The Expanding MLS

A Model for Analyzing MLS Strategy

Michael Wurzer, CEO of FBS
The Expanding Universe
MLS Makes The Market Work

BROKER & AGENT COMPETITION
is the goal

MLS cooperation increases competition

Competition increases the need for cooperation

MLS COOPERATION
is the means
MLS Makes The Market Work

MLS cooperation increases competition

Competition increases the need for cooperation

MLS cooperation is the means

BROKER & AGENT COMPETITION is the goal
The Expanding MLS

LOCAL MLS  REGIONAL  MEGA  NATIONAL

CONSUMERS
&
TECHNOLOGY
The Expanding MLS Model
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Diagram showing the relationship between competition and cooperation at both local and national levels.
The Expanding MLS Model
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Choice Enables Competition
(no existential threat)
The Expanding MLS Model

Thank You!