

## Broader Data Access - Key Issue for Sandicor Members

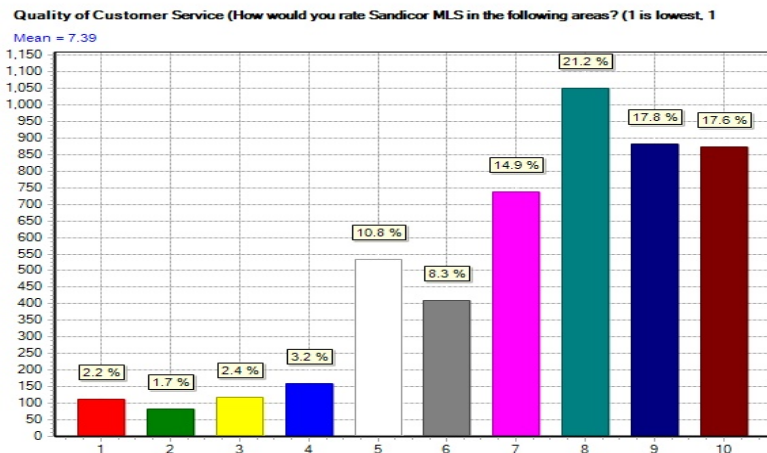
Thank you for supporting us by completing the recent member satisfaction survey in October 2009. We received 5128 completed responses representing a 23.9% response rate (usually rates are at 5%). Ray Ewing, CEO of Sandicor said, "The survey responses were thorough and thoughtful and provided us with many ideas about how to continue to improve the services we provide to our members. As our staff and vendor partners implement enhancements over the next few months, we will be providing several updates on the important topics and suggestions provided by our members."

Here is a quick summary of the results.

### Strong Overall Satisfaction

While an organization must always strive to be better, Sandicor's members believe it is a very well run operation with reliable and solid technology supported by strong training and customer service. 57% rated Sandicor 8 out of 10. This satisfaction rating is consistent with ratings from other leading regional MLSs.

### Strong Customer Service Satisfaction



The survey revealed that most members are quite pleased with the customer service they receive from Sandicor. Nearly 1 in 5 respondents gave Sandicor a 10 out of 10 rating and nearly 60% gave the company an 8 out of 10 or higher rating. While Sandicor continues to strive to

be even better at customer service this seems to be one of the strengths of the company.

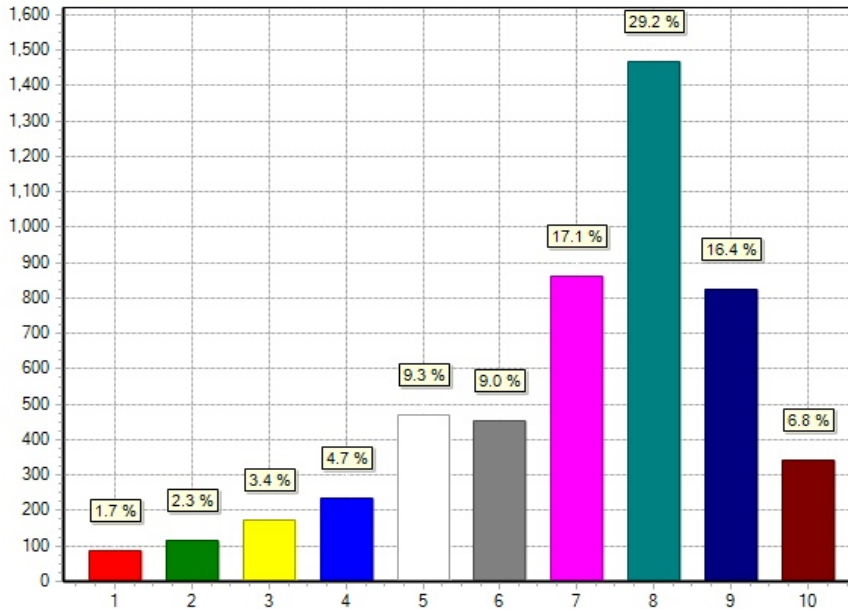
### Solid System Satisfaction

While there are still some concerns lingering from the conversion to the Tempo 5 MLS system we use today, the majority of the members highly rate their

satisfaction with the system. Members shared several specific ideas for improvements that are being shared with the STUG (Sandicor Technical Users Group) and Marketlinx, the vendor for the Tempo 5 system.

