



Beyond Listing Data: How MLS PIN Captured Revenue at the Most Critical Moment in the Transaction

Moving Closer to the Transaction

Erminio Grasso, president and CEO of MLS PIN, still remembers the incident from his time as a broker: six figures wired to Nigeria, gone and never coming back. It's the kind of experience that changes how you think about risk.

For years, the real estate industry treated deposit handling like an afterthought: paper checks lost in transit, delivered by hand, deposited days later and cleared even later. Meanwhile, wire fraud was rising, phishing scams were targeting agents, and deals were falling apart because earnest money sat in limbo for a week.

Grasso saw an opportunity to provide real value at a critical moment, when money needs to move quickly and securely.

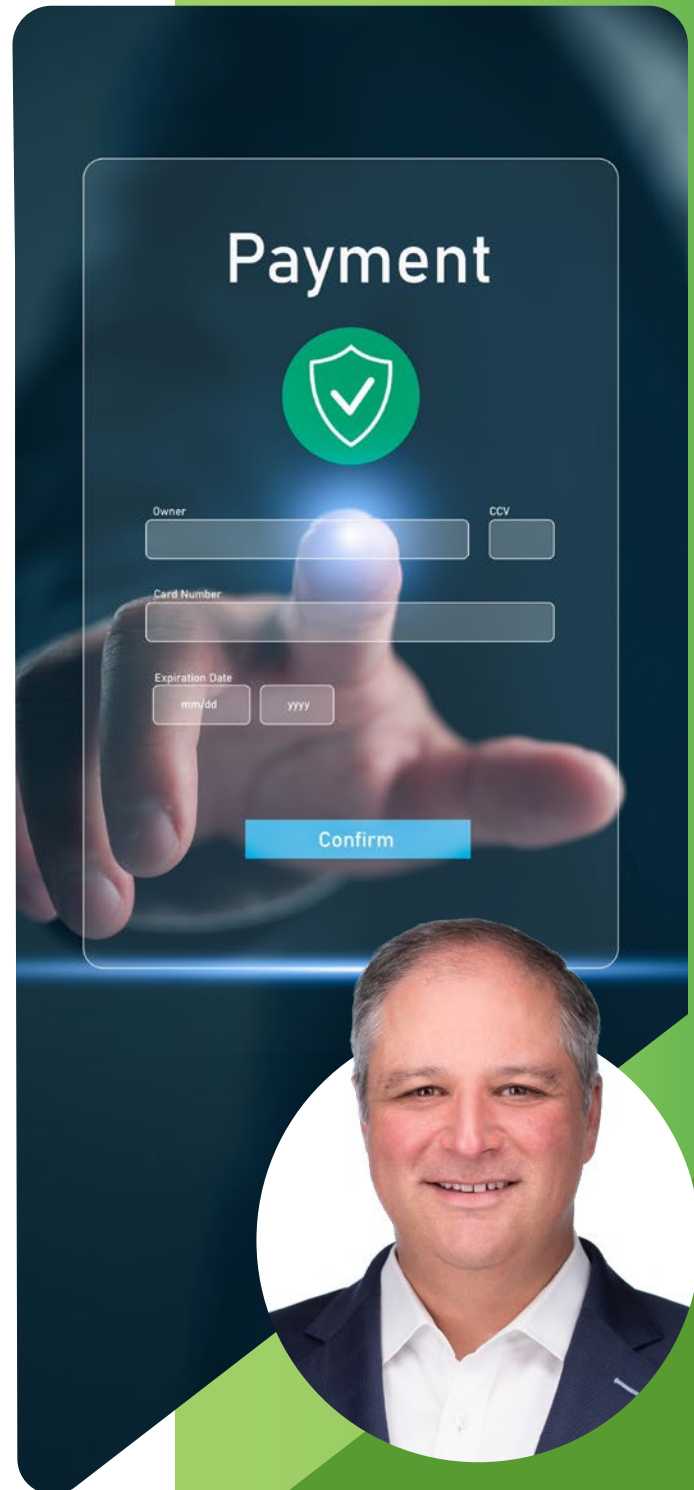
"I want to get closer to the transaction," Grasso said. **"I want the agent to have an ease of doing business on our platform."**

That perspective led MLS PIN to partner with DepositLink, a platform that digitizes and secures deposit payments directly within the MLS workflow.

