



News Release

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Contact: John Geha, CEO, London and St. Thomas Association of REALTORS®, 519-641-1400

Ontario Collective launches new MLS® System to better serve consumers

Group is passionate about helping more Canadians achieve dreams of home ownership

London, ON – The Ontario Collective is thrilled to announce it has launched the first phase of an enhanced regional MLS® System, unveiling the CoreLogic Matrix platform to support REALTOR® Members deliver the highest level of service to consumers. Joining forces to bring the most comprehensive MLS® System in the province, the Ontario Collective is poised to successfully launch the Matrix platform across 13 real estate boards and associations, once all three phases are completed.

Created by CoreLogic, Matrix is a progressive, flexible MLS® platform used by other real estate boards and associations in Ontario and 670,000 MLS® users across North America, and it will be the common data platform for more than 5,000 and growing REALTOR® Members once the third and final phase is completed in early 2018. Having established a Board of Governors, with representation from each of the 13 Member associations, the Ontario Collective is committed to bringing the best technology and resource base to its Members.

“We’re immensely proud of what we have accomplished together,” said Cathy Polan, Chair of the Ontario Collective Board of Governors. “As a group, we are keenly focused on the future, both for our Members, and also consumers. With better access to data, our unified efforts will give our Members the best-in-class tools to give consumers stronger information to make the big decisions on property ownership.”

The Ontario Collective phase one launch is comprised of London and St. Thomas Association of REALTORS®, Tillsonburg District Real Estate Board, and Woodstock-Ingersoll and District Real Estate Board.

“This group represents a great range of real estate, from residential, to cottage country with its unique waterfronts and seasonal homes, to farm land, as well as commercial and diverse population densities,” Polan said. “The REALTORS® who work in these areas are local experts who know their market, and I believe this is our greatest criteria for success. Building and delivering this system by bringing the expertise of the team at CoreLogic together with the strong knowledge of our Members has made this project so successful. Open communication, attention to detail, and a common goal of a regional MLS® System for our Members is truly paving the future of real estate in Ontario.”

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The Ontario Collective is a collaborative group of 13 real estate boards and associations across Ontario focused on delivering robust data, tools, and the best available technology to support over 5,000 REALTORS®. The Ontario Collective is comprised of Bancroft and Area Association of REALTORS®, Kawartha Lakes Real Estate Association Inc., London and St. Thomas Association of REALTORS®, North Bay Real Estate Board, Northumberland Hills Association of REALTORS®, Parry Sound and Area Association of REALTORS®, Peterborough and The Kawarthas Association of REALTORS®, Quinte & District Association of REALTORS® Inc., REALTORS® Association of Grey Bruce Owen Sound, Southern Georgian Bay Association of REALTORS®, The Lakelands Association of REALTORS®, Tillsonburg District Real Estate Board and Woodstock-Ingersoll and District Real Estate Board.