On a scale of 1 (lowest) to 10 (highest) what is your overall satisfaction with Sandicor's Tempo MLS

Mean = 7.05



## Strong Desire for Broader Data Access in Southern California

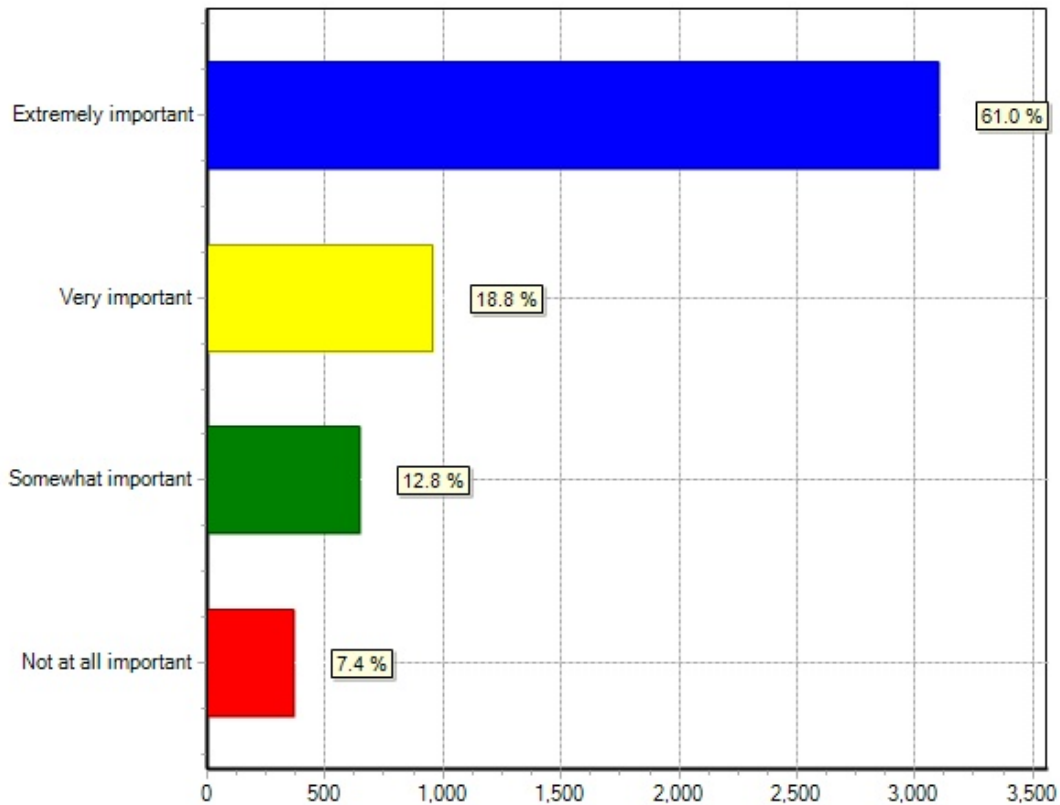
The survey measured interest in data sharing with MLSs from other regions of California and neighboring states. The results pointed out a strong desire to expand data access and listing exposure. 80% of respondents would like to have their listings shown in other MLSs in California without having to pay additional fees. Specifically, members are most interested in additional exposure for their listings in Southern California, Desert Area and selected areas outside of California. Interestingly, the areas of the highest interest to Sandicor members are all part of an existing data sharing initiative called CARETS. Sandicor has drafted a Letter of Intent to join CARETS to provide our members with the data access and listing exposure requested. CARETS participation will solve the most important data access needs of Sandicor members responding to the survey.

Sandicor is working to get final shareholder approval on this important initiative to move forward right away. If Sandicor becomes part of CARETS, member's listings will be exposed to 100,000+ agents from SoCalMLS, MRMLS, Desert Area MLS and several other larger MLSs without any increase in fees. Our members will also be able to access all of the combined Sandicor and CARETS listings directly through our Tempo MLS System with no requirement to log into other MLSs. For members who currently pay dues to multiple Southern California MLSs, joining CARETS will save them hundreds of dollars per year because they

will only need to belong to Sandicor to gain access to a comprehensive database of Southern California listings.

