



WHITE MOUNTAIN
ASSOCIATION OF REALTORS®

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Contact:
David Kissinger
(562)761-6504

MLS Providers in Arizona Announce Datashare Partnership to Expand the Reach of Multiple Listing Services

Extended MLS search capability benefits buyers and sellers of real estate by exposing more listings for sale in a wider geographic area

Flagstaff, Prescott, Tucson, and White Mountains, Ariz. – November 3, 2025 – Four Multiple Listing Service Providers (MLS) in Arizona announced today a datashare partnership under which each MLS will provide real-time listing data and extended search capability to 11,700 MLS Subscribers within its geographic area in the State of Arizona.

The Multiple Listing Services provided by the Northern Arizona Association of REALTORS®, Prescott Area Association of REALTORS®, White Mountain Association of REALTORS®, and the Multiple Listing Service of Southern Arizona have each joined the datashare partnership.

The datashare will become functional on November 10, 2025. MLS Subscribers within the datashare's service area will automatically be able to search all listings in the area. All four MLS Providers are served by the Flexmls® Platform which will deploy, manage and support the datashare technology solution.

"This partnership is a step in the direction of future collaboration that will enhance data access to each MLS Subscriber," said Romeo Arrieta, Chief Executive Officer of the Multiple Listing Service of Southern Arizona and the Tucson Association of REALTORS®. "This opportunity provides additional value and choices to agents and their clients buying and selling homes in Arizona."

When Subscribers log into their MLS, they will see a new field on the Quick Search screen which will enable search for listings outside of their home MLS but within the datashare area. Each MLS Provider or Association of REALTORS® will offer staff resources, Frequently Asked Questions

(FAQ), social media outreach, and other training opportunities for their members to help them integrate expanded access to listings into their daily real estate business.

The Northern Arizona Association of REALTORS® supports member advancement through professional development and community partnerships while promoting professionalism & ethics in our ever-changing real estate industry.

The Prescott Area Association of REALTORS® is non-profit trade organization dedicated to helping its nearly 2,500 REALTOR® members find success. PAAR is dedicated to providing services, resources and support that our members need to thrive in the real estate industry including an independent multiple listing service, educational resources through our own school, and more.

The Multiple Listing Service Of Southern Arizona, a wholly-owned subsidiary of the Tucson Association of REALTORS®, is a reliable, cooperative real estate database of listing and sale information in Southern Arizona.

The White Mountain Association of REALTORS® covers a jurisdictional area encompassing all of Northeastern Arizona; Navajo and Apache Counties. This area covers such a vast geographical range, the landscape varies from the lush greenery of one of the oldest and most beautiful Ponderosa Pine forests, numerous lakes, and even one ski resort to the colorful views of the Mogollon Rim and the Painted Desert.

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