Mainstreet REALTORS® and Gitcha Partner to Bring The Buyer Listing Service® to Chicagoland Members

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/EINPresswire.com/ -- DOWNERS GROVE, Ill.
Mainstreet Organization of REALTORS® (Mainstreet) and Gitcha today announced a strategic partnership that will make The Buyer Listing Service® (BLS) available to Mainstreet's members across suburban Chicagoland.

> "With the BLS, our members can utilize their network, insights and expertise to strengthen both sides of their transaction by helping each other understand what buyers want and need in real time."
>
> *John Gormley - CEO of Mainstreet REALTORS*

Mainstreet is Illinois' largest local REALTOR® association and one of the largest in the country, and its members work in a market that has faced constrained listing inventory for an extended period. The BLS gives those members a structured way to publish active buyer wants & needs alongside traditional for-sale listings, allowing listing agents to see unserved demand and helping buyer agents represent clients more comprehensively inside a sanctioned, cooperative environment.

"Chicagoland has dealt with tight inventory for a long time, which makes hidden or informal buyer demand methods especially costly," said Dan Cooper, CEO of Gitcha. "Visibility into the buy side is essential for growing listing supply, and Mainstreet will use structured, transparent listings of buyer needs to increase cooperation between agents, create more matches, and establish a clearer path for listing agents to bring the right inventory to market."

The BLS is a workflow built for associations and MLS environments, taking the specifications, timing, financing, and other terms of a buyer's search - details that today only live in conversations, texts, and private networks - and turning them into transparent, compliant "want listings" that are broadcasted to the entire collaborative of licensed agents, creating a formal protocol for proactive buyer representation.

"Mainstreet believes in every member, and that's why the Buyer Listing Service is a perfect fit for us. With the BLS, our members can utilize their network, insights and expertise to strengthen

both sides of their transaction by helping each other understand what buyers want and need in real time," said John Gormley, CEO of Mainstreet REALTORS®.



The BLS will be integrated with the MyMainstreet member dashboard, powered by Membio, at MainstreetRealtors.com.

"At Mainstreet, we empower our members with leading-edge technology that enables them to achieve more in their businesses," Gormley said. "We're proud to partner with the innovative team at Gitcha to give Mainstreet members a clear advantage in helping their clients win."

Mainstreet is offering a great example of how REALTOR® associations can act to give their agents a leg up in a challenging market.

"A marketplace that works in both directions is a stronger value proposition for Mainstreet members, the consumers they serve, and the industry," Cooper said. "Buyers who enlist an agent deserve more than a saved search and The Buyer Listing Service® is that conduit, built to strengthen agent connection, buyer-agent participation and genuine buyer choice at a time when so much of the conversation has centered on seller-choice initiatives."

About Mainstreet REALTORS®

Mainstreet REALTORS® is a professional membership association headquartered in Downers Grove, Illinois serving more than 18,000 REALTORS® in DuPage, Lake and Western and Southern Suburban Cook County. Mainstreet is the largest local REALTOR® organization in Illinois and eighth largest in the nation. To learn what a REALTOR® can do for you, visit MainstreetRealtors.com.

About Gitcha and The Buyer Listing Service®

The Buyer Listing Service® is an industry-first workflow that lets agents convert clients' specific needs into structured, shareable "want-listings." Those listings form a new segment that pairs buyer demand with available supply. The BLS works with Gitcha, the public platform where licensed agents' want-listings appear as a searchable demand marketplace. Together they capture real-time buyer intent and establish a standardized protocol for buyer representation, agent cooperation, and market transparency.

Built on cooperative principles rather than exclusivity, The BLS gives agents, builders, investors, and planners insight into current demand instead of only past sales.

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