



Press Release

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Baldwin County Association of REALTORS (BCAR) Launches Black Knight's Paragon MLS System Simultaneously With Solutions from CRS Data, Homesnap and ShowingTime

- As part of BCAR's conversion to Black Knight's Paragon MLS System, the Association concurrently implemented solutions from three of Black Knight's strategic partners
- The fully integrated solution provides 2,300 real estate professionals from several states the advanced technology needed to address the emerging needs of today's home buyers and sellers
- The launch and conversion process received high marks from Association members, continuing Black Knight's track record of smooth, on-time system conversions

JACKSONVILLE, Fla. – Nov. 2, 2017 – [Black Knight, Inc.](#) (NYSE: BKI) a leading provider of integrated software, data and analytics solutions that facilitate and automate many of the business processes across the homeownership life cycle, announced today that the Baldwin County Association of REALTORS® (BCAR), headquartered in Robertsedale, Ala., has launched [Paragon MLS](#) as its primary multiple listing service (MLS) system. As part of the launch, BCAR will also use solutions from CRS Data, Homesnap and ShowingTime – three strategic partners of Black Knight.

“Moving to a best-of-breed system that incorporates the capabilities of these four solutions proved to be an amazing success for us,” said Sheila Dodson, CEO of BCAR. “Now our members have every tool they need to better serve customers and compete stronger with some of the online real estate portals.”

Black Knight's Paragon MLS system helps real estate professionals more easily manage their businesses and collaborate with clients via a dynamic software platform that can be accessed with PC or Mac computers, tablets and mobile devices. Paragon MLS is known for its intuitive design, multi-tasking capabilities, ease-of-use, professionally branded comparative market analyses (CMAs) and Collaboration Center portal, where real estate agents and their customers can collaborate online by sharing access to the MLS system. For the last five years, Paragon MLS has earned top honors in the annual Clarity MLS Customer Satisfaction Survey for vendors/systems used by 10 or more MLS organizations.

BCAR members will be able to access CRS Data's [MLS Tax Suite](#) for dependable tax data, detailed maps and robust features on all browsers and devices. MLS Tax Suite offers an intuitive navigational interface to simplify finding property data; enhanced mapping capabilities; home improvement values; and additional search capabilities, such as the multi-county search tool. “BCAR's extensive communications about the new system launch and member

training sessions contributed to a smooth, successful integration,” said Nicole Morgan, MLS Sales Executive, CRS Data.

Prior to implementation, BCAR provided mandatory hands-on training on its new MLS system and enhanced tax data system to approximately 2,300 Alabama-licensed real estate professionals from Alabama, Florida, Louisiana, Mississippi and other states. Although the organization had never mandated training before, BCAR leaders are still receiving accolades from real estate agents, who have said they benefited greatly from learning how to use the new system prior to launch.

In addition to the CRS Data product, BCAR also launched two additional products to complete the integrated solution: Homesnap Pro and ShowingTime. Homesnap Pro, one of the top-rated mobile apps for real estate agents, allows agents to access their MLS data in real time, do their job more effectively and efficiently while they are away from their desks, and collaborate with their clients.

“Agents in BCAR have responded very positively to the Homesnap Pro app, with 38 percent -- or 1,150 agents -- registering for Homesnap Pro within the first month. This is an outstanding adoption rate for the first month in a new MLS,” said John Mazur, CEO of Homesnap.

BCAR members will also be able to access ShowingTime, a premier showing software and market statistics service provider to the residential real estate industry. ShowingTime automates the showing scheduling process for MLS organizations and associations, along with real estate offices and agents; simplifies the report-generating process using MLS data; and delivers buyer leads generated from real estate websites.

“By bringing together some of the best solutions in the industry to complement Black Knight’s Paragon MLS system, we were able to catapult BCAR’s technology years ahead to address evolving consumer needs,” said Black Knight Data & Analytics Vice President and Real Estate Market Leader Chip McAvoy. “The training, roll-out and partnership between all four companies and BCAR has already been incredibly effective, and we believe this multi-vendor business strategy will continue to be highly successful for everyone involved.”

About BCAR

The Baldwin County Association of REALTORS® (BCAR) is a professional trade association supporting the success and advancement of over 2,300 Real estate professionals in the Baldwin County area. BCAR supports members through professional education, peer networking, and MLS services. We work for the protection of private property ownership and promote the work of our members in the local community. REALTORS® are held to a high standard of conduct by their peers and the National Association of REALTORS® code of ethics.

About CRS Data

For more than twenty years, CRS Data (Courthouse Retrieval System, Inc.) has worked to put powerful, accurate data at the fingertips of its customers. Simply put, the company is dedicated to doing data better. CRS Data’s innovative suites, robust data, reliable technology and outstanding customer service are why real estate professionals, MLSs, and bankers across the nation turn to the company for their property intelligence. Visit www.crsdata.com to learn more.

About ShowingTime

ShowingTime is a leading showing software and market stats service provider to the residential real estate industry. The company’s products automate the showing scheduling process for MLSs/associations along with real estate offices and agents; simplify the report generating process using MLS data; and deliver buyer leads generated from real estate websites. From contact to contract, ShowingTime innovatively creates the simplest ways for real estate professionals

to connect with buyers and sellers via lead generation, scheduling, call coordination and market data. Visit www.showingtime.com to learn more.

About Homesnap

Homesnap, the public face of the Broker Public Portal, is the highest-rated mobile real estate app, used by millions of consumers to explore homes and search listings. Homesnap Pro, the professional version of Homesnap, is the fastest-growing mobile app for agents – now available to every agent in over 100 MLSs with over 750,000 members. Both are powered by a specialized homes database that combines MLS data, property tax records, census data, geographic boundaries and more. For more details, visit www.homesnap.com.

About Clarity Consulting

Clarity Consulting was founded in 1996 to provide information technology consulting to the real estate industry and its related businesses. Clarity is an innovative solutions provider committed to delighting its consulting clients. The company is headquartered in Scottsdale, Arizona. Clarity provides a wide variety of services to MLS, Associations, brokers, franchises, and software and service companies that serve the residential real estate market including business planning, system selection, public speaking, product reviews, and more.

About Black Knight MLS Solutions

At Black Knight MLS Solutions, we understand that great products must be equaled with great support. Our customers are involved in every aspect of our business model from product priorities and future enhancements to all aspects of customer support. Each of our customers receives a dedicated support representative to ensure an ongoing understanding of their needs, effective communication and timely execution of change requests. Agent support is available 80 hours/week, including weekends, with a first-call resolution rate over 90 percent. Additionally, we pride ourselves with consistently delivering customer-driven enhancement releases to the Paragon MLS system every six weeks. More information can be found at <http://www.BKFS.com/MLS>

To learn more about Paragon MLS or other market-leading MLS systems and public records data from Black Knight MLS Solutions, please contact Bob Morse at 650.863.4333.

About Black Knight

Black Knight is a leading provider of integrated software, data and analytics solutions that facilitate and automate many of the business processes across the homeownership lifecycle.

Black Knight is committed to being a premier business partner that clients rely on to achieve their strategic goals, realize greater success and better serve their customers by delivering best-in-class software, services and insights with a relentless commitment to excellence, innovation, integrity and leadership. For more information on Black Knight, please visit <http://www.blackknightinc.com/>.

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