

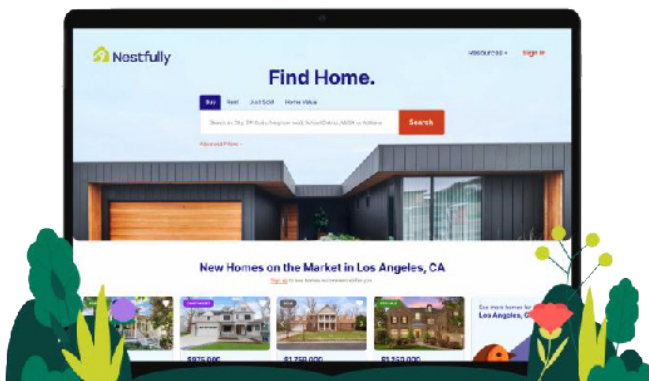
Nestfully

About Nestfully

Nestfully is a public search portal and app developed, owned, and operated by MLSs. Bright MLS and California Regional MLS are the founders and REcolorado is the first partner to join the initiative. The goal is for Nestfully.com to include listings throughout the U.S. Nestfully will serve as REcolorado's public search offering, replacing the search on REcolorado.com.

Business Case

Providing an MLS-run public search site delivers value for both REcolorado subscribers and consumers. Joining forces with like-minded MLSs to provide this benefit, versus going it alone, allows resources and expertise to be combined, resulting in an enhanced experience.



Key Subscriber Benefits

- National listing exposure
- Expanded referral network
- Free leads with no competing advertising
- Enhanced lead routing
- Secure and protected data
- Desktop, Mobile, App

Strategic Focus Areas

COLLABORATE
ACROSS THE
INDUSTRY

PURSUE
GROWTH

DESIGN
PROACTIVE
SOLUTIONS

OPTIMIZE
STRUCTURES &
PROCESSES

LEVERAGE
EMERGING
TECHNOLOGY

Website	<ul style="list-style-type: none">• Nestfully.com
REcolorado Leadership	<ul style="list-style-type: none">• Gene Millman serves as executive advisor
Education & Development	<ul style="list-style-type: none">• Marketing Learning Path
Public Relations	<ul style="list-style-type: none">• Nestfully Press Release• REcolorado Press Release• Press releases, public info
Partners	<ul style="list-style-type: none">• Bright MLS• California Regional MLS (CRMLS)• REcolorado• More than a dozen additional MLS organizations in progress