
Multiple Information Service

Features

The Capital Area MIS offers a multitude of features to assist REALTORS® in better serving your needs.

These features include:

- the ability to quickly and easily retrieve comprehensive property listing information;
- view on-line color images of those properties and gather data from the property tax roll (available for Sangamon & Menard Counties);
- the ability to organize prospects and match various properties with the specific needs of a prospective buyer;
- the ability to prepare comparative market analysis; and,
- the ability to perform various financial functions such as buyer qualification, closing costs, rent vs. buy, mortgage schedules, depreciation analysis and cash flow analysis.
- automatic display of all property listings on the most complete real estate website on the internet at www.seehouses.info for participating brokers.

When buying or
selling your home

Get the *MIS*
advantage!

Capital Area 
Association of REALTORS®

Capital Area Multiple Information Service
3149 Robbins Road, Springfield, IL 62704
(217) 698-7000

a service of the
Capital Area Association of REALTORS®



How the Capital Area

Multiple Information Service works

When the seller lists his or her home, he or she typically signs an exclusive right-to-sell contract with the listing REALTOR® who then places the home in the MIS.

As agents of the sellers, listing agents increase their chances of closing a successful transaction for the sellers they represent. The seller's property will be marketed not only through the efforts of the listing broker, but also by the other MIS Participants.

The MIS is a system which makes listing information available to all broker participants over a relatively large geographical area. The MIS benefits buyers by giving them the widest possible choice of properties. Buyers can go to any broker who participates in an MIS and get information about every property listed by those Participating brokers in a particular market area.

When a home is sold, the selling and listing REALTOR® typically share in the fee. The MIS is a contractual arrangement between brokers: not between brokers and sellers or brokers and buyers.

“All members of the Capital Area Multiple Information Service are REALTORS®, however, not all REALTORS® are members of the MIS.”

“What exactly is the Capital Area Multiple Information Service? And, how can it help me buy or sell a home?”

REALTORS® throughout the central Illinois area are accessing the Capital Area Multiple Information Service (MIS) via their personal computer and modem and are punching in details of their latest listing. Within seconds, listing information will be available to 600 REALTORS® and the buyers with whom they are working. This is quite an improvement over the MIS that area REALTORS® relied on as little as 15 years ago when agents used MIS index cards that were provided to the offices and filed away for future reference. REALTORS® then and now rely on the MIS to provide the best service possible to their clients and customers.

The MIS is a uniquely pro-competitive marketing tool that works to the benefit of both sellers and buyers. Since before the turn of the century when real estate salespeople exchanged information through informal channels, the MIS had become more sophisticated and useful and has continued to serve the needs of real estate practitioners and the buying and selling public. New technology ensures that these systems will continue to change and will continue to be a major factor in doing business.

The REALTOR® has at his fingertips prices of all homes sold through the MIS in the home seller's neighborhood and the general area over the past year. This information helps make the seller and his or her REALTOR® aware of the realistic price for area homes. Because the information provides a guide to the market value of the home, the seller and REALTOR® together can arrive at an asking

price which is neither too high nor too low, an aid in the speedy sale of a home.

The MIS continues to evolve and undergo improvements and changes - from technological breakthroughs to innovations in its use and structure. The public served by the MIS will demand that the its services continue to grow and become even more comprehensive. To sum up the advantages of MIS to the buying and selling public, "It all adds up to one stop professional service."

The MIS is a uniquely pro-competitive marketing tool that works to the benefit of both sellers and buyers.

All members of the Capital Area MIS are REALTORS®, however, not all REALTORS® are members of the MIS. When buying or selling property be sure to utilize the services of a

member of the Capital Area MIS which was established in 1962 as a service of the Capital Area Association of REALTORS®.



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