

## **NOTIFY YOUR LOCAL NEWSPAPER, COMMUNITY NEWS PORTAL, SOCIAL MEDIA, OR BLOG**

Here is how you can spread the word that you have joined MLS Property Information Network, Inc., and now participate in the largest MLS in New England. On the next page is a “fill-in” press release for your own use. Feel free to copy and paste the release on your company letterhead, filling in all of the information indicated by the “[ ]” brackets with your own details. Email, mail, or fax it to your local paper’s real estate editor (if there is one), or distribute it to any applicable journalist, blogger, PR distribution service, or social network you feel would be interested. It may be helpful to add a quote where indicated to make the press release feel more newsworthy, and be sure to include a photograph of yourself.

**FOR IMMEDIATE RELEASE**

**[First Name] [Last Name], of [Company] in [Town] Joins MLS Property Information Network, Inc.**

*Through MLS Property Information Network, Inc., [Name] gains access to data and tools for maximizing seller profitability while giving buyers the greatest possible number of targeted property choices.*

[City, State]. [First Name] [Last Name], [Title] for [Company] in [Town], recently joined MLS Property Information Network, Inc. (MLS PIN), the largest multiple listing service in New England, covering 90% of Massachusetts as well as areas of Connecticut, Maine, New Hampshire, Rhode Island, and New York. This partnership allows [Last Name] full access to MLS PIN's approximately 22,000 homes, land, and business opportunities for sale or for rent and provides multiple options for accommodating buyers' wish lists. Sellers who list with [Last Name] will find their properties shared with over 45,000 real estate professionals and millions of consumers throughout all six New England states and New York, and they will have the opportunity to broadcast listing details to local and national real estate websites like Homesnap (Broker Public Portal), REALTOR.com®, Homes.com, Boston.com, Relola, Apartments.com, and more. Additionally, [Last Name] can accurately estimate home values by accessing tax data and public records for nearly four million off-market listings covering all of Massachusetts and Rhode Island, most of New Hampshire, and areas of Vermont. Buyers who work with [Last Name] can be provided with automatic emailed property matches as often as every 15 minutes and will be able to access over 2,400 financial homeownership programs through Down Payment Resource.

"[Insert optional quote here]," says [Last Name].

Buyers looking for their first, or next, home and sellers looking for the best outcome from their home sale can contact [First Name] [Last Name] at [website / phone].

**About [First Name] [Last Name]:**

[Biographical information goes here]

**About MLS Property Information Network, Inc.:**

As the largest multiple listing service in New England, MLS Property Information Network (MLS PIN) connects over 45,000 real estate professionals and millions of consumers throughout the six New England states and New York. MLS PIN's flagship application, Pinergy, is designed and developed in-house, and new features are regularly implemented based on customer input. Real estate professionals gain access to approximately 22,000 on-market properties and nearly four million off-market properties. MLS PIN provides live training, webinars, office visits, phone support, and a growing list of third-party tools. The REALTOR®-broker-owned shareholder corporation is headquartered in Shrewsbury, MA.