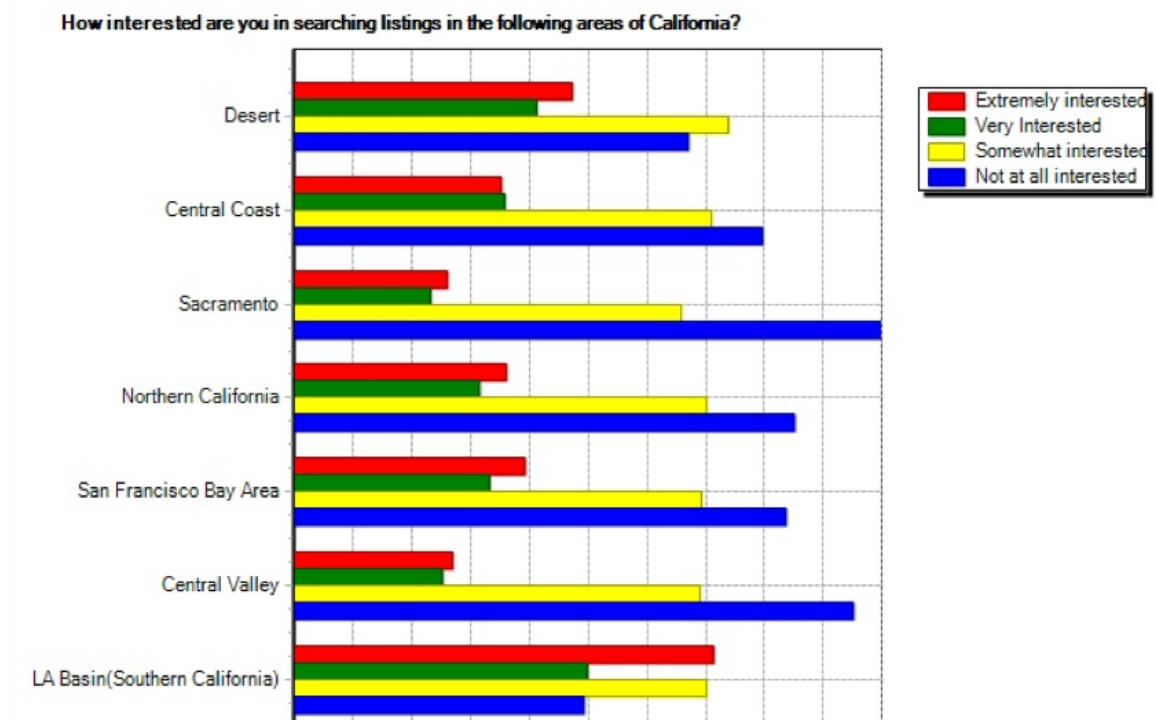
Here are the specific survey totals for interest in broader data access.

**How important is it to have your listings in Tempo go to other California MLSs without paying any additional fees?**



Interest in sharing data in the Los Angeles/Southern California and Desert areas is higher than any other region of California. 80% of respondents are either very or extremely interested in providing exposure to their listings even if they do not conduct business outside of San Diego County. They would like to market their listings to the 100,000+ agents participating in CARETS. CARETS now includes Desert Area MLS in addition to SoCalMLS, MRMLS, the two largest MLSs for secondary memberships for Sandicor members.

