

FRIMM

PRESS RELEASE

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FRIMM connects the Italian real estate market to 57,000 U.S. agents through the Listing+ platform

International collaboration agreement signed between FRIMM's leading Italian MLS and the fourth-largest MLS in the United States

Echoing the announcement released last week, **FRIMM officially communicates that its technological platform, Listing+, has connected 57,000 U.S. real estate agents** belonging to **FMLS – First Multiple Listing Service of Georgia**, the fourth-largest MLS in North America by number of active agents.

Thanks to this agreement, FMLS's 57,000 real estate agents will be able to access the Italian real estate market through the **over 40,000 listings shared each year** on the Listing+ Multiple Listing Service and establish direct collaborations with Italian professionals using the platform — and vice versa.

This decision positions **FRIMM's Listing+ as the MLS of reference in Italy** for one of the most influential players in the United States.

The partnership with FMLS represents a highly significant strategic milestone for FRIMM, which has been investing for 25 years in the development and dissemination of the MLS model in Italy.

This agreement demonstrates that the international market — through FMLS — now recognizes **the solidity of the Italian MLS model developed by FRIMM** and its ability to generate collaboration, efficiency and new opportunities.

Jeremy Crawford - President and CEO of FMLS - states: *"We are absolutely thrilled to launch this international data-share with Italy's Listing+, FRIMM's own MLS! This partnership marks a bold new milestone for both organizations, connecting the vibrant real estate markets of the U.S. and Italy like never before. By combining our technologies and listing data, we're giving brokers and agents on both sides of the Atlantic an unprecedented level of access, accuracy, and opportunity. FMLS and Listing+ are redefining what global collaboration looks like in our industry—and this is only the beginning!"*

For FRIMM Affiliates, this integration represents far more than just a technological enhancement: **it is an additional service included within their royalty**, allowing agencies to expand their pool of potential clients and investors, collaborate with 57,000 U.S. real estate agents already operating, and increase the visibility of the network's listings on an international scale.

Roberto Barbato, President of FRIMM SpA, declares: *"This collaboration is a very strong signal for FRIMM and for the entire Italian real estate sector. For 25 years we have been working on the MLS model, believing in collaboration and building tools that truly connect real estate professionals. The fact that a major organization like FMLS has chosen Listing+ as its MLS of reference in Italy confirms the authority of the work we have carried out over the years".*

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FRIMM is an Italian real estate services brand founded in 2000. The company, chaired by Roberto Barbato, has established itself in Italy as a provider of open solutions for real estate professionals, enterprises and private clients. Over the past 25 years, FRIMM has evolved from being the franchisor of three different product lines for real estate agents (FRIMM Franchising, REplat Franchising and FRIMM Academy) to developing a division dedicated to real estate investments and development (FRIMM Real Estate Investing), as well as a division focused on commercial real estate (FRIMM Pistone). FRIMM is also the provider of [Listing+](#), the largest and most widespread property management system in Italy — the first Multiple Listing Service platform with integrated CRM and AI ever introduced to the Italian real estate market. Thanks to the success of [Listing+](#), FRIMM boasts the second-largest real estate network in Italy by number of affiliated professionals, with around 2,700 active real estate agents. www.frimm.com | ufficiostampa@frimm.com