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FAQs

1. What is Hive MLS?

[Hive MLS](#) is one of the nation's fastest-growing Multiple Listing Services, serving over 19,000 brokers and appraisers across North Carolina, South Carolina, and Georgia. Built as a cooperative – not through mergers and consolidation – Hive MLS supports 18 REALTOR® associations and MLSs, empowering them with high-performance technology, collaborative governance, and full operational autonomy.

2. What makes Hive MLS different from other MLSs?

Hive MLS is a wholesale cooperative model, not a merged entity. Associations retain their brand, voice, and local control while gaining access to national-level tools and services. Hive doesn't require partners to sacrifice independence to scale – it enables them to grow smarter together.

3. What is MDX, and why is it important?

MDX stands for MLS Data Exchange, Hive's breakthrough interoperability engine. Developed with SourceRE, MDX is a vendor-neutral, centralized database that allows any supported front-end to add, edit, and manage listings fully without data translation issues or retraining. It replaces legacy "data shares" with true front-end-of-choice, solving long-standing scalability, governance, and technical friction points.

4. How does MDX improve the MLS experience for brokers and agents?

With MDX, brokers can consolidate their data across multiple MLSs into a single feed. Agents can use the front-end system they're already familiar with to input or edit listings. That means no forced conversions or retraining – and no tradeoffs between user experience and technical flexibility.

5. Is Hive MLS a result of mergers and acquisitions (M&A)?

No. Hive MLS is an alternative to a traditional M&A. It was founded on a cooperation model, allowing REALTOR® associations to share systems and data standards while maintaining full control over branding, governance, and local operations. Hive's growth is driven by trust, not takeover.

6. Who leads Hive MLS?

Daniel Jones is CEO of Hive, a respected MLS innovator who transformed the organization from a regional startup into a tri-state cooperative powerhouse. Known for his humble leadership style and builder's mindset, Jones is the architect behind Hive's governance redesign and MDX launch.

7. What is Hive's status among its MLS peers?

Hive MLS was named a 2025 "BEST MLS" in five categories by WAV Group's Customer Experience Index, including Best Overall, Technology, Data Quality, Business Generation, and Responsiveness. It also received RESO's Leadership Award and maintains RESO Platinum certification for data standards compliance.

8. What is Hive Solutions?

Hive Solutions is Hive MLS's member-informed technology suite. Built from field feedback rather than legacy software contracts, it includes tools that improve listing accuracy, streamline transactions, and support hyperlocal engagement. Training and support are core components of Hive Solutions, helping agents maximize the value of the tech they use.

9. How can REALTOR® associations join Hive MLS?

Associations interested in joining Hive MLS can join Hive MLS while maintaining their identity and governance. Hive's innovative MDX framework simplifies integration, allowing new markets to onboard without disrupting existing workflows.

10. What's next for Hive MLS?

Hive is expanding its MDX-powered infrastructure and actively partnering with forward-thinking MLSs and associations. Its roadmap includes extending the cooperative model across more states and fostering new broker-driven innovation while preserving the community-focused roots that made Hive successful.

For more information, go online to hivemls.com.