search engines customized for their specific needs and interests. It eliminates all the clicking back-and-forth between browser tabs and is integrated with social media platforms for sharing news and information with clients and colleagues.

### Realtors Property Resource® - RPR®

NAR's Realtors Property Resource® is a powerful national MLS data platform that features analytics, exclusive valuation information and customized branded reporting tools to help support and grow your business. The service is easily accessible with both desktop and mobile applications.

| https://www.narrpr.com |

Explore our comprehensive portfolio of products designed to optimize user experience and support every aspect of the real estate transaction.

## MOBILE APPLICATIONS

### Homes Pro
**Homes Pro** provides MLS access on-the-go. It is the simplest, most streamlined way to put homebuyers directly in touch with agents and stay connected throughout the entire transactional process. Users can create and run Facebook ad campaigns, attract and manage new leads, and track the market in real time.
| https://www.homes.com/solutions/resources/for-agents

### HomeSpotter
HomeSpotter mobile application treats every listing as a conversation. Buyers can search homes and communicate with agents in a familiar text-like setting. Agents can track and manage all client conversations in one view, communicate with other agents, and stay organized and efficient within one single app. Now includes data from BAREIS and SFAR.
| https://homespotter.com/agents |

### myTheo
myTheo mobile app provides accurate, dynamic data straight from the MLS, updated every 15 minutes. It enables direct email/in-app chat communications synchronized across all devices, Broker Tour information can be managed, monitored and customized anywhere, anytime. myTheo's EastBayBasic subscription is offered to CCAR members at a 10% discount; subscriptions to EastBayPro may be purchased at a 20% discount.
| https://mytheo.com/agents |

### Paragon Connect
Paragon Connect is a true web application, not just a mobile solution, allowing you to use the program on almost any device. Paragon Connect is a feature rich application offering commonly used workflows and functionality. Work where you want, how you want, when you want. There are a host of options included in Paragon Connect, including: full property search, contact manager, hotsheet search, and more.
| https://ccartoday.com/paragon-connect/ |

## SYNDICATIONS TOOLS

### ListHub
ListHub is an MLS syndication tool that maximizes listing exposure by enabling auto-generated data to appear on marketing websites like Yahoo, AOL Real Estate, Homescape, FrontDoor, and many more. No data entry required. It provides a single dashboard for controlling online marketing strategy, analytics and reporting.
|https://www.listhub.com |

*CCAR MLS and its service partners provide innovative tools and technology to list, market and sell real estate in the greater East Bay Area and beyond.*

## RESOURCES

### CCAR Member Service Center | Tech Support
📞 925.295.1270 • support
✉ support@ccartoday.com

### Joey Masters | Director of MLS Services
📞 925.295.9209
✉ joey@ccartoday.com

### Angel Lara | MLS Compliance Administrator
📞 925.295.1270
✉ angel@ccartoday.com

*The leading resource and advocate for real estate professionals and the communities we serve.*

**CCAR**