



MLS Europe Protocol

PARIS - November 7th 2022

Preamble

The real estate industry represents on average about 15% of the GDP of the different countries. Within this industry, the transaction sector is strategically located, both upstream and downstream of all real estate projects. It is therefore an extremely coveted activity by the various market players.

The development of NICTs has recently favored the emergence of new players, and has considerably impacted the organization of the industry by creating new challenges for the professionals of the sector:

- Questioning their added value
- Capture of part of this added value by NICT players
- Emergence of disruptive business models
- Multiplication of services to individuals
- Loss of data control
- Lack of control over regulatory changes

In this context, the added value of a regulated collaborative approach by real estate agents within MLS-type organizations represents a structuring, determining and non-reducible element on which real estate agents must be able to rely in order to maintain a major role in the industry and guarantee an optimum quality of service to their clients.

At the European level, the rational development of local MLS organizations therefore represents a major challenge for the fluidity of the real estate transaction market, the organization of industry professionals, and the recognition of their added value by their clients.

State of the art

MLS-type organizations or initiatives have been developed in a differentiated and uncoordinated manner within the different European countries and regions, depending on the following:

- Level of integration and maturity of the representative organizations of the real estate agent profession
- Pre-requisites for access to the real estate agent profession
- Regulation of the real estate transaction market
- Ability of real estate agents to organize themselves in order to resist the multiple pressures of "uberization" of the profession by technological operators, and thus capture their added value
- Permeability of the market to the development of CtoC transactions.
- Willingness of local real estate agents to mobilize the resources necessary to develop an MLS.
- Level of integration of the collaborative approach by the operators of digital solutions for real estate agents.

However, to date, there is no international standard reference framework that lists the fundamental principles and structuring elements of the development and operation of MLSs, a reference framework on which local organizations could rely to optimize their operation, better control their market, and better legitimize their positioning and their actions vis-à-vis the various market players and public authorities.

Objectives of the Protocol

This Protocol is the first step in the development of a European MLS standard and the creation of the MLS Europe label.

Its main objective is to enhance the collaborative approach implemented by real estate agents within local MLS organizations in different countries.

In the long term, this enhancement should be reflected in the emergence of a single label, internationally recognized as a guarantee of confidence by all market players and by public authorities.

The preliminary objectives of the protocol are therefore to:

- Establish the fundamental principles of operation of MLS organizations
- Promote the sharing of experiences and best practices
- Laying the foundation for a certification program for the MLS Europe Label
- Create transregional and cross-border dynamics

By its very evolutive nature, it is also intended to be discussed, amended and approved within the collective of organizations participating in the process, and wishing to join a process of "MLS Europe" labeling of their own organizations, and their technological partners.

The next steps in the development and recognition of the MLS Europe label will be determined within the framework of the creation of a federative organization representing the different national organizations, particularly in charge of the creation, promotion and development of a certification program for the MLS Europe label.

The fundamental principles of the MLS Europe label

The MLS Europe standard is based on the 8 fundamental principles of the MLS:

1. The customer is at the center of the process.

The essential added value of the MLS is consumer centric and based on a promise made to clients: "Professionals work together to make your real estate projects a success". Therefore, all the actions of MLS organizations must be aimed at guaranteeing the respect of this promise, and the interest of the final client must be at the center of all decision making.

2. The neutrality of the approach.

The development of the MLS represents a major stake in the control and regulation of the real estate market, in a position of trusted third party. The MLS approach must therefore be perfectly neutral with regard to any corporatist or commercial interest of the different economic actors of the market.

3. The exclusive multi-listed mandate as a support for the collaborative approach.

Collaboration can only be organized efficiently within the framework of the pooling and multi-distribution of exclusive mandates of real estate agents. Non-exclusive mandates have no place in the MLS.

4. The regulation of collaboration as a guarantee of trust and efficiency.

Collaboration without regulation cannot be effective. The regulation of collaboration is therefore an integral part of the promise made to clients, and as such constitutes a regalian mission of the MLS.

5. The involvement of all the actors in the transaction.

The collaboration is carried out in the field by the real estate agency managers and their agents. They must therefore be collectively involved and jointly responsible for the proper functioning of the collaboration inside the MLS.

6. The importance of the local dimension.

Most of the real estate transaction market is local. Therefore, the MLS's must guarantee an operation that responds to this requirement of proximity, according to sectorization strategies consistent with the logic of the market.

7. The relevance and interoperability of collaborative tools.

The collaborative platforms and tools dedicated to the MLS must allow members an optimal appropriation and functioning of the collaborative approach and their interactivity with colleagues and customers. They must be developed at the best of the state of the art, and guarantee the best possible interoperability with the different existing professionals real estate tools. The "MLS Europe" label certification of providers and technological partners of the industry must be the guarantee of this.

8. The qualification and ownership of the shared data.

The data shared within the MLS represents a considerable added value. MLSs must guarantee on the one hand an optimal qualification of this data, and on the other hand its strict use for the sole benefit of the actors of the collaborative approach, members of the MLS, and their customers.

