

OneKey MLS signs with RE-Target to deliver targeted MLS dashboard advertising and communications

OneKey® MLS has partnered with RE-Target® by SavvyCard® to deliver targeted advertising and communications via its Clarity MLS SSO dashboard.

ST. PETERSBURG, FL, UNITED STATES, October 29, 2024 /EINPresswire.com/ -- New York-based OneKey® MLS, one of the nation's leading multiple listing services with more than 45,000 subscribers, has partnered with [RE-Target®](#) by [SavvyCard®](#) to deliver targeted advertising and communications via its Clarity MLS SSO dashboard.



OneKey MLS will feature RE-Target panels with MLS communications on its Clarity dashboard.

RE-Target is an advertising and communications solution designed for the real estate industry that delivers highly curated visual messages within single sign-on, MLS or member dashboards,

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*Richard Haggerty, OneKey
MLS CEO*

offering an alternative channel to reach agents and brokers where they are most active. RE-Target was designed to improve awareness and engagement with member and affiliate resources while generating meaningful non-dues revenue for its customers. “We invest significant resources providing products, services and training for our subscribers to enhance their business success, and our Clarity SSO dashboard is the perfect location for showcasing these benefits,” said Richard Haggerty, [OneKey MLS](#) CEO. “We are eager to work with the RE-Target team to create communications that will

increase our subscribers' engagement with their services and business tools.”

“We're excited to work with Richard and his team to bring RE-Target's benefits to real estate professionals serving the New York City Metropolitan Region,” said David Etheredge, SavvyCard

CEO. "We're confident his subscribers will benefit from learning more about OneKey MLS's offerings."

RE-Target has partnered with 57 organizations to deliver targeted messaging and advertising to more than 468,000 real estate professionals across the United States. RE-Target integrations include Clarity, connectMLS, FBS Launch Dashboard, FlexMLS, Paragon, REcenterhub, and Relevate, along with proprietary dashboards from Stellar MLS and Triangle MLS.

About OneKey MLS:

OneKey® MLS is one of the nation's leading Multiple Listing Services, serving 45,000 real estate professionals throughout Long Island, New York City, and the Hudson Valley. OneKey MLS is owned by HGAR and the Long Island Board of REALTORS, Inc. OneKey® MLS is owned by the Long Island Board of REALTORS® and the Hudson Gateway Association of REALTORS®. Learn more about us by visiting Corporate.OneKeyMLS.com.

About SavvyCard®:

SavvyCard® is a Software-as-a-Service (SaaS) platform that utilizes aggregated client data to automatically generate customized web applications (called "SavvyCards") for companies, products and business professionals. SavvyCards are currently used by over 200,000 business professionals to automate and enhance their digital marketing and lead generation efforts. When SavvyCard's flagship software, SavvyCard for Real Estate and SavvyCard for Affiliates is combined with RE-Target®, Associations and MLSs have broad visibility into communication performance, member engagement, and overall return on investment for member services.

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