

High-tech security protects consumer's real estate data

(July 25, 2005 – Orlando, FL) The Mid-Florida Regional Multiple Listing Service (MFRMLS) that provides real estate information and services to more than 21,000 agents and brokers across Central Florida today announced the introduction of an advanced authentication system to deliver a more secure online experience for its members.

On August 15, members of MFRMLS will use a security token called the MLS LoginKey to replace the traditional method of a User ID and password. Small enough to fit on a key chain, the token features a window that displays six randomly selected numbers that change every 60 seconds. These numbers are entered to access the system along with a personal four-digit PIN created by the user. The combination of the LoginKey and the PIN works like an ATM card, combining something the user knows (personal PIN) with something the user has (the randomly-generated numbers).

Commenting on the change, Kim Goodwin of Goodwin Realty and Associates and President of MFRMLS said the system is expected to dramatically reduce unauthorized access to the MFRMLS system.

“The old method of using a User ID and password was far too vulnerable to abuse. Individuals and organizations that weren't authorized to access the MLS database were violating the information rights of our members. Starting today, MFRMLS members are being invited to register and activate their personal LoginKey using a convenient online process,” said Goodwin.

The LoginKey is part of a broader security initiative called MFR-Secure designed to improve MFRMLS's information security policies and controls. MFRMLS selected Secure Content Group, an identity management and information security consulting firm in Reston Virginia, to design the MFR-Secure program and implement the authentication system.

The authentication system is based on RSA SecurID® two-factor authentication technology from RSA Security.

“We looked at other firms and settled on the RSA solution because not only were they the industry leader, but we were able to realize significant hard dollar savings for our users,” said Joel Cohen, MFRMLS Vice President.

MFRMLS anticipates the LoginKey will eventually be used by its members to access several other local real estate applications and services.

“Our security goals are to effectively manage our risks while providing greater convenience, lower costs and higher service quality for our members, and helping ensure that they maintain the trust of their customers. Today’s announcement is a major step toward achieving those goals,” explained Goodwin.

About MFRMLS

The Mid-Florida Regional Multiple Listing Service was formed in 1995 to better facilitate the interchange of home sale listing information in the Central Florida community. The organization is comprised of eight local REALTOR® Associations and serves over 21,000 REALTORS® in seven counties.

About Secure Content Group

The Secure Content Group has been at the forefront of meeting Internet security challenges since 1998. The organization and its partners provide solutions for the trusted exchange of all forms of digital content along a services continuum that extends from strategy evaluation through security integration. The company serves clients in the financial services, real estate and pharmaceuticals industries.

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