OPEN HOUSE

Main Stage Sessions

COMPETING FOR THE FUTURE OF MLS

Keynote: Denee M. Evans

BOLD LEADERSHIP, NO EXCUSES

True leadership requires courage—the courage to disrupt, to break from "business as usual," and to make bold choices in the face of uncertainty. This session will challenge leaders to look beyond short-term comfort and ask the harder question: are we protecting what we know, or are we doing what's best for the industry's future? In this session, you'll discover how to balance bold action with long-term strategy, how to inspire confidence while making tough calls, and how to transform uncertainty into opportunity.
Panelists:

- Greg Robertson (Moderator)
- AnneMarie DeCatsye
- Brad Bjelke
- Charisma Southerland
- Merri Jo Cowen

SEPARATION OF CHURCH AND STATE: RETHINKING MLS AND ASSOCIATION VALUE

Both the MLS and the Association play vital but distinct roles in serving the industry. This session explores how to define those roles more clearly—ensuring governance stays with the MLS while Associations continue to demonstrate their unique value. Leaders will walk away prepared to evaluate ownership structures, align around subscriber needs, and chart a path where both organizations remain strong and indispensable.
Panelists:

- AnneMarie DeCatsye (Moderator)
- Chris Carrillo
- Greg Kiely
- Jerry Legrand
- Kathy Elson

STRUCTURING YOUR ORGANIZATION FOR GROWTH

The MLS of the future must be more than a service organization—it must operate with the mindset of a sales organization. In this session, we'll examine how governance, ownership, and business models can evolve, drawing lessons from examples like REcore and shared-service structures. Participants will leave with strategies to adapt these models to their own scale, ensuring they're ready to deliver value and grow sustainably.
Panelists:

- Dionna Hall (Moderator)
- Art Carter
- Dana Bennett
- Rene Galvan, CPA

DERISKING THE PORTFOLIO

Risk is unavoidable, but how MLSs manage it can determine their ability to grow. This session examines the importance of proactive engagement with policymakers, thoughtful governance guidelines, and trusted legal counsel in navigating uncertainty. Leaders will walk away better prepared to protect their organizations while positioning them for sustainable success.
Panelists:

- Brian Schneider (Moderator)
- Justin Haag
- Charlie Lee
- Jessica Hickok

THE TIME IS NOW: MEETING THE MOMENT TOGETHER

MLSs are facing threats like never before—and the stakes are high. Exclusive and private listings may seem appealing, but they risk shortchanging sellers, limiting buyer access, and undermining the transparency that makes the U.S. marketplace the envy of the world. Drawing on lessons from global real estate and the value of open competition, this session will highlight why MLSs must embrace a competitive mindset to thrive.
Presenter: Damian Eales

A NUANCED APPROACH TO A COMPREHENSIVE MARKETPLACE

A healthy marketplace benefits everyone—consumers, brokers, and agents alike. Leaders will share how they're working with members to ensure listings flow into the MLS, creating a larger pool of buyers while respecting marketing choices. We'll explore how MLSs can balance comprehensive listing access with flexibility for member marketing preferences. Attendees will learn how to move

beyond “all or nothing” debates, strengthen the network effect, and develop policies that protect consumers while supporting competitive business practices.
Panelists:

- Chris Haran (Moderator)
- Edward Zorn
- Emily Girard
- Holly Mabery
- Jeremy Crawford

RESO MLS UPDATE

Presenter: Sam DeBord

AI IN ACTION: BUILDING SMARTER MLS SYSTEMS

AI tools are only as strong as the data they run on. In this session, we’ll explore how MLSs can prepare their databases for AI-driven workflows, navigate licensing and derivative works, and apply AI to everyday operations. Leaders will gain clarity on both the opportunities and guardrails needed to harness AI effectively in the MLS environment.
Panelists:

- Kevin Hawkins (Moderator)
- Michael Wurzer
- Rachel Kim
- Todd Carpenter
- Justin W Lundy

WHAT COMES AFTER GENERATIVE AI?

Generative AI has shown what’s possible, but agentic AI is what’s next—intelligent systems that help professionals stay ahead of the market. None of this works without the MLS, where quality data fuels every insight and automation. In this session, we’ll explore how MLSs can leverage AI to deliver more value, efficiency, and impact for their subscribers.
Presenter: Marc-Antoine Juaneda

BROKERS SPEAK: THEN, NOW, AND WHAT’S NEXT

The broker–MLS relationship is both complex and critical. By revisiting past concerns and measuring them against today’s realities, this conversation will surface opportunities to collaborate more effectively. This session will offer a candid look at the broker–MLS relationship and give participants practical insights into how the two can align for a stronger future.

