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Black Knight Launches Paragon for Brokers (P4B) to Address the Emerging Needs of Real Estate Brokers for Increased Branding, Autonomy and Control

- Adds unique capabilities to Black Knight's Paragon MLS System to address brokers' needs for differentiation without deploying a separate P4B system.
- Provides brokers with their own version of Paragon that can be custom-configured for use by their agents and staff.
- Supports a single point of entry for data by allowing brokers to add and manage unique broker-specific data for each of their listings, eliminating the need to collect the data separately.
- MiRealSource, Michigan's largest broker-owned multiple listing service, completed successful beta testing of P4B.

JACKSONVILLE, Fla. – Sept 30, 2016 – Black Knight Financial Services (NYSE: BKFS) has announced the launch of Paragon for Brokers (P4B), a unique solution that supports real estate brokers' needs for more differentiation, autonomy and control within their Paragon MLS system. Introduced last week at the Council of Multiple Listing Services (CMLS) 2016 conference, P4B is based off of the Paragon MLS platform, leveraging the investments in Paragon already made by brokers' local MLS organizations while providing brokers the ability to optimize the platform to meet their specific business rules and processes. Paragon is Black Knight's comprehensive, leading-edge MLS system that delivers intuitive and straightforward navigation, cross-browser compatibility, multi-tasking capabilities, access from mobile devices and much more.

During the development of P4B, Black Knight collaborated with its MLS and broker customers, who were looking to address brokers' emerging business needs. The solution operates within an MLS' existing Paragon system and leverages advanced configuration capabilities to allow implementation of broker-specific business rules, branding and data fields that apply only to the broker's listings, agents and offices. Brokers do not need to purchase and deploy a separate system within P4B to meet their business needs. By leveraging the existing Paragon installation, implementation of timelines is accelerated, and agent and staff adoption will be quicker. P4B includes the following capabilities:

- Brokerage-level branding and messaging
- Integration with each broker's third-party vendors and back-office systems
- Customizable communication directly with a broker's agents
- Broker-specific data fields for a broker's listings, visible only to agents within the firm

- Broker-optimized listing reports and saved searches
- Broker-exclusive listings with automated status changes after the exclusivity period
- Dashboards to help brokers better optimize the platform for their agents

"The ability to support a broker's unique business needs within the MLS has quickly become essential in the real estate industry. For too long, MLS organizations have had to offer a one-size-fits-all solution, but with the delivery of P4B's innovative new features and functionality, we can provide brokers with the flexibility they need," said Black Knight Data & Analytics Vice President and Real Estate Market Leader Chip McAvoy. "We are confident P4B is a groundbreaking solution that is a win-win for both parties. Brokers benefit by using a solution from a trusted provider on a platform that their agents and staff are already familiar with. MLS organizations benefit by leveraging their Paragon installation to provide a practical solution that is available now to better support the specific needs of their broker members."

"We had an exceptional experience during the beta testing of P4B. Its capabilities are impressive, and we found that it delivers the tools brokers need to reinforce their brand and support specific business needs while remaining within the Paragon MLS system they already use," said David DeRees, CEO, MiRealSource. "As had been the case with Paragon itself, Black Knight worked closely with our members in the beta program to implement the P4B product, and we had no issues learning how to leverage its many features."

Recognized in the real estate industry for its flexibility, ease of use, customizable features, continual enhancements and integration with public records information, Paragon has received the top ranking in the annual [Clareity Consulting MLS Customer Satisfaction Survey](#) for the past four years, and has recently been installed in numerous MLS organizations that selected Paragon as their MLS system of choice.

About Black Knight MLS Solutions
Black Knight MLS Solutions, a division of Black Knight Financial Services, Inc., offers a suite of Multiple Listing Service (MLS) systems and data to give real estate professionals more power to compete and add value to their customers. The division's flagship Paragon MLS system is a dynamic software platform that helps real estate professionals more easily manage their businesses and collaborate with clients using PC or Mac platforms or on mobile devices. Paragon offers high-quality conversions, attention to detail and dedicated support managers for each account. Available through a mobile application, Black Knight's MLS solutions provide novice, intermediate or expert MLS members an effective way to access and organize listings data. More information can be found at http://www.BKFS.com/MLS or by calling 650.863.4333.

About Black Knight Financial Services, Inc.
Black Knight Financial Services, Inc. (NYSE: BKFS), a Fidelity National Financial (NYSE:FNF) company, is a leading provider of integrated technology, data and analytics solutions that facilitate and automate many of the business processes across the mortgage lifecycle.

Black Knight Financial Services is committed to being a premier business partner that lenders and servicers rely on to achieve their strategic goals, realize greater success and better serve their customers by delivering best-in-class technology, services and insight with a relentless commitment to excellence, innovation, integrity and leadership. For more information on Black Knight Financial Services, please visit www.bkfs.com.

About MiRealSource
MiRealSource is the largest broker-owned multiple listing service (MLS) in Michigan; established in 1921. MiRealSource provides tools and education for real estate professionals though a web-based software program.

MiRealSource services REALTORS® by collecting, maintaining, and distributing real estate data to our REALTOR® members to provide the best experience and service to the consumer.

About Clareity Consulting
Clareity Consulting was founded in 1996 to provide information technology consulting to the real estate industry and its related businesses. Clareity is an innovative solutions provider committed to delighting its consulting clients. The company is headquartered in Scottsdale, Arizona. Clareity provides a wide variety of services to MLS, Associations, brokers, franchises, and software and service companies that serve the residential real estate market including business planning, system selection, public speaking, product reviews, and more.

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