

Denver's MLS Shifts Into High Gear With Major Changes & Enhancements

I have been a persistent critic of Metrolist (the Denver MLS) for about as long as I've been a Realtor, writing unfavorable columns with headlines such as "[Northern Colorado's MLS Puts Metro Denver's MLS to Shame](#)" (Nov. 8, 2007)

LINK

Several years ago I considered running for the board of directors of Metrolist with the goal of transforming it, until I found out that Colorado's laws regarding non-profit boards would prevent me from being publicly critical of the organization if I were a director.

I'm not sure why, but suddenly this year there have been some major steps taken by Metrolist to make it a better and more effective tool for marketing real estate listings. These changes include:

- Increasing to 25 the number of pictures that can be uploaded for each listing.

- Allowing vertical pictures to be uploaded without distorting them into horizontal pictures.
- Enabling captions for each picture and the viewing of listing pictures in full-screen format.

- Increasing to 1,000 characters the amount of descriptive sales pitch that can be written about each listing.

- Implementing flexible ways to search for listings on a map.

- Removing the limitation of viewing only 200 listings at a time.

- Uploading of new listings to [realtor.com](#) every 15 minutes instead of only five times per week.

- Responding to feedback emails immediately instead of sometime next week, if then.

These are only the changes that come quickly to mind. (Some others that come to mind are omitted here only because they are hard to describe in limited space.)

Coming January 1, 2011, are other changes recommended by the Rules and Regulations Committee, on which I serve, including:

- Seller type (Bank vs. HUD vs. Individual, etc.) must be revealed when the listing is put on the market, not just when it is sold. Now they can be searched or counted!

- "Withdrawn" listings will automatically change to "expired" when the listing expires. Thus, if a listing is "withdrawn" you will know that it is still listed with an agent, but not "active" on the MLS. As a result, agents will now know they can only solicit "expired" listings.

- "Refreshed" listings will be given a new listing number, but the old listing will not show as "withdrawn," as is currently the case.

(The prior listing will appear under "listing history," however.)

- Short sale listings will be portrayed more clearly thanks to new "Status Conditions" and "Approval Conditions" fields.

This Week's Featured Listing:

Major Price Reduction in Applewood

First listed in July for over \$400,000, this classic Applewood ranch at 13375 W. 16th Drive sits at the end of a quiet cul de sac, across from Lena Gulch and backing to an agricultural ditch with a professionally landscaped backyard and patio — great for entertaining. Take the narrated video tour on the web site and you'll wonder, as I do, that this home is still available... but it is! Located amidst much more expensive homes, it has new paint, new carpeting, updated bathrooms, and gleaming hardwood floors. Well water is used for irrigating its 0.31 acre lot. If you work at the National Renewable Energy Laboratory or in the Denver West Office Park (like many neighbors), you'll enjoy walking or biking to work. Easy access to I-70 means you're close to the mountains, too!



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