As a result, MLS PIN eliminated the risk of paper checks and reduced fraud risk. The partnership also created a new revenue stream, increased platform engagement, and gave subscribers a competitive edge, all without upfront cost.

"There was zero cost to us," Grasso said. **"Money is trickling back to us, and it's making agents happy."**

For MLS leaders looking to add value beyond listing data, the path is clear: focus on where agents lose time, money or security, then fix it in a way that fits their workflow.



Erminio Grasso,
President and
CEO of MLS PIN

The Challenge: A Process Stuck in the Past

Before DepositLink, handling deposits looked very different for MLS PIN subscribers.

"It was the Wild West," Grasso said. **"It was paper checks. It was losing them on the front seat of your car, your dog eating them, you name it."**

The process was slow, manual and unpredictable. Agents spent time tracking down checks, delivering them to offices and waiting for them to be processed. From there, funds moved through another set of steps before they were finally where they needed to be.

Every part of that chain introduced the chance for delays. In some cases, those delays had real

consequences. Personal checks could take days to clear, which meant transactions slowed down at the exact moment when timelines mattered most. There was also risk.

By the time he stepped into his role at MLS PIN, it was clear that this part of the transaction had not kept up with the rest of the industry. Mortgage processes were getting faster and digital signatures were standard, yet deposits were still often handled in ways that felt outdated.

For MLS PIN, the question was straightforward: if this is such a critical part of the transaction, why is it still one of the least efficient?

The Solution: Simplifying How Money Moves

For MLS PIN, the goal was not to overhaul the entire transaction, but to find a point in the process that consistently caused friction and fix it. Deposits were an obvious place to start. They are a part of every transaction, yet the way they were handled had not kept pace with everything else moving faster around them. If MLS PIN could simplify that step, the impact would carry through the rest of the deal.

DepositLink offered a straightforward way to do that.

By integrating the platform into the MLS, agents can initiate secure digital payments directly from their existing workflow. Listing data can be carried through, which reduces manual entry and cuts down on unnecessary steps.

"If you link out to DepositLink and make the transition easier for the agent, it results in fewer key strokes," Grasso said. **"It's just down to a few clicks to transfer escrow money."**

That level of simplicity was the deciding factor. MLS PIN already had the data and the daily engagement from agents. Connecting that to a payment solution removed a layer of effort without requiring agents to change how they work.

"It's just a no-brainer. This was an easy choice," Grasso said.

The partnership also fit from a business standpoint. There was no cost to offer the tool, and the structure created an opportunity to generate revenue while still delivering clear value to subscribers.

"You may be able to earn revenue back while also helping the agent," Grasso said. **"That's the formula right there."**

Because the solution fit naturally into the existing workflow, it did not require a major change in behavior. That made it much easier for brokers and agents to start using it.

A Closer Look at DepositLink

For MLSs, DepositLink works because it addresses a universal part of the transaction while fitting cleanly into the existing MLS workflow.

Its key capabilities include:

- ▶ **Integrated payment experience** – Agents can initiate digital payments directly from within the MLS, using existing listing data to reduce extra steps.
- ▶ **Standardized approach to deposits** – A consistent, digital workflow helps reduce variation across brokerages and offices.

- ▶ **Improved visibility** – Centralized tracking gives brokers and MLSs a clearer view into payment activity tied to transactions.
- ▶ **Built-in security** – Encryption, identity verification and secure payment rails help reduce fraud risk.
- ▶ **No-cost entry with revenue potential** – MLSs can offer the solution without upfront investment, while participating in transaction-based revenue.

