



# UNLOCKING THE "FLOOR PLAN FOR THE OUTDOORS"

Elevating MLS Maps from Back-Office  
Tools to Strategic Assets.



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## A T3 Sixty Analysis

At T3 Sixty, we understand that evaluating and implementing the right technology for your subscribers can be a challenging balancing act. To help you navigate these decisions with confidence, we continually analyze the most progressive tools shaping our industry.

The insights presented in this paper are rooted in T3 Sixty's independent, third-party analysis and anchored by an in-depth interview with Mike Lake, CEO of Big Sky Country *MLS in Bozeman, MT*. Together, we will explore his organization's journey to overcome legacy bottlenecks and uncover how you can leverage these real-world lessons to transform your MLS's maps into dynamic, market-ready assets.

## The Vision: Moving Beyond the Four Walls

We understand that finding the right tools to empower your subscribers while managing operational efficiency is a constant balancing act. In recent years, our industry has successfully embraced technologies that visualize the interior of a property - making 3D walkthroughs and interior floor plans standard consumer expectations. But what about the other half of the property?

The industry has largely ignored the outside. Together, let's explore how forward-thinking organizations like Big Sky Country MLS are partnering with **modern platforms like Land id to pioneer a new standard: the "floor plan for the outdoors."** By transforming maps from simple compliance utilities into dynamic, client-facing marketing assets, we can help you empower your members, delight consumers, and streamline your internal operations.

## **The Challenge We Share: The McDonalds Dilemma**

Currently, many of us rely heavily on consumer mapping products to provide geographic context for listings. However, these platforms are built on an advertising model - designed to show consumers the nearest fast food chain rather than the geographic and lifestyle features that *actually* drive property value.

Your agents need tools that highlight the proximity of neighborhood trails, local schools, or hidden water features - nuances that can add thousands of dollars in perceived value to a home. We need to move beyond static maps and equip professionals with the ability to tell a comprehensive, visual story about a property's surroundings.

## **Empowering Agents Across Every Market**

Whether your subscribers are representing large rural acreage or high-density urban properties, access to enhanced geographic intelligence is critical. Equipping subscribers with tools that support both property due diligence and compelling property marketing that delivers informed representation and builds greater consumer confidence.

For example, in a recent rollout in Southwest Montana, MLS members moved beyond static 2D maps to interactive experiences with 3D views combined with 360-degree rotation. Instead of relying on limited visuals, subscribers benefit from rich datasets and the ability to add custom overlays to highlight nearby features, land use, development activity, and local businesses.

This transforms how properties are presented; enabling subscribers to clearly communicate lifestyle benefits, such as walkability and proximity to amenities, while reinforcing their role as knowledgeable local experts.

# Driving Operational Efficiency and Taking Back Control

Beyond member benefits, upgrading your geographic infrastructure delivers immediate, tangible wins for your MLS operations.

Legacy vendors often create massive operational bottlenecks. Imagine no longer waiting hours or days for a vendor to update a school district or city limit boundary. Modern mapping platforms offer intuitive interfaces that allow your internal MLS staