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Greater San Diego Association of REALTORS® And San Diego MLS Launch New Member Portal Powered by MMSI

SAN DIEGO (November 8, 2019) – The Greater San Diego Association of REALTORS® and San Diego MLS announced today the launch of their exclusive, new Member Portal, San Diego | One, powered by MMSI. The new member-friendly, intuitive portal for San Diego real estate professionals provides a centralized location for business building and management tools for association and MLS members.

As the premier, San Diego real estate association and MLS provider, SDAR and SDMLS recognize the importance and need to provide the best business tools for members in a single location, with a streamlined interface. After reviewing the latest options from industry vendors, the association and MLS provider selected MMSI's Membership Director AMS due to its focus on user experience, customization, and information security, while providing members access to key business tools in a faster and easier way.

Michael Mercurio, CEO of SDAR and SDMLS said, "With San Diego | One, our members now have a single location that provides access to the latest market information and statistics, member support and business building tools, our incredible education courses, along with MLS listing services, payment and membership management, scheduling capabilities, and event information. SDAR and SDMLS members are now getting, unquestionably, the best technology and the best member experience in San Diego County."

"We quickly saw that MMSI is simply out-innovating the competition." continued Mercurio, "Their system had features that are, frankly, years ahead of other providers in the market and we know that our members expect us to provide the latest, most innovative tools. The MMSI platform not only provides this but will also be a platform that can support our plans for future products that are important and valuable to our members."

San Diego | One is the only option for local real estate professionals powered by MMSI's technologies and will continue to add new products, moving forward. Members of the association and MLS will have access to tools that help them with their day-to-day business, client management and communications, and access to the latest market information.

Heather Pena, SDAR and SDMLS COO added, "Our members expect the highest levels of data security, and in our review of industry technology providers, only MMSI could deliver. This is a system our members can trust."

"We are so happy when we find a future-focused partner like SDAR/SDMLS to collaborate with," said Mark Richburg, President of MMSI, "Working with their team was a rewarding experience and

challenged us to meet a unique set of needs and requirements to deliver the best portal in San Diego county and beyond. We built custom enhancements to our platform that integrated better than “off-the-shelf” API plug-ins could ever hope to. This again speaks to our ultimate, joint focus on Member Experience and Value".

For more information, contact SDAR at (858) 715-8000 or visit www.sdar.com.

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The [Greater San Diego Association of REALTORS®](#) is the largest trade association in San Diego County and one of the largest local REALTOR® associations in California. We help our members, who adhere to a code of ethics and professional standards, sell more homes. We also help people realize the dream of home ownership, and we are dedicated to protecting private property rights. You can follow SDAR on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

About MMSI

MMSI's Membership Director™ has become the new standard in REALTOR® AMS. Our fully responsive and ADA-compliant Member Portal leads the industry, with integrated SSO Dashboard, optional Identity Management, and much more. From empowering members to easily apply online to printing your financial statements, contact us or stop by Booth 754 in San Francisco to learn more about MMSI.

Fully Responsive, ADA-Compliant Member Portal – Our new member portal becomes your members' front door to all the services you offer them. From a beautiful, clean dashboard, members can make payments, update contact information, register for courses and events, and see only the notifications that are important for them. Calls to action guide members to their next steps in our industry-leading user experience.

(SSO) Single Sign-On and Identity Management – Designed to tightly integrate with Membership Director™, our complete SSO/IdP service and Identity Management feature provides best-in-class SSO/IdP service to your members' and allow them a safe and secure single sign-on service. Offering the most up-to-date features of a global SSO/IdP technology provider, our Identity Management provides control and visibility into users' behavior via simple and straight forward access rules. Instantly provision new members with no 3rd party synchronization necessary.

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