Speakers: Craig Cheatham & Denee M. Evans

SEIZING THE MOMENT: HOW MLSS TURNED A WAKE-UP CALL INTO PROGRESS

The "10 days" moment forced the industry to confront uncomfortable truths about alignment and trust. Today, the challenge is turning those lessons into lasting practices that benefit brokers, MLSs, and consumers alike. This session reflects on the lessons learned since then – how the industry has worked to align brokers, MLSs, and agents, and where gaps still remain. Attendees will gain insights into overcoming territorialism, adapting leadership strategies, and shaping messaging and incentives that drive meaningful change.
Panelists:

- Matt Consalvo
- Rebecca Jensen
- Shelley Specchio

LEGAL UPDATE

Presenter: Mitch Skinner

BUILDING ON PROGRESS, SHAPING WHAT'S NEXT

Hear from our Chair as he reflects on the progress and accomplishments of CMLS during his tenure and looks ahead to what's next. This session will highlight the strides made in strengthening MLS, the challenges still to overcome, and the path forward to ensure MLS remains essential industry infrastructure well into the future.
Presenter: John DiMichele

OH CANADA

Canada's real estate market may share a border with the U.S., but its policy, regulation, and MLS structures are distinct. This session brings Canadian industry leaders to the table to explore what works well north of the border, how Canadian MLSs collaborate with regulators, and the unique approaches shaping their market. Panelists will also reflect on the influence of U.S. policies, what they wish they could borrow from one another, and how cross-border collaboration—especially around licensing and vendor innovation—can strengthen both countries' real estate ecosystems.
Panelists:

- Jim Yockel (Moderator)
- Brad Mitchell

- Janice Myers
- Lynette Keyowski

REGULATION WITHOUT OVERREACH: SELF-REGULATION IN A CHANGING INDUSTRY

In an era of heightened scrutiny and litigation, MLSs must take the lead in shaping fair and effective rules of the road. This session will look at lessons from other industries, and explore how MLSs can establish regulatory relevance without stifling innovation. Leaders will walk away with strategies to refine the MLS Framework, craft adaptable policies, and demonstrate regulatory leadership in an evolving market.
Resources: MLS Model Rules
Panelists:

- René Galicia (Moderator)
- Chris Lambrou
- John Ketchum
- Nicole Jensen
- Tim Dain

RETHINKING DATA: BUILDING VALUE THAT LASTS

MLS success will no longer be defined by time-limited listings alone, but by the enduring value of property records and strategic data use. This session explores how to shift toward property-centric data, long-life records, and thoughtful licensing models. Leaders will walk away prepared to position their MLS as a trusted data steward and indispensable marketplace asset.
Panelists:

- Amy J Gorce (Modertaor)
- Faith Geronimo
- Liz Gunski
- Trent Gardner

DESIGNING MLS TOOLS THAT DELIVER

The future of the MLS depends on delivering tools that reflect how people actually search, decide, and buy homes. This session looks at what other platforms get right and how MLSs can evolve to meet modern search and decision-making behaviors. Participants will walk away with strategies for balancing subscriber needs with consumer expectations and for aligning technology, design, and offerings to stay competitive.
Panelists:

- Matt Hendricks (Moderator)

- Cameron Paine
- Dan Troup
- Sarah Trent Miranda

RETHINKING MLS TECHNOLOGY THROUGH PARTNERSHIPS AND PERSPECTIVE

As we navigate the industry's future, one thing is clear: leadership choices around technology and partnerships will define the path forward. This session challenges MLS executives to rethink vendor relationships and embrace innovation that is grounded in the agent's voice. Through the lens of partnership and shared growth, we'll explore how leaders can position their MLS as an essential, forward-looking platform that empowers both agents and consumers. Attendees will leave with actionable insights on how to guide their organizations toward greater resilience and relevance in the years ahead.
Presenter: Brendan Fairbanks

AI AND MLS SECURITY: THE NEW BATTLEGROUND

Phishing scams and data breaches are evolving fast, fueled by AI—but so are the defenses. This conversation uncovers the scale of threats MLSs face daily, from scraping attempts to unauthorized access, and how AI-driven tools can help detect and prevent them. Leaders will leave equipped with strategies for protecting MLS data, reducing vulnerabilities, and guiding their organizations through an evolving security landscape.
Panelists:

- Richard Haggerty (Moderator)
- Dave Hamilton
- Eric Stegemann
- Lucie Fortier

INTERNATIONAL MLS FORUM

Following the conclusion of the CMLS Open House at noon on Thursday, CMLS Open House attendees are invited to attend the International MLS Forum Thursday afternoon sessions—at no additional cost. Please note that this offer is available in person only and does not include virtual access. Separate registration is required to attend Friday's International MLS Forum sessions. Learn more about the International MLS Forum.

