

General Industry FAQ

Why did Move purchase Point2?

The vision for ListHub is to provide the industry with a single platform for managing the complexities of real estate data aggregation, normalization, licensing, and the full spectrum of analytics derived from the display and use of real estate content. To that end, consolidation of the Point2 business advances ListHub in this goal in two ways: the assumption of more than 50 new MLS markets into the ListHub network increases the size of the overall network by about 300,000 listings, and the removal of a duplicative platform on more than 60 markets where ListHub currently operates streamlines service and eliminates the fragmentation of service, support, and analytics for nearly 600,000 additional listings.

Will Move acquire the entire Point2 business?

No. Move specifically acquired Point2's MLS-connected listing syndication business in the U.S. Point2 also offers MLS and agent websites, single property websites, and many other marketing products and services. They will continue with focus on serving the industry with these marketing products, while ListHub will provide the listing syndication technology platform and syndication service for Point2's MLS customers going forward.

Will Point2 continue to operate their listing syndication business outside of the U.S.?

Yes. Point2 will continue service to their Canadian-based customers.

Will there be an interruption of service in U.S. markets where ListHub is assuming syndication?

No. Point2 will maintain syndication operations until each of their MLS markets is transitioned to the ListHub platform.

Did Move acquire Point2's agreements with publishers?

No. Move did not acquire Point2's publisher agreements, because ListHub already maintains agreements with most of the same publishers, all of which contain stronger industry-friendly terms for brokers and agents, and will have the ability to serve Point2's MLS customers under their existing publisher agreements.

Will Point2's customers who migrate to the ListHub platform receive the benefit of their listings being syndicated under ListHub's industry-friendly agreements with publishers?

Yes. Once transitioned to the ListHub platform, the ListHub terms will apply to all syndicated listings.

How long will it take for all markets to transition to ListHub?

Each market will be able to coordinate with ListHub to establish a convenient cutover date within the next six months. All markets will be fully transitioned by the end of February, 2015.