



 (239) 936-3537

 Fort Myers, FL 33907

 [marketing@rpcra.org](mailto:marketing@rpcra.org)

# PRESS RELEASE

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**CONTACT:**

Allyson Teevan  
[allyson@rpcra.org](mailto:allyson@rpcra.org)

## **Florida Gulf Coast MLS Announces Launch of Enhanced Matrix System and Database**

**FORT MYERS, FL** - Florida Gulf Coast MLS (FGC MLS) is proud to announce the official launch of its newly enhanced Matrix system<sup>1</sup> and MLS database<sup>2</sup>, marking a major milestone in the evolution of data sharing and service delivery across Southwest Florida. This transformative initiative reinforces FGC MLS's commitment to leveraging cutting-edge technology while continuing to deliver industry-leading customer service and advanced tools to its 9,500 subscribers.

This advancement stems from a strategic initiative to elevate and expand the longstanding data share among Bonita Springs-Estero REALTORS® (BER), the Naples Area Board of REALTORS® (NABOR), and FGC MLS. With formal approval from the Board of Directors in November 2024, the system has been in active development for nearly a year in close partnership with technology provider Cotality.

"The Board of Directors recognized the bold vision behind this implementation and fully embraced its long-term strategic value," said Sean O'Brien, CEO of FGC MLS. "Gaining autonomy over our MLS infrastructure wasn't just about technology, it was a critical step in advancing our capabilities, driving innovation, enhancing service delivery, and strengthening regional collaboration across Southwest Florida, and beyond."

Together, FGC MLS and Cotality successfully cloned the Matrix system, preserving a familiar user experience while integrating FGC MLS branding and customized enhancements. The project also included the replication of the MLS database and the implementation of a fully bilateral data share, ensuring uninterrupted access to comprehensive listing data across the region.



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"This launch represents far more than a system upgrade, it is a fundamental shift toward autonomy, agility, and future scalability for Florida Gulf Coast MLS," said Jason Jakus, Director of Technology and MLS. "By assuming control of our technology infrastructure, we can now drive our own system enhancements, rapidly address technical issues, and pursue expanded data-sharing opportunities, all while maintaining the highest service standards for our subscribers."

Ensuring a seamless experience for subscribers, preserving the existing data share established in 2011, and completing the project without placing any cost burden on Southwest Florida partners were top priorities. The team's performance has been exceptional, with project execution rated at 95% with only minor delays due to external third-party data feed integration.

The FGC MLS Matrix enhancement is expected to be one of Cotality's most impactful system deployments in 2025, reinforcing FGC MLS's reputation as an innovative, forward-thinking leader in the industry. Looking ahead, FGC MLS is focused on expanding collaboration with other MLS organizations seeking additional operational or technological support. With its robust infrastructure and proven platform, FGC MLS is well-positioned to deliver white-labeled MLS services ranging from compliance program management to full system operations, while enabling partner organizations to maintain and promote their local brand and identity.

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<sup>1</sup>The Matrix system is a leading MLS platform used by real estate professionals to manage property listings, perform advanced searches, generate reports, and collaborate with clients. It serves as the primary interface for accessing and interacting with listing data.

<sup>2</sup>Supporting this system is the MLS database, a centralized repository containing detailed information on active, pending, and sold properties. Together, they form the technological backbone of the MLS, enabling efficient data sharing, seamless workflows, and comprehensive market access for members across the region.

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To learn more about Royal Palm Coast Realtor® Association, Florida Gulf Coast MLS and membership, visit [rpcra.org](http://rpcra.org).

**About the Royal Palm Coast Realtor® Association**

Founded in 1922 as the Fort Myers Board of Realty, the Royal Palm Coast Realtor® Association has grown to serve multiple counties across Southwest Florida, achieving Mega Board status. The Association is a leading advocate and resource for its members, advancing their professional success through education, communication, and strategic leadership on key industry issues.