

# California Realtors plot statewide database

By Jeff Collins, San Jose Mercury News

Is the Realtor-run property listing service in California obsolete?

Several brokers, agents and “multiple listing service” operators expressed concern during a panel discussion this month that commercial websites like Zillow, Redfin and Realtor.com have overtaken the patchwork of industry databases agents use to find homes for clients.

“The world of big data doesn’t seem to have come to the MLS in any meaningful way,” said David Silver-Westrick, a partner at San Clemente-based Keller Williams OC Coastal Realty. “We’re missing the boat on lots of big data opportunities. To the extent that consumers have better tools than we do, we just become irrelevant.”

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