

**The REALTORS® Commercial Alliance of Massachusetts**  
**(<http://www.rcama.com/>)**

**and**

**Massachusetts Commercial Information Exchange**  
**(<http://www.masscie.com/>)**

## **1. The REALTORS® Commercial Alliance of Massachusetts (RCA-MA)**

Formerly, the RCA-MA was known as the Northern Massachusetts Commercial-Investment Board of REALTORS®, Inc. (NM-CIBOR) — chartered by the National Association of REALTORS® in 2001 as the only commercial overlay Board in Massachusetts. Commercial overlay boards were first allowed by the National Association of REALTORS® in 1993, and this type of Board serves commercial real estate professionals and overlays the jurisdiction of residential boards of Realtors.

Although the organization is managed by the Northeast Association of REALTORS® headquartered in Chelmsford, it is a stand-alone Board of REALTORS®, with its own charter, bylaws, and directors to the Massachusetts Association of REALTORS® and representation at the National Association of REALTORS®. The term REALTOR® is a trademark for use exclusively by members of the National Association of REALTORS®, with offices in Chicago and Washington, D.C.

Real estate professionals from throughout Massachusetts **and bordering states** are welcome to join as primary members, and professionals from all states are welcome to join as secondary members. Affiliate members of all types — such as lenders, newspapers, attorneys, and many others — are also welcome!

**Connecticut Designated REALTORS® and their agents can join RCA-MA for \$250 per year. Dues are prorated monthly and the \$100 application fee is waived. The Designated REALTOR® can access the application package on the ECAR web site at**

**<http://www.easternctrealtors.com/assets/files/resources/MassRCAMembershipapplication.pdf>**

Formation of RCA-MA means that commercial real estate professionals in Massachusetts have a “home” in the REALTOR® organization, and residential REALTORS® may join as secondary members to obtain information on commercial and investment property.

The first mission of the new Board was to form a commercial property listing exchange known as the

## **Massachusetts Commercial Information Exchange**

so that members could exchange information about commercial and industrial property for sale or lease, and to obtain historical information about properties that have been sold or leased. Currently, RCA-MA is affiliated with the New England Property Exchange, in conjunction with the New Hampshire Commercial Investment Board of REALTORS®, the Maine Commercial Association of REALTORS®, and the Vermont Commercial Association of REALTORS®.

Other activities are continuing education for commercial real estate professionals, networking, and “deal-making” sessions. For more information or to request a membership application, contact Membership Coordinator at (413) 455–4165 or info@rcama.com.

## 2. What is a Commercial Information Exchange?

A Commercial Information Exchange or "CIE" is like a Multiple Listing Service built specifically for Commercial Real Estate. It's an online database of all the information and tools a commercial real estate pro needs to be successful.

A CIE enables a local community of brokers, developers, appraisers, and investors to share information and work together more efficiently. It removes barriers, allowing big companies and small companies alike to focus their time and money on serving their clients.

A Commercial Information Exchange does **not** offer compensation to cooperating brokers.

## 3. Why Join a Commercial Information Exchange?

Here are a few compelling reasons to participate in a local, community-operated CIE:

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**Join for the Data** – First and foremost, a CIE is a repository of information: commercial property listings, recent sale & lease comparables, tax records, tenant lists, demographics and market statistics, and more. The data is pooled by local members with local oversight, and in many cases also locally verified making it the most accurate and comprehensive.

**Join for the Tools** – A CIE is also a marketing toolbox. Create a website or online profile for you and your company, broadcast your property listings to dozens of sites, generate flyers, brochures, and proposals in seconds, or reach thousands of owners, investors, and other professionals with an email blast.

**Join for the Community/Networking** – You never know where your next deal will come from, a CIE allows you to stay in touch with others in your market and stay aware of local trends and events. Use it for networking, prospecting, lead generation, discussions, and trend monitoring.

In a nutshell, a CIE helps commercial professionals to get their jobs done better, faster, easier, and cheaper.

## Why is a CIE better than a service like LoopNet or CoStar?

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**It's Local** – Most commercial deals are done locally, and no two markets are alike. Your CIE can tie into local sources of information, tax records, tenant data, and more. It's put together and administered by people that know your specific market. It's a grass-roots, community effort.

**You're in Control** – CIEs are managed locally by associations or brokerages in your market, looking out for YOUR best interests. Your community sets the rules, owns the data, and has absolute control over how the service works and what it provides.

**It's Affordable** – When a local community comes together to share data, the members benefit by keeping costs low and under control. A CIE exists to benefit its members, not to generate stockholder profits.