Sharing experiences and best practices

The sharing of experiences and best practices represents a fundamental added value element for the development of the MLS Europe label.

A program of formal and informal meetings is intended for this mutualization, and a drafting committee is in charge of writing on the one hand a common guide of good practices based on the fundamental principles of the MLS, and on the other hand a

standard data reference system of the MLS Europe label, based on the fundamental principles of the MLS.

MLS Europe Labeling Certification Program

In order to drive efficiency throughout the European MLSs, the development of the MLS Europe label must be based on a certification program for the two essential components of MLS operation:

- A component for the labelling of local MLS organizations and their Members: **MLS Europe Best Practices Set (MLS-EBP)**
- A component for the labelling of MLS platforms providers and technological partners: **MLS Europe Data Dictionary & API Set (MLS-EDD)**

MLS Europe Best Practices (MLS-EBP) certification program

The objective of this certification program for European MLS organizations is to ensure a form of clear consistency between them in terms of:

- modes of organization, operation and governance of local MLS organizations
- respect of the clients' interest within the best practices and collaborative rules regulating the relationship between MLS members
- processes and regulatory bodies within MLS organizations
- Agents learning and MLS Members certification program

MLS Europe Data Dictionary & API (MLS-EDD) certification program

The objective of this European certification program for European MLS solution providers and technology partners is to ensure:

- The respect of the property and the valorisation of the data of the MLS organizations
- The relevance and efficiency of the functional perimeters of the MLS platforms
- The best consideration by these platforms of the fundamental principles and rules of MLS
- The fluidity of exchanges between the different MLS platforms

A special effort must be made to ensure the interoperability of technical platforms. The effective collaboration of the operators of the different technological platforms in the elaboration of the label's reference system will therefore be essential, and specific prescriptions to this effect will have to be integrated.

Cross-border dynamics

The fluidity of cooperation between real estate agents within a common collaborative framework is an essential element in the development of local business opportunities, but also a factor in promoting cross-border and trans-regional exchanges.


The adoption of the MLS Europe label by the different local MLS organizations and by the different providers of the technological platforms is a determining element for the good development of these exchanges between the members of the different MLS.


Method and outlook

The modalities, roadmap and timetable for the objectives of this protocol will be determined by its initial promoters, co-signatories hereof.


The establishment of a federating entity (Confederation) in charge of the development, financing and promotion of the MLS Europe label, as well as the integration of new participants will be at the discretion of these promoters.

The Signatories



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MLS France



 Javier SAN JOSÉ
MLS España



E-SIGNED by Thilo BOERNER
on 2022-11-07 12:27:56 GMT

 Thilo BOERNER
Austria


E-SIGNED by Matthieu DARCHEN
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ADDENDUM

Participation of MLS Solutions Providers and Technology Partners in the Implementation of the MLS Europe Data Dictionary & API Set (MLS-EDD) Certification Program.

In order to implement the MLS Europe Data Dictionary & API Set (MLS-EDD) Certification Program and to ensure its success, the MLS Organizations signatories to the present MLS Europe Protocol wish to ensure the active participation of their major MLS solutions providers and Technology Partners to this program.

MLS Solutions Providers :

An MLS solution provider is a technology company that delivers a platform to develop collaboration between members of an MLS association. The MLS provider is the central link. It acts as a central hub for mandates, agents and agencies. It standardizes heterogeneous information to allow all actors to use a standardized and common format.

MLS Technology Partners

A MLS technology partner is a company that offers services connected to MLS providers such as: business CRM and ERP, dynamic websites, electronic signature and more generally any platform or API that can deliver a service to real estate agents or MLS Organizations.

Commitment


By signing this letter of intent, the MLS Solutions Providers and Technology Partners confirm their agreement to actively participate in the development of the MLS Europe Data Dictionary & API Set (MLS-EDD) Certification Program, in accordance with the following key principles :

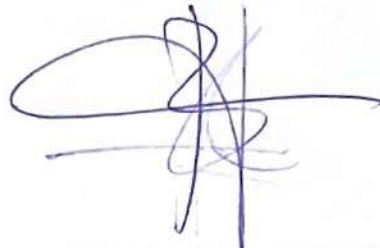
- **Data ownership:** guarantee of the exclusive ownership of the data to the different labelled MLS organizations.
- **RGPD:** compliance with the RGPD rules and regulations.
- **Data dictionary:** standardized data format integrating European specificities and multilingual set.


- **Data exchange:** standardized system of interoperability and data exchange between labeled MLS platforms and labeled services.
- **Secure Member Authentication :** standardized single sign-on for members (SSO).

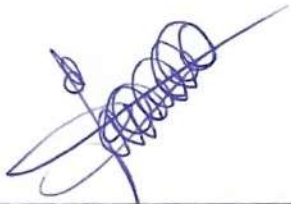
The Signatories




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