MLS Survey Results

18 responses | Submitted August 20 - September 1, 2026

FOUR MOST COMMON THEMES

THEME	COUNT	WHAT RESPONDENTS DESCRIBED
1. Tool awareness, adoption and proficiency	**14**	Members underuse available tools or lack awareness and confidence. Responses point to accessible training, practical demonstrations, and easier learning options.
2. Inaccurate or misleading AI / third-party content	**13**	Altered photos, embellished descriptions, and unverified information can mislead buyers and weaken trust. Clear disclosure and verification practices are recurring needs.
3. Market statistics, CMAs and reporting	**11**	Respondents describe difficult interfaces, underused reporting tools, limited CMA functionality, and gaps in local statistics. Both usability and training feature in the responses.
4. Listing data quality and consistency	**5**	Concerns include incomplete sold-off-market records, incorrect property classification or features, and inconsistent entry. More complete, reliable data supports comparison and analysis.

OTHER THEMES MENTIONED 3+ TIMES

5. Geographic search and designations	4
6. Compliance and rules comprehension	4
7. Duplicate/manual listing entry	3
8. Integration gaps	3
9. Fragmented MLS coverage and systems	3
10. Platform / signature usability	3
11. Unauthorized data use or scraping	3

SHARED BASIS FOR COLLABORATION

Responses show a shared basis for collaboration through exchanging practices, information, and resources, and exploring shared services while recognizing local market needs.

STAFF & VOLUNTEER PARTICIPATION

5 staff (28%) | 13 nonstaff (72%)
Nonstaff: 11 volunteer leaders and 2 members with no leadership role specified. Based on self-identified positions.

STATE COVERAGE BY AFFILIATION

IMLS* Region not specified	5
Boise Regional REALTORS® (IMLS) Southwest	1
Canyon County Regional REALTORS® (IMLS) Southwest	2
Lewis-Clark Association of REALTORS® (IMLS) North Central	1
Coeur d'Alene association / MLS North	2
Mountain Central West Central	1
Sun Valley Board of REALTORS® Central / Wood River Valley	5
GIFAR / SRRMLS East	1

IMLS-served affiliations: 9 of 18 (50%).
*Includes the unspecified-association response. Regions reflect affiliation, not verified service counties.

Counting method: Each respondent is counted once per theme across all answers. Similar comments are grouped; categories overlap. Counts describe this sample, not statewide prevalence.

Themes mentioned twice or less are excluded from this summary. All responses were provided to Idaho REALTORS® for future use.