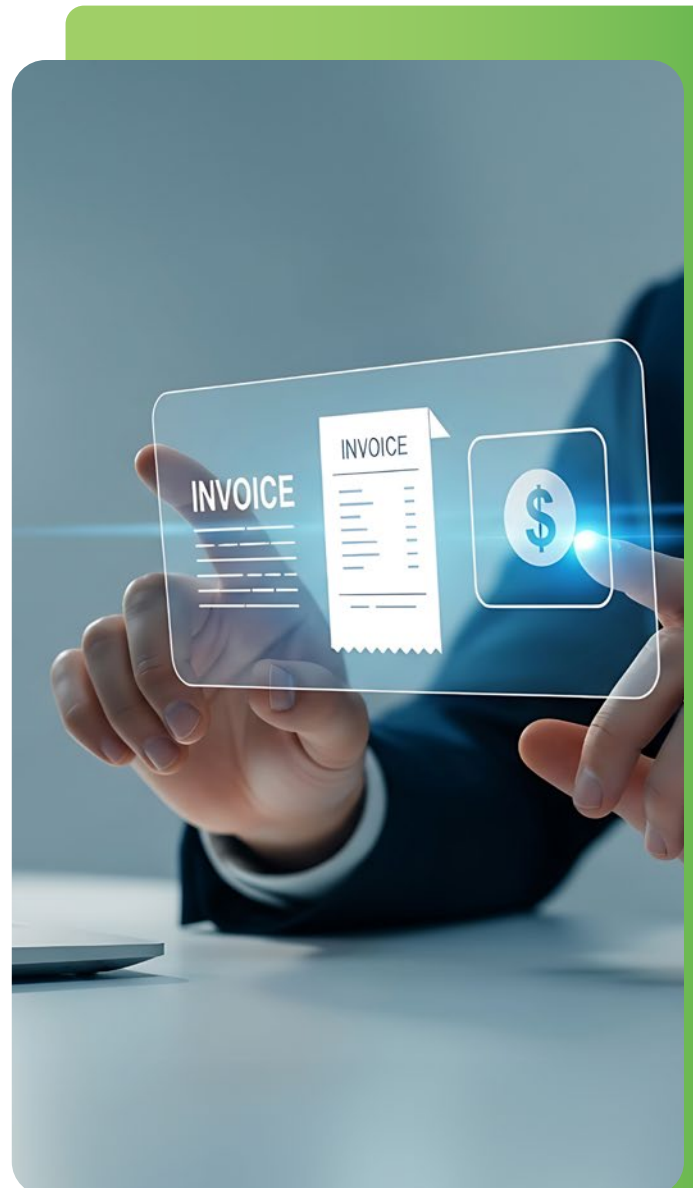
Implementation: A Seamless Rollout

For MLS PIN, implementing DepositLink was straightforward from both a technical and strategic standpoint.

"The technical process went very smoothly," Grasso said. **"It all worked pretty seamlessly, and it actually wasn't a real heavy lift."**

The integration focused on placing access points directly within the MLS interface, allowing agents to move from a listing into the payment process without disrupting their workflow. Because the solution builds on existing data, there was no need to redesign how agents work day to day.

On the business side, rollout started with conversations at the broker level. MLS PIN engaged brokers early to explain how the tool would fit into their operations and how it could support their agents. That step helped reduce friction during adoption and ensured alignment before broader exposure to subscribers.



"If you don't have the broker, you're not going to get the agents," Grasso said.

MLS PIN also worked closely with the DepositLink team to support onboarding, using available training materials and resources to help brokers introduce the tool internally.

Because the solution fit into existing workflows and required minimal change, adoption did not depend on a heavy rollout effort. It grew from practical use, as agents and brokers incorporated it into their day-to-day transactions.

Results: From Manual Process to Everyday Practice

Since introducing DepositLink, MLS PIN has seen an evolution in how deposits are handled across its market, with digital payments becoming part of the standard transaction workflow.

