



FOR IMMEDIATE RELEASE

July 7, 2026

Contact Information Below

NTREIS Launches Broker Rewards Program, Returning the Value of Listing Data to the Brokers Who Create It

— New initiative puts broker choice at the center, rewarding the content creators who power the Texas and Louisiana real estate marketplace—

Dallas, TX — July 7, 2026 — North Texas Real Estate Information Systems, Inc. (NTREIS), the premier multiple listing service (MLS) in Texas and Louisiana, today announced the launch of NTREIS Rewards, a new broker incentive program that returns value directly to the brokers whose listing data drives the real estate marketplace.

The launch marks a deliberate pivot at NTREIS: making Broker Participants the focal point of the organization's purpose and financial benefactor. Brokers are the content creators behind every data feed, portal listing, and market report the MLS powers. NTREIS Rewards captures the revenue generated from that content and returns it directly to the authors.

Rewarding Contribution, Quality, and Good Stewardship

NTREIS Rewards compensates brokers for listings contributed directly into the NTREIS compilation during the 2025 calendar year. In this first year, evaluation is based on objective activity within the MLS, including listings entered, the completeness and richness of content such as photos and virtual tours, and successful movement of listings to sold and closed. This initial review reflects a foundational year as NTREIS establishes benchmarks and assumes responsibility for compliance at the end of 2026. Future reward cycles will incorporate compliance standards as part of the evaluation.

In accordance with state licensing laws and MLS participation agreements, rewards are distributed directly to MLS Participants, the licensed brokers who contribute and hold ownership of the listing content entered into NTREIS. Brokers, as the content creators and owners of record, are the sole recipients of NTREIS Rewards payments. Individual agents operating under a broker's license are not direct recipients of program distributions.

"Brokers are the purpose behind the MLS and its primary content provider," said Chris Carrillo, CEO of NTREIS. "It's a unique business model that is the envy of the world - competitors agree to share listing inventory to maximize exposure and enhance competition for the benefit of the greater marketplace. The listings they input fuel the marketplace, provide transparency for buyers and sellers, and drive fair housing. NTREIS Rewards puts that value back where it belongs. Broker participants should be the focal point of everything we do going forward, and this program is a tangible expression of that commitment."

Action, Not Noise

While others are pursuing arrangements that funnel inventory from a single powerful partner, NTREIS is going in the opposite direction. Rather than chasing exclusive data from a select few,



FOR IMMEDIATE RELEASE

July 7, 2026

Contact Information Below

NTREIS is affirming the value of the data its entire broker community has always created, openly and consistently, and returning that value directly to them. Brokers who chose to contribute their listings to the marketplace deserve to share in what that data generates. That is not a novel idea. It is a principle NTREIS is now backing with a commitment.

That commitment is funded entirely from within. No outside deals. No brokerage partnerships. No conditions attached. In its inaugural year, NTREIS self-funded a seven-figure payout, and qualifying brokers will receive their payments within July 2026. When NTREIS says broker participants are the focal point of this organization, this is what that looks like in practice.

The industry has plenty of noise. NTREIS is writing checks.

"As a broker, I know firsthand how much work goes into building a quality listing and getting it to market," said Tammy Kister, Broker and Chair of the NTREIS Board of Directors. "NTREIS Rewards is the Board's way of saying we see that work, and we believe the brokers who contribute to this marketplace deserve to share in the value they help create. This is exactly the kind of initiative that reinforces why a strong, broker-focused MLS matters."

Broker Choice, Recognized and Rewarded

NTREIS Rewards is also a direct expression of NTREIS's commitment to broker data choice. Brokers who actively participated in external data syndication, choosing to share their listings beyond the MLS to serve buyers and sellers across digital platforms, are recognized for that contribution. The program reinforces the principle that when brokers choose to contribute their data to the marketplace, that choice should come with a return.

Qualifying brokers will be contacted directly with instructions to register, submit required documentation, and receive their rewards electronically.

"We built this program to be straightforward and fair," said René Galicia, EVP & General Counsel of NTREIS. "Brokers who contributed quality data to the marketplace should see that recognized, not as a courtesy, but as a matter of principle."

###

North Texas Real Estate Information Systems, Inc. (NTREIS) is the primary source of comprehensive real estate information and MLS services for Texas and Louisiana, serving over 53,000 subscribers across 44 counties. Through state-of-the-art technology and an unwavering commitment to innovation, NTREIS empowers real estate professionals with the data and tools they need to succeed.

Contact Information:

Sheree Tomba, Director of Marketing & Communications
communications@ntreis.net