



FOR IMMEDIATE RELEASE

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MetroList® Acquires MLS Serving Sutter, Yuba, Butte and Colusa Counties

Real Estate professionals in Sutter, Yuba, Butte, and Colusa Counties now have expanded tools and services to list and sell properties in more than 26 Northern California Counties.

Sacramento, CA -- MetroList Services, Inc., an industry leading Multiple Listing Service in Northern California, is happy to announce the expansion of its service area to include Sutter, Yuba, Butte and Colusa Counties. This acquisition will give SYAOR MLS Members greater exposure to list and sell properties throughout Northern California.

“The Sutter Yuba Association of REALTORS® (SYAOR) is looking forward to joining the MetroList family,” said Liz Powell Skutley, 2020 Association president. “This partnership will bring a higher standard of tools and technology to our members and their clients,” added Powell Skutley.

The Sutter Yuba Association of REALTORS® has operated their MLS independently since 1967 and will be transitioning just the MLS operations to MetroList in early 2021. The SYAOR Yuba City office will become a MetroList Administrative Center where its staff will continue to fulfill all Association and MLS related services to their valued members.

“We are pleased to expand our geographic market area and deliver MLS services to our neighbors in Sutter, Yuba, Butte and Colusa Counties,” said Bill Miller, CEO of MetroList Services, Inc. “As the largest MLS in Northern California, MetroList provides a robust line of products and value-added benefits to help our subscribers grow and prosper in their real estate business.”

“MetroList has a proven track record of being at the forefront of delivering the highest quality real estate technology and customer service. As a result of this collaboration, our SYAOR member agents will have access to comprehensive tools that will enable them more efficiency and cost savings in their business,” said Powell.

With the addition of these four counties, MetroList will now provide direct MLS access to 13 Northern California Counties which represents over 12,000 square miles and more than 21,500 real estate professionals. Subscribers will also have seamless access to listing inventory in six neighboring multiple listing services encompassing an additional 13 counties through their interconnected network.

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MetroList has been in continuous operation for 35 years and operates an advanced, state-of-the-art Rapattoni MLS system. Their service includes access to statewide property tax records, market trends, mobile app solutions, local administrative service centers, IDX data feeds, high quality technical support, year-round training and education, public facing websites (metrolistpro.com and metrolistmls.com) and much more.

MetroList was the first California MLS to launch the Real Safe Agent system as a free benefit to help real estate agents stay safe when conducting their daily business. In 2017 MetroList became one of three MLSs to be awarded the first Real Estate Standards Organization (RESO) Data Dictionary 1.6 Platinum Certification, RESO's highest level of certification on the most recent version of the Data Dictionary Standard.

“We have a great team at MetroList and we are looking forward to welcoming SYAOR members and delivering great service and products to our new MLS real estate subscribers,” added Miller.

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About MetroList Services, Inc.

MetroList® is the largest multiple listing service in Northern California, headquartered in Sacramento, the state's capital. Formed in 1985 by the Sacramento Association of REALTORS®, the Placer County Association of REALTORS® and the El Dorado County Association of REALTORS®, MetroList's ownership group has grown to include the Lodi Association of REALTORS®, the Yolo County Association of REALTORS®, and California Real Estate Brokers, Inc. MetroList acts as a seamless real estate information network serving more than 21,500 real estate professionals in nine counties: Amador, El Dorado, Merced, Nevada, Placer, Sacramento, San Joaquin, Stanislaus, and Yolo.

About Sutter-Yuba County Association of REALTORS®

The Sutter-Yuba Association of REALTORS® (SYAOR) was established as a member of the California Association of REALTORS® (CAR) and the National Association of REALTORS® (NAR) in September of 1967. We are a professional organization of real estate agents who adhere to the REALTOR® Code of Ethics; NAR's standard of care in representing both buyers and sellers of real property. In 2016, the Association created a Non-Profit Charitable Foundation (501 c3). The Foundation holds several events throughout the year including the Cloths for Kids Fundraiser where we supply school clothes for about 450 children.