## Why is a CIE better than a Multiple Listing Service (MLS)?

Your local board of REALTORS® likely maintains an MLS system to exchange information about residential properties in your market. Brokers sometimes add commercial properties to the MLS as well, but since the MLS is designed for homes, it provides only rudimentary support. A CIE is **built specifically for commercial real estate** and specifically for those that

are serious about commercial deals. It provides information and tools specific to the complex commercial property types: industrial, office, retail, etc.

## 4. What's Different about MassCIE?

MassCIE is powered by Catylist. With over 30 local Realtor® associations on board, they are the largest and most successful CIE provider in the country.

## 5. 5 Reasons to Join the Massachusetts Commercial Information Exchange

A CIE helps commercial professionals to get their jobs done better, faster, easier, and cheaper. Here's a list of the most popular CIE features:

### **Search property listings, generate custom reports.**

Full Members have nationwide access to over twice as many listings, including inventory imports from national companies like Sperry Van Ness, Coldwell Banker Commercial, and over 35 local associations around the country. Dozens of Connecticut listings are in the Exchange. This number will grow as more Connecticut commercial brokers join the CIE and add their listings.

### **Enter listings once, market across dozens of websites.**

Stop wasting time re-entering your property listings. Once they're in Massachusetts Commercial Information Exchange you can automatically send them to dozens of other [other websites](#).

### **Search posted Need/Wants.**

Find out what professionals in your area are looking for by receiving emails tailored to your preferences or searching the Wanted Archive for leads.

### **Send broadcast email.**

Communicate with brokers, owners, users and investors in your market, letting them know about current needs or existing inventory. Receive alerts for properties that match your specifications.

### **Search recent Sale & Lease Comparables.**

Pull up comparable sale and lease transactions in your market and export them in customizable PDF reports.

## 6. Join Mass CIE

Participation is open to all commercial real estate practitioners, and participants retain ownership of the data. Cost is just \$30/month for members of RCA-MA; \$52.09/month for REALTORS of another board; \$75/month for non-REALTORS. An analysis of these numbers shows that is slightly less expensive to join both RCA-MA and Mass CIE than just joining Mass CIE. Obtain the Mass CIE membership kit on the ECAR web site at

<http://www.easterncrealtors.com/assets/files/resources/MassCIE2011MembershipKit.pdf>

## 7. Massachusetts Commercial Information Exchange Member Benefits

In addition to the Massachusetts Commercial Information Exchange member benefits listed below, Catylist offers several add-on products and services to help your commercial real estate marketing efforts.

|  | Basic Membership   | Full Access Membership  |
|--|--|---|
| <b>Online Listing Promotion</b>        | Create detailed listing presentations, viewable by full members only.  | Create detailed listing presentations, <b>viewable by everyone</b> and distributed automatically to our <u>wide network</u> of search engines and partnering sites.   |
| <b>Prospects / Leads</b>               | Not Available.   | Search and view posted wants/needs, and <b>track hits and views</b> on your property listings.  |
| <b>Property Search</b>                 | Access thousands of property listings via sophisticated polygon mapping; create catalogs and saved searches.                   | Access <b>2x more property listings</b> via sophisticated polygon mapping; create catalogs and saved searches.  |
| <b>Sale &amp; Lease Comparables</b>    | Not Available.   | Access to <b>recent sale and lease transactions</b> in your market.   |
| <b>Alerts &amp; Notifications</b>      | Receive email or RSS notifications of properties matching your saved searches.   | Receive <b>email or RSS notifications</b> of properties, comparables, posted wants/needs, recent CIE activity, and posted industry news tailored to your preferences. |
| <b>Reports &amp; Brochures</b>         | Access to 5 basic PDF templates.   | Create <b>customized reports</b> and brochures with dozens of options including maps, company branding, demographics, and attachments.                                |
| <b>Professional Profile</b>            | Basic contact information displayed.   | Create a detailed, search engine optimized <b>online resume</b> , highlighting your expertise, property listings, recent transactions, and more.                      |
| <b>Market Stats &amp; Demographics</b> | Access Census 2000 demographic statistics.   | Access to <b>demographics and local market statistics</b> (average prices, etc.). Optional upgrade to full site analysis tool with custom reporting.                  |
| <b>Export Options</b>                  | Not Available.   | <b>Export your data</b> or search results any time in XML, CSV, XLS, KML.   |
| <b>Email Marketing</b>                 | Not Available.   | Forward property listings to your colleagues and clients, or <b>email 140,000+</b> industry professionals with <u>Cmail</u> (20% discount).                           |
|  | <b>FREE</b><br>Create an Account at<br><a href="http://www.masscie.com/jsp/register/">http://www.masscie.com/jsp/register/</a> | <b>Contact Us</b><br><u>Learn more about membership at</u><br><a href="http://www.masscie.com/jsp/register/">http://www.masscie.com/jsp/register/</a>                 |