



What is Pillar 9?

Pillar 9 is the registered company name for Alberta One Realty Listing Services Inc. (AORLS), a for profit organization that owns and operates a single-point property listing database in Alberta.

Is Pillar 9 a for profit company?

Yes, Pillar 9 is a for profit service provider. Service fees cover the following offerings:

A single-point MLS® System powered by Matrix™ that has information and access to listings throughout Alberta. Listing customization and fields will be based on the Real Estate Standards Organization (RESO) Gold standards. There will be a single set of fields and pick lists for all member subscribers.

Agent efficiency tools including:

- Prospects Mobile app and CRM solutions, integrated with Matrix™ to store and manage client information and searches.
- An intuitive mapping tool designed for REALTORS® that is integrated into the Pillar 9 MLS® System.

Data protection with Clarity SafeMLS, a single sign-on password management system to keep member and listing data secure.

Data integrity through an automated data checking solution integrated with Matrix™, capable of reducing the all-manual listing checking processes.

Tech support with a live help desk via phone and email, plus on-demand, step-by-step member support available directly in the MLS® System software.

System training provided to member subscribers when they migrate their services to Pillar 9. Orientation training offered for new and existing member subscribers to stay up to date on the MLS® System features, plus additional training available for agent efficiency tools.

Why was Pillar 9 formed?

Pillar 9 was built with the mission to provide a single-point MLS® System for Alberta REALTORS® so they could better serve their clients. The goal of the data pool is to provide users with reliable and in-depth listing information.

Subscribers will have improved buying power, access to new products and services, control over their data, plus the ability to conduct business outside of your local board location.

Who are the founding shareholders of Pillar 9?

Pillar 9 was founded by nine Alberta real estate boards and the Alberta Real Estate Association (AREA). Our founding shareholders are:

- AREA - Alberta Real Estate Association
- AWRA - Alberta West REALTORS® Association
- CREB® - Calgary Real Estate Board
- CARA - Central Alberta REALTORS® Association
- FMREB - Fort McMurray Real Estate Board
- GPAAR - Grande Prairie & Area Association of REALTORS®
- LDAR - Lethbridge & District Association of REALTORS®
- MHREB - Medicine Hat Real Estate Board
- RALD - REALTORS® Association of Lloydminster & District
- RASCA - REALTORS® Association of South-Central Alberta

Was every Alberta board given the opportunity to become a founding shareholder?

Yes. Pillar 9 was built with the mission to provide a single-point MLS® System for all Alberta REALTORS®.

The REALTORS® Association of Edmonton is not a founding shareholder of Pillar 9 but has a signed agreement with the Alberta Real Estate Association (AREA) to share their listing data on the Pillar 9 MLS® System.

What does REALTOR® driven, REALTOR® owned data mean?

Pillar 9 will provide direct data management in the MLS® System for subscribed boards.

Since Pillar 9 was founded by Alberta real estate boards and associations, new opportunities exist for agents that may not be possible with other third-party service providers.

Examples include the development of new products from data analytics and the innovation of new technology to enhance how agents interact with consumers.

How can I subscribe to Pillar 9 and gain access to the MLS® System, services and support?

To gain access to Pillar 9 technology and services, you must be a member of a subscribed real estate board or association in Alberta.

Please note, appraisal and affiliate members will have access to the MLS® System.

Will the Alberta data share be within the same system?

Yes, all property listing data will be housed in the same MLS® System.

Will the Pillar 9 MLS® System open the IDX on agent sites to include all areas in Alberta?

Yes, the IDX for an agent's websites can include all listings from the Pillar 9 system, not just for the area that an agent has board membership with.

How is the Pillar 9 MLS® System, powered by Matrix™, different from the Matrix™ interface that agents currently use?

The new MLS® System, operated by Pillar 9, will have data fields that are the same for all users. This will ensure that all boards and agents have a consistent data system that meets industry standards.

Alberta board members can anticipate changes in their current system's fields and selections, to updated data fields that are built to meet industry standards and are consistent across all boards.

If I currently use Matrix™, what will change for me after migration to the Pillar 9 MLS® System?

The Pillar 9 MLS® System will use the Matrix™ user interface. The management and ownership of the system will be driven by Pillar 9 instead of a third-party service provider.

Agents can expect a new user experience with updated data fields that are standardized for all Pillar 9 users.

Data fields and standards will be built to reflect industry best practice and the Real Estate Standards Organization (RESO) Gold standards.

Will Matrix™ formats and fields be modified in the new system from the current system I am on?

Yes. System fields of the migrating boards have been reviewed and a new set of formats and fields have been developed. This will create a standardized user experience for agents that meet industry standards.

Will history for all listings in the Pillar 9 MLS® System be available to all agents?

Yes. With Pillar 9, agents can access listing history for all properties in the MLS® System.

Some Alberta boards do not allow out-of-board listings. Will this change with the new MLS® System?

Yes. With the Pillar 9 MLS® System, agents will now have access to listings from every subscribed board and their members.

When an agent searches for a property, will it include my listing even if I am not a member of the search area’s local board?

Yes. Agents using the Pillar 9 MLS® System can create listings for areas outside of their local board location.

Who will manage third party data contracts and RETS (Real Estate Transaction Standards) feeds?

Pillar 9 will manage third party data contracts and RETS (Real Estate Transaction Standards) feeds on behalf of all subscribed boards.

Will my active listings be transferred to the Pillar 9 MLS® System?

Yes, your active listings will be transferred to the Pillar 9 MLS® System.

Will the MLS® number change on my active listings when they are transferred to Pillar 9?

No. The MLS® number on active listings will stay the same when they are transferred to the Pillar 9 MLS® System.

What is the migration timeline of Alberta boards to the Pillar 9 MLS® System, agent efficiency tools and support services?

Board	Cutover date	Migration date
GPAAR - Grande Prairie & Area Association of REALTORS®	April 14	April 15
CREB® - Calgary Real Estate Board	May 4	May 5
AWRA - Alberta West REALTORS® Association	May 25	May 26
RALD - REALTORS® Association of Lloydminster & District	May 25	May 26
CARA - Central Alberta REALTORS® Association	June 15	June 16
LDAR - Lethbridge & District Association of REALTORS®	June 15	June 16
MHREB - Medicine Hat Real Estate Board	June 15	June 16
FMREB - Fort McMurray Real Estate Board	June 15	June 16
RASCA - REALTORS® Association of South-Central Alberta	June 15	June 16

Will all Alberta listing data be available right away?

No. As each Alberta board migrates, their listing data will become active in the MLS® System and can be accessed by all member subscribers.