"It's increasingly popular," Grasso said. **"It's becoming pretty common that every transaction is using DepositLink."**



Strong adoption across the market –

Digital payments are increasingly used in everyday transactions, alongside or in place of traditional methods.



Less time spent handling deposits –

Agents no longer need to coordinate pickup, delivery and processing of checks.



Fewer delays tied to payment processing –

Eliminating manual steps and check-clearing timelines helps transactions move forward more predictably.

Key results include:



Greater visibility and control for brokers –

Payment activity is easier to track, with fewer gaps in information.



Reduced exposure to fraud and payment issues –

Moving away from paper-based processes lowers risk for brokers and consumers.



Increased value of the MLS platform –

Supporting payments within the workflow keeps agents engaged beyond listing and search.



New revenue stream without added cost –

The partnership generates incremental non-dues revenue while remaining free for subscribers.

Lessons Learned: What MLSs Should Consider

Asked what he would tell other MLSs evaluating ways to play a more active role in the transaction, Grasso comes back to a consistent theme: focus on where you can make a real difference.

"When you look at the transaction, where are the opportunities for you to help?" he asked. **"Beyond providing data, where can you help?"**

That thinking shaped MLS PIN's decision to implement DepositLink and continues to guide how Grasso evaluates new technology. From his perspective, that means:

- ▶ **Start with the transaction, not the tool** – Look for parts of the workflow that affect every deal and have a direct impact on how business gets done.
- ▶ **Prioritize ease of use** – Tools that make an agent's day easier get used. Those that introduce extra steps don't.
- ▶ **Get broker alignment early** – Adoption depends on broker support. Without it, usage rarely follows.
- ▶ **Choose solutions that fit how agents already work** – The less change required, the faster adoption happens.
- ▶ **Create consistency where it matters** – Standardizing how a step like deposits is handled can improve the experience across the market.
- ▶ **Pay attention to how the partnership works** – The structure should deliver value to subscribers while still making sense for the MLS.



Grasso also pointed to a simple way to evaluate any new solution: **"Does this immediately change the life of an agent?"** he asked. **"Agents will use anything that makes their day easier. They won't use anything that makes it more complicated."**



Testimonial: Simple to Launch, Easy to Adopt

For Grasso, the success of DepositLink comes down to something simple: it worked the way it was supposed to. Some technology partnerships look promising on paper but struggle to gain traction once they reach the market. This was not one of them.

"It's one of the easiest integrations and rollouts for us," he said.

From implementation through adoption, the experience was straightforward. Agents used it, brokers saw the value, and the outdated process it replaced did not come back. That kind of outcome is not always guaranteed, especially when introducing something new into an established workflow.

"There's not a lot of downside," Grasso said.
"DepositLink has been a really good choice."

For MLS PIN, that combination of ease, adoption and impact is what defines a successful partnership. It's not about adding another tool, but about solving a real problem in a way that sticks.

Conclusion: Simplifying How Transactions Move Forward

For MLS PIN, adding DepositLink wasn't about implementing another vendor tool, but about answering a bigger question: *What role does the MLS play once the listing goes live?*

For too long, the answer was "not much."

But the strongest MLSs are changing that. They're moving closer to the transaction, solving real problems, and capturing revenue at the moments that matter most.

Deposits are one of those moments. Every transaction has one and every agent deals with it. In most markets, it's still a mess — slow, risky, and increasingly vulnerable to fraud.

That's a strategic gap, not a mere compliance problem.

The MLSs that close it first will:

- ▶ Generate new non-dues revenue without upfront investment
- ▶ Protect their members from fraud and payment delays
- ▶ Increase platform engagement beyond listing and search
- ▶ Differentiate themselves as transaction partners, not just data providers

The MLSs that don't will keep watching agents use someone else's tools to finish deals — and someone else will capture the value.

To see how DepositLink can help your MLS streamline how deposits are handled, visit DepositLink.com.



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About the Author

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