



News Release

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calREDD™, the statewide Multiple Listing Service, launches in Lake County

LOS ANGELES (Jan. 11) – [calREDD™](#) today announced that members of the Lake County Association of REALTORS® now can view properties for sale, place listings, prepare CMAs, and access agents for referrals via calREDD™, the [statewide Multiple Listing Service](#) (MLS), which officially launched in Lakeport, Calif. today.

“Over the past few months, our members have had the opportunity to thoroughly acquaint themselves with the features and capabilities of the calREDD™ software prior to today’s official launch,” said Anita McKee, president of the Lake County Association of REALTORS®. “This is an historic day for the members of our association now that we’ve officially thrown the switch to ‘on.’

“With the [calREDD™ MLS system](#) successfully in place, much-needed efficiencies, increased security, and new technology opportunities are available to our members through the robust calREDD™ software,” said McKee. “We couldn’t be more pleased.”

calREDD™ has been up and running to users’ acclaim since Aug. 17 to members of the Madera Association of REALTORS® and the Merced Association of REALTORS®. [Learn](#) what members are saying about the calREDD™ system in Madera and Merced.

“We are extremely excited to work with calREDD™ and the [state-of-the-art technology](#) the software provides,” said Scott Knickmeyer, association executive of the Lake County Association of REALTORS®. “The software is designed with the REALTOR® in mind and gives us features and capabilities not available through other MLS vendors.”

“The leadership of the Lake County Association of REALTORS® is to be commended for its wisdom in realizing the many benefits a statewide MLS will deliver to its members,” said REALTOR® Mike Silvas, CALMLS chairman. “Following today’s official launch in Lake County, calREDD™ now will focus on successful deployments at the Chico, Oroville, and Paradise associations later this month.”

calREDD™ enables brokers and agents to access the statewide data through any participating AOR or MLS. Associations and MLSs may be part of the system by using the new vendor as their primary software or under a hybrid arrangement using an association’s existing vendor connecting to the statewide system through calREDD™ for the rest of the data. To date, 68 local REALTOR® associations and multiple regional MLSs representing more than 120,000 members across the state have recognized the importance of a statewide MLS and have signed letters of intent to participate in this critical endeavor.

The Lake County Association of REALTORS®, headquartered in Lakeport, Calif., provides programs and services to members that enhance the ability to conduct their businesses successfully and ethically, and to promote collective action for the preservation of real property rights.

calREDD™, an acronym for [California Real Estate Dynamic Data](#), embodies the long-term vision of creating one database for all California real property, with advanced technology that goes beyond current MLS systems.

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calREDD™ is a service of California MLS Inc. (CALMLS), a subsidiary of the [CALIFORNIA ASSOCIATION OF REALTORS®](#) (C.A.R.). Owned and operated as a non-profit mutual benefit corporation, calREDD™'s board of directors is made up of a dedicated group of individuals committed to success. The Lake County Association of REALTORS® is the third association in the state to successfully provide its members access to calREDD™.

Leading the way...® in California real estate for more than 100 years, the CALIFORNIA ASSOCIATION OF REALTORS® is one of the largest state trade organizations in the United States, with nearly 170,000 members dedicated to the advancement of professionalism in real estate. [C.A.R.](#) is headquartered in Los Angeles.

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