



WHAT IS THE MLS?

The system behind the local real estate market

A Multiple Listing Service (MLS) is a cooperative marketplace where real estate professionals share property information and work together to connect buyers and sellers. **Think of it as the real estate market's behind-the-scenes infrastructure.**

MEET CCMLS

FORMED IN 2022

CCMLS is a wholly owned subsidiary of the Coastal Carolinas Association of REALTORS®.

5,700+ SUBSCRIBERS

CCMLS connects thousands of real estate professionals through a shared local broker marketplace.

ONE RELIABLE SOURCE

CCMLS works behind the scenes to support data integrity, cooperation, and reliable market information.

THE POWER OF THE MLS

COOPERATION

Competing real estate professionals work together within shared rules to help buyers and sellers complete transactions.

RELIABLE DATA

Agents use detailed current and historical property information to serve clients and understand the market.

GREATER EXPOSURE

MLS data helps power local brokerage websites and major consumer home-search platforms.

MARKET INSIGHT

MLS information supports pricing advice, market analyses, city planning, and economic forecasting.

WHY IT MATTERS TO THE COMMUNITY

BETTER ACCESS TO INFO

Accurate, consistent property information helps buyers and sellers make more informed decisions.

LOCAL MARKET INSIGHT

MLS data shows what is happening across the housing market—including prices, inventory, and emerging trends.

COMMUNITY PLANNING

Housing data can help provide context about growth, development, and the local economy.

DID YOU KNOW?

76%

of consumers have no idea how the MLS benefits them

24%

have even a vague idea of what the acronym MLS means

25%

think MLS means "Major League Soccer"