



FOR IMMEDIATE RELEASE

MichRIC® licenses FlōPlan™ by FBS, now available to all members to enhance listings with floorplans - marketwide.

Kalamazoo, MI, August 3rd — MichRIC® announces partnership with FBS, making [FlōPlan™](#), the innovative mobile floorplan scanning app, available to all members. With the launch of FlōPlan, MichRIC® aims for a floor plan on every listing, elevating listings marketwide, creating a new expectation for consumers and a new digital asset.

Floorplans are consistently cited by consumers as one of the top 3 most valued assets for online listings according to NAR's annual consumer survey. (NAR, [2020 Home Buyer and Seller Generational Trends Report](#)) Now, MichRIC® members can deliver on that consumer desire with FlōPlan. By industry technology leaders [FBS](#), FlōPlan is powered by [CubiCasa's](#) innovative mobile scan technology and machine learning. With just a mobile device, an agent (or someone invited by the agent like an assistant, photographer, homeowner) can download the app, scan a property and receive an accurate floorplan in about a day. Completed FlōPlans can be automatically uploaded to the listing in the MLS system. There's no additional hardware to buy and no complicated software to learn.

With FlōPlan, giving customers what they want and enhancing the home search experience with a floorplan on every listing can now be a reality. MLS licensing means that the agent-retail price is deeply discounted, eliminating all barriers to adoption and delivering affordable, easy and truly meaningful innovation that helps Agents and consumers.

FlōPlan is the first new digital asset for listings since the photograph. Kim Prior, FBS EVP and EVP of Customer Success for FlōPlan™ states, "A floorplan on every listing elevates consumer expectation and simplifies their decision process at the early stages, eliminating guesswork by instantly revealing the home's layout. With one look at a FlōPlan, consumers instantly understand the home's flow, the relationship between spaces and rooms, and get the right level of information necessary to make early decisions with their real estate agent". With an early reveal of the layout, homebuyers can have more success doing walk-throughs (in-person or virtual) with their real estate agents saving all parties time and creating more satisfaction with the experience overall.

About MichRIC®:

Formed in 1996, [MichRIC®](#) utilizes collective buying power to reduce expenses and eliminate barriers between [11 REALTOR® associations](#) in the State of Michigan. MichRIC® is committed to empowering REALTORS® and their clients through innovative technology and accurate data. MichRIC® serves 7,400+ REALTORS® throughout Michigan.

About FBS:

FBS is a leading innovator of MLS technology and one of the industry's three largest MLS technology providers with [the Flexmls® System](#). Uniquely, as a North Dakota - based, employee-owned (ESOP) company, FBS staff has earned one of the highest customer service performance measurements in any industry (NPS Score 84). Discover more about FBS and its products: FloPlan™, Flexmls®, [Spark®](#), [Spring®](#) and [Broker and Agent IDX Products](#) at [www.WeAreFBS.com](#).

###

National Association of REALTORS® Research Group. (2020). *2020 Home Buyers and Sellers Generational Trends Report*. Retrieved from <https://www.nar.realtor/sites/default/files/documents/2020-generational-trends-report-03-05-2020.pdf>

Home Buyer and Seller Generational Trends

<https://www.nar.realtor/research-and-statistics/research-reports/home-buyer-and-seller-generational-trends>

MichRIC® Media Contact: Nathan Andrus 517-898-4665; nandrus@michric.org

FBS/FloPlan Media Contact: Dusty Jostes 701-555-1234; Djostes@fbsdata.com