

How Computer Listings Help A Buyer

WHAT it is: The world's first completely computerized telephone-connected realty multilist.

WHAT is a multilist? A cooperative multiple-listing service for the sale and/or exchange of real estate, usually residential, in a given territory.

WHO operates multilists? Local Realtor boards and realty associations. There are at present 575 multilists in various parts of the United States, seven of them in the metropolitan Detroit area. UNRA's multilist is one of the oldest in the country, dating from 1920, when the Association's offices were located at the intersection of Joy Road and Grand

River Avenue. Three broker members then conceived the idea that by pooling their listings and their selling activities they could serve the public better.

WHAT area does UNRA's multilist cover? The Northwestern section of Detroit, plus the western halves of Wayne and Oakland counties -- an 800 - square-mile area with 1.9 million inhabitants. This figure represents roughly one half of all the people living in the metropolitan Detroit area.

United Northwestern Realty Association, which is the multilist service of the Western Wayne-Oakland County Board of Realtors, has a membership of ap-

proximately 250 brokers and 1,800 salesmen operating out of 200 real estate offices throughout this territory.

HOW large is UNRA's multilist operation? UNRA's multilist operation does the second-greatest dollar volume in the country. In 1966, sales of residential properties included in the UNRA multilist amounted to \$144.6 million. This represented an eight per cent increase over 1965. Multilist sales for 1967 were \$178.6 million.

HOW does a typical multilist function? Members of a local Realtor Board or realty association agree among themselves to share their listings and cooperate on sales. Each member notifies the central office when he obtains a listing or makes a sale. If one member lists a property and another member sells it, they split the commission.

Properties are added to the multilist and removed from it as new listings come in and properties already listed are sold. Changes are made daily, so that a constant current inventory is maintained. Members are notified daily, either by mail or messenger, of changes in the master list, so they can keep their own records up-to-date. This has been a time-consuming process.

Various time-and-labor-saving devices have been worked out by various boards. Up to now UNRA has maintained its list on McBee key-sort cards, showing photographs of properties listed and giving pertinent data on location, price, type of construction, number of bedrooms, and other features in print-out form.

HOW does computer operation differ? Under UNRA's new system, all multilist information is maintained electronically on a computer memory bank. Additions and deletions are made continuously throughout the day as new listings and sales are phoned to the office. After sales are reported, it takes just 20 seconds to complete the entry in the computer's memory bank. When a property is sold, the listing is automatically transferred to the sales comparable file.

Each UNRA member continues to receive photos and pertinent information on new properties as they are listed. Now, however, instead of having to maintain and update his own current file, he has immediate access to up-to-the-minute multilist information merely by dialing the computer on his own telephone.

HOW does a broker or salesman use a computer? Let's suppose that Salesman A has a customer who is looking for a home in Livonia. The customer tells Salesman A his requirements: a ranch-style home, brick construction with three bedrooms, garage, fireplace, swimming pool, in the \$25,000 price range.

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