

## **Floorplanner.com Joins the CRMLS Marketplace**

Recognizing the need for potential buyers to have more valuable listing information accessible online, California Regional MLS (CRMLS) has added Floorplanner.com to its Marketplace line of products. In partnership with Floorplanner, CRMLS is offering its users a 25% discount on all Floorplanner services.

The product allows visitors to agents' sites to see listing floorplans in 2D and 3D, with an impressive walk-through capability. With the added functionality of Floorplanner.com, visitors can place furniture in open spaces and make changes to the existing layout, saving both in their personal version of the floorplan.

“We are excited to see the largest MLS in the nation giving its members a chance to take full advantage of Floorplanner’s functionality,” said Carlo van der Burg, managing partner of Floorplanner Partners – the organization responsible for building partnerships with MLSs, leading brokerages, and real estate transaction platforms in the United States.

“With Floorplanner.com offering its services through CRMLS, we can help real estate professionals take advantage of our services at discounted rates,” said Jeroen Bekkers, founder and CEO of Floorplanner.com. “We are looking forward to working closely together with CRMLS on providing floorplans for its broad userbase,” he added.

CRMLS CEO Art Carter also expressed his enthusiasm for the new partnership. “We’re always looking for new services to provide our users. Floorplanner offers real estate professionals something unique in our product lineup, and ultimately the benefits are passed on to the consumers our users work so hard to serve,” said Carter.

What’s next on the horizon? “The team at Floorplanner.com is working hard on new elements, including VR functionality and widening the furniture selection that can be used to stage a listing,” said van der Burg. “We can’t wait to show our users what’s coming next.”

### **About California Regional Multiple Listing Service (CRMLS)**

California Regional MLS is the nation’s largest and most recognized subscriber-based MLS, dedicated to servicing over 93,500 real estate professionals from 34 Associations, 3 Boards of REALTORS® and 1 MLS. CRMLS is the industry powerhouse and thrives on providing the most relevant products and services to its subscribers. For more information on CRMLS visit [www.crmls.org](http://www.crmls.org).

### **About Floorplanner**

Launched in 2007, Floorplanner has been the most used online floorplan platform for real estate for more than 10 years. With over 20 million registered users worldwide, more than 1 million floorplans are created on the Floorplanner platform every month. Plans are created by home owners, real estate agents, and photographers, all of whom can easily turn a 2D floorplan into a fully interactive 3D floorplan. Floorplanner is integrated with a number of leading property portals and MLSs worldwide, and is market leader in Europe and South America. Floorplanner is headquartered in Rotterdam, The Netherlands.