OPEN HOUSE

Recognition

HALL OF FAME AWARD

Celebrate an MLS icon who has given us a lifetime of leadership and elevated the MLS industry. AnneMarie DeCatsye, Esq., CEO of Canopy MLS, was honored with the Shuttleworth MLS Executive of the Year Award for 2025 by the Council of Multiple Listing Services (CMLS). Her leadership over more than two decades has driven innovation, including transitioning to an open MLS, embracing AI-powered support tools, expanding geographically across the Carolinas, and integrating technology to assist homebuyers. She is also recognized for her mentorship of emerging industry leaders and her national contributions to MLS governance and data-sharing initiatives.
Link: Press Release

SHUTTLEWORTH AWARD

Merri Jo Cowen, CEO of Stellar MLS, was inducted into the Council of Multiple Listing Services (CMLS) Hall of Fame in recognition of her over four decades of leadership, innovation, and mentorship in the MLS industry. During her tenure she guided Stellar MLS's growth into one of the largest MLS organizations in the U.S., spearheaded industry-standard data initiatives and consumer tools, and played key roles in CMLS governance and certification programs.
Link: Press Release

CMLX GRADUATION

Congratulations to our CMLX graduates! 2025 celebrates the 10th anniversary of the CMLX program.
Resources: CMLX Graduates
Presenter: Merri Jo Cowen

OPEN HOUSE

Breakouts

LEGAL FORUM*

*Invitation Only
12:00 PM – 5:00 PM
Mitch Skinner

CEO FORUM*

*Invitation Only
1:00 PM – 5:00 PM
MLS CEOs were invited to join candid conversations and impromptu panel discussions to share insight and experience among peers.

MLS MATTERS

2:00 PM – 3:15 PM

- Technology & Security
- Customer Engagement
- Operations: AI

3:30 PM – 5:00 PM

- Marketing and Communications
- Operations: Data Quality & Distribution
- Volunteer Leadership

OPEN HOUSE

Networking and Events

THE LOUNGE

Recharge, reconnect, and explore. The Lounge is your hub for networking, meeting with sponsors, and discovering new solutions that support MLS excellence. Whether you're diving into conversation or grabbing a quick refreshment, this is the place to engage with peers and power your day.

CHAIR'S AND CHAMPIONS RECEPTION*

*Invitation only.
Since its launch, Champions of MLS has grown from a bold idea to a national voice for MLS advocacy—thanks to early supporters like you. Now, as the industry continues to evolve, we're inviting you to be part of shaping what comes next. By supporting Champions of MLS, you'll help ensure MLS remains a driving force for transparency, access, and innovation in real estate. Let's come together to celebrate the progress we've made—and commit to the future we're building. We'll also take a special moment to honor our Chair, John DiMichele, whose leadership continues to guide our shared vision for the future of MLS.

OPENING NIGHT PARTY

Opening Night: *Doors Open to Toronto*
Your CMLS Open House journey begins with Opening Night: Doors Open to Toronto—an evening designed to spark connections and showcase the city's character. This is where connections deepen, ideas spark, and the future takes shape.

Hosted by Toronto Regional Real Estate Board
Tuesday, September 23, 2025
6:00 PM – 8:00 PM
The Westin Harbour Castle – Harbour Ballroom & Foyer
CMLS Members: $99 | Non-Members/Guests: $150

This is not your average reception.
It's a celebration of Toronto's diverse spirit, bold creativity, and global influence.
Thanks to our local hosts at Toronto Regional Real Estate Board, you'll experience the city at its best, surrounded by peers who are shaping the future of the MLS.

OPEN HOUSE

Toronto's neighborhoods come alive inside the Harbour Ballroom:

- Wander through Kensington Market, The Distillery District, Chinatown, The Beach, and High Park
- Sip the signature 6ix-Mule cocktail at our hosted bar
- Savor chef-crafted dishes inspired by Canadian and Toronto favorites

Special thanks to Ontario Real Estate Association for sponsoring our evening entertainment. You won't want to miss Shakey & the Bluenotes, with a special appearance from the Chair of CMLS and CEO of TRREB and PropTx, our own John DiMichele!

Give back while you celebrate.
We're spotlighting the Ontario REALTORS Care® Foundation, the independent charitable arm of Ontario REALTORS®, an organization focused on strengthening communities by supporting shelter-related causes and addressing food insecurity across the province. They empower REALTORS® to give back where they live and work by fundraising and directing grants to local causes. In 2024 alone, the Foundation granted over $1.8 million to more than 170 organizations, and since 1967 has invested over $18 million to food security and shelter-based initiatives province-wide.