

Press Release



June 14, 2017

MLS Industry Veteran Tom Beede to Retire in July *MetroList Board Appoints Next Leadership Team*

SACRAMENTO, California – Tom Beede, President, CEO and CFO of MetroList Services, Inc., has announced his retirement after more than 32 years of service with MetroList and over 40 years in the MLS industry. His retirement is set for July 14, 2017.

“MetroList has been very fortunate to have such a visionary leader at the helm,” said Wayne Rose, chairman, MetroList Board of Directors.

Prior to joining MetroList, Tom was an Account Manager for PRC Realty Systems where he created the first PRC regional MLS computer system for the Sacramento, Placer and El Dorado Associations of REALTORS®. With his expertise and knowledge in the new electronic age, Beede was the first employee at MetroList and was hired to manage, build, and lead MetroList as one of the first MLSs in the nation that “owned and operated” its own MLS Computer system. Under Tom’s leadership, MetroList grew to become the largest Northern California MLS, now serving more than 18,000 Participants and Subscribers in Sacramento, Placer, El Dorado, Yolo, San Joaquin, Stanislaus and West Merced counties.

Tom built an organization and culture focused on delivering unparalleled subscriber value, customer centric service, and the highest level of data integrity. “Tom has an aptitude for bringing the best products and services to subscribers, and an ability to create regional relationships, collaborations and identifying new and cost-effective ways to share MLS data,” Rose added.

“Tom will leave a lasting legacy not only with MetroList, but with the entire Industry. We are eternally thankful for his leadership and loyalty,” Rose said. ([Read more](#) about Tom’s remarkable contributions to MetroList and the MLS Industry.)

Bill Miller, a MetroList executive for the past 21 years, has been promoted to Chief Executive Officer by the Board of Directors. Miller’s previous roles as COO, Corporate Secretary and Vice President of Business Development, make him the ideal person to lead the organization.

Prior to his new role, Miller led the company’s business segments, including marketing, communications, human resources, business development and subscriber education. Miller also earned the CMLX3 designation, the highest-level certification offered by the Council of Multiple Listing Services.

In addition, the Board of Directors has promoted Nancy Madolora as Chief Financial Officer and Bob Greenspan as Vice President and Corporate Secretary.

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“Tom has been an excellent leader and mentor,” said Miller. “He leaves behind a great team of seasoned MLS professionals who will continue to develop and grow the organization by delivering the innovative products and services so our subscribers can list and sell more property.”

This leadership evolution is consistent with the MetroList Board of Directors' corporate strategy and demonstrates the strength of management development within the organization.

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About MetroList Services, Inc.

MetroList Services Inc. 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 18,000 real estate professionals in seven counties: Sacramento, Placer, El Dorado, San Joaquin, Stanislaus, Merced and Yolo.

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Tom Beede's Remarkable Contribution to MetroList and the MLS Industry



Tom Beede, MetroList President, CEO and CFO to retire on July 14, 2017 after a long and illustrious career of 32 years with MetroList, and over 40 years in the MLS industry.

Tom began his career as a salesman for Rapattoni Corporation in June of 1977 with the introduction of the Realtronics computerized MLS system at what was then the Sacramento Board of REALTORS®. He was a student at the time beginning a Masters in Business Administration program at California State University, Sacramento, when he found a summer job to sell a computer service to the real estate industry. It was trial by fire in those days; on his first

day of work he watched the system demo and on the second day he presented it!

From 1980 to 1985, Tom worked for PRC Realty Systems, initially as the company's Account Representative in the Sacramento Valley and later assuming responsibility for the Modesto, San Francisco, Oakland, Berkeley and West Contra Costa accounts. It was during this period that Tom created the first PRC regional MLS computer system for the Sacramento, Placer and El Dorado Associations of Realtors®.

In 1985, the Sacramento Association of REALTORS® became one of the first MLSs to decide that it wished to own and operate its own MLS computer system. As a result, MetroList Services, Inc. was created with three owners, the Sacramento, Placer and El Dorado Associations of Realtors®. For a period of ten years, MetroList served as the vendor of MLS computer services for each association's individual MLS, each of which participated in a regionalized database with a single point of data entry and a single set of business rules using PRC's UltraPro system software. At that time, MetroList was one of only two MLSs in the United States judged by PRC to possess the necessary technical and managerial skills to do so. During this period, MetroList grew to include providing MLS service under contract to the Modesto, Turlock and Manteca Associations of REALTORS®.

In 1995, the three association owners of MetroList reorganized the business, and MetroList became a stand-alone centralized MLS providing all services to what became its MLS Participants and Subscribers. Over the years since then, additional associations merged their MLSs into MetroList, including Tracy, Stockton, Lodi and Yolo, for a total consolidation of ten MLSs into one with a subscriber base today of more than 18,000, making MetroList the largest MLS in Northern California.

After experimenting with internet-based MLS system software with RealtyPlusOnline, which ran in tandem with MetroList's Stellar system, MetroList in 2003 contracted with Rapattoni

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Corporation for its internet MLS system software, which MetroList calls "Prospector." When researching its new system, Tom was impressed with Rapattoni's ability to satisfy the requirements of the San Francisco Association of REALTORS® and remarked, "If Rapattoni can satisfy San Francisco, it can satisfy anyone." MetroList has continued its tradition of owning its own computer system and contracting for software, and is one of the few Rapattoni customers with the necessary skill to be an owner-operator.

MetroList is also justifiably proud of its decision to transfer fifty percent ownership of MetroList to its MLS Participant Brokers in 2006 at no cost to the brokers through the creation of a mutual benefit corporation, California Real Estate Brokers, Inc. This unique ownership structure provides brokers with the opportunity to stand for election to the MetroList Board of Directors without the need to "work their way up the ladder" at the local Associations of REALTORS®, while at the same time allowing for continued input from the associations' memberships via their participation on the Board.

Tom was also instrumental in the creation of Quattro, the development of free reciprocal access to neighboring MLSs with full read-write privileges for MLS subscribers, the Find reciprocal deep-linking feature that permits a subscriber to view a selected record at Find in the originating MLS computer system, and many, many more innovations benefitting MetroList's MLS subscribers and, ultimately, their customers. MetroList is committed to continuing the tradition of innovation established under Tom's leadership and looks forward to new opportunities to continue as an industry leader in the years to come.

The MetroList Board of Directors wishes to thank Tom for his many years of loyal service and will truly miss him and his great skill as a leader, strategist and negotiator on their behalf. He's one of, if not, the best in the business.

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