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BRIGHT MLS ANNOUNCES *BRIGHT STEPS* INITIATIVE TO SUPPORT ITS SUBSCRIBERS AND THEIR CLIENTS DURING THE COVID-19 OUTBREAK

--Bright Steps Offers a Variety of Data, Tools, Tips, and Special Allowances Aimed Toward Keeping the Market Moving During This Challenging Period--

(Rockville, Md. and King of Prussia, Pa.) March 20, 2020 – Bright MLS, the leading multiple listing service (MLS) in the Mid-Atlantic US representing 95,000 real estate professionals in Delaware, Maryland, New Jersey, Pennsylvania, Virginia, Washington, D.C., and West Virginia, today announced Bright Steps, a campaign launched to support Bright MLS subscribers and the clients whom they represent in light of the very serious ramifications of the COVID-19 outbreak.

“In addition to the unique threat that the coronavirus represents to our public health, the outbreak also has begun to significantly impact the residential real estate industry,” said Brian Donnellan, President and CEO of Bright MLS. “With Bright Steps, we want to help keep the market moving by giving our subscribers the tools, information and support that they need during these unprecedented trying times. We want everyone in and around the industry to know that we’ve got their backs and we’re here to support them.”

Concurrent with the initial onset of COVID-19 to the region, Bright MLS worked with key stakeholders; including its Shareholder Associations, brokers and agents to compile a variety of support measures intended to offer assistance to real estate practitioners working to represent their clients and navigate their business. A full list of Bright Steps resources and guidelines can be found at **BrightMLS.com/covid19**, including information on the following:

Enhanced Flexibility for Virtual Showings – To provide another showing option for clients and their agents currently uncomfortable with in-person exposure, Bright MLS temporarily will allow for the promotion of virtual/online showings within the public notes of a listing. Full information is available at **BrightMLS.com/covid19**.

Realtime Market Data Reporting – Bright MLS will leverage its diagnostic resources to produce quick-turn data reporting and analysis focusing on market trends, sales activity and status changes in order to provide subscribers with information and timely insights to support their clients’ goals.

Bright Steps Webinar Series – Subscribers will have access to a special webinar series and online Q&A sessions with Bright staff regarding the latest policy alterations and MLS tool/feature usage. External industry experts also will be featured to discuss best professional practices during the COVID-19 period.

Subscriber Tips and Tools – Bright MLS social platforms and Bright Steps landing page will offer a suite of tips and tools for conducting business in this current environment. Advice will span topics from staying healthy while serving clients, fully leveraging virtual showings, best use of MLS statuses, and many other topics.

“The role of the MLS always is to support the real estate marketplace in a manner that benefits all consumers, agents and brokers. Looking back at my career, I can’t think of another time when it was more vital for Bright MLS to live up to this purpose,” said Donnellan. “Bright Steps is just the beginning of how we are ready to work every day with each of our subscribers to help them make the most of this marketplace.”

About Bright MLS

The Bright MLS real estate service area spans 40,000 square miles throughout the Mid-Atlantic region, including Delaware, Maryland, New Jersey, Pennsylvania, Virginia, Washington, D.C., and West Virginia. As a leading Multiple Listing Service (MLS), Bright serves approximately 95,000 real estate professionals who in turn serve over 20 million consumers. For more information, please visit www.brightmls.com.