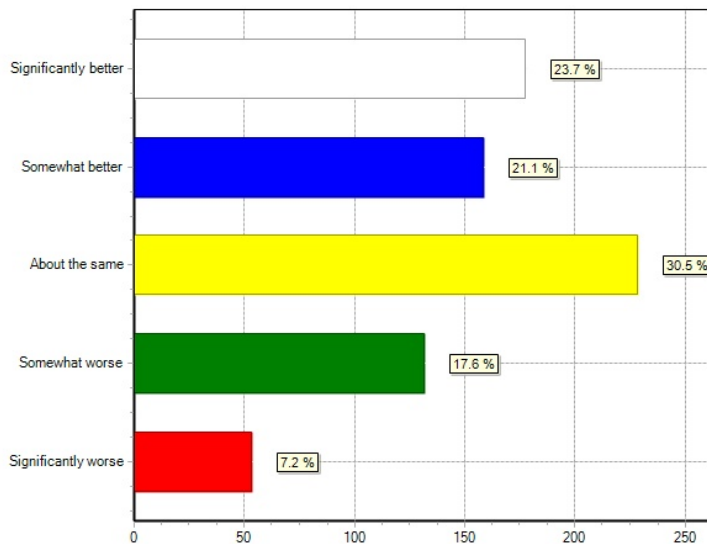
Many respondents also provided written requests for gaining data access in Phoenix and Las Vegas. Both of these regions are also in discussions with CARETS. By joining CARETS Sandicor can satisfy member's highest priority requests for broader data access.



## Solid performance relative to other MLSs

Sandicor performed well against other MLSs. 75% of respondents believe Sandicor is better or the same as other MLSs they belong to.

### How would you rate Sandicor vs. the other MLS(s) you belong to?



## Member Suggestions:

Below are the key areas of suggested improvement outlined by members. In subsequent articles we will be outlining progress against each of the suggested areas listed below:

### Join CARETS

As mentioned above, there is very strong interest in the opportunity to increase listing exposure to Southern California agents and beyond. There is also interest in eliminating duplicate MLS fees for nearly 15% of Sandicor members. The markets covered by the CARETS initiative line up extremely well with the market needs of Sandicor members.

### System Enhancements

There were suggestions for improving Listing Input/Maintenance, CMA and Mapping functionality. Sandicor is working with Sandicor Technical Users Group (STUG) and Marketlinx to review the comments in detail and prioritize the improvement needs. In our meetings with Marketlinx during the recent National Association of REALTORS® convention, we were able to get a preview of the many new features that will satisfy many of your requests.

## **Eliminate Key Fob**

Securing the MLS data from unauthorized access remains one of the chief responsibilities of Sandicor. There is a significant amount of confidential and personal information in the MLS that needs to be protected. Our current solution for protecting MLS data however, is cumbersome for many of our members. Survey respondents suggested eliminating the key fob (strong authentication token). Sandicor is researching other proven security solution offerings to maintain effectiveness and enhance usability.

## **MAC Compatibility, Firefox/Safari Browser**

There was a clear need for MAC compatibility. While just about 10% of respondents use a MAC currently, nearly 1/3 expressed an interest in the ability to access the MLS system via Firefox for MAC or Safari. Many respondents say the current workarounds are sub-par. They want the system to be completely MAC-compatible. Sandicor is already working with Marketlinx on a method for providing MAC users with a satisfying MLS experience. This project has been underway for more than a year and Marketlinx is very close to having this upgrade available early in the New Year.

## **Customer Service Enhancements**

While satisfaction levels are very high against benchmark MLSs, there were a few comments from respondents regarding frustrating experiences with our customer service. The details of the suggestions from members were very helpful in allowing us to find and analyze service gaps. Our staff is already implementing processes to address many of your needs.

## **Data Accuracy/Enforcement**

There were several comments about enforcing data rules within the MLS system. Some respondents believe Sandicor is “too nice” and should more strictly enforce rules and regulations, especially as it relates to requirements to update listing status. Sandicor will be reviewing its data accuracy policies to be sure they are strict enough to increase the accuracy of the database, yet flexible enough to allow agents to correct honest mistakes within a reasonable timeframe. We are also looking at opportunities to let you know when reported incidents are corrected or closed.

## **Listingbook and Property Panorama Adoption and Usage Increases**

While satisfaction levels are high with Listingbook and Property Panorama there are still a fairly large percentage of members who are not aware of the services.

Sandicor will be working to increase awareness so that more members can take full advantage of these valuable tools that are included for no additional fee with Sandicor membership. If you have not learned how to leverage Listingbook or Property Panorama virtual tours yet, please call us to schedule a class for your office.

Thanks again for your participation in the survey. We will be conducting member satisfaction surveys regularly and look forward to your continued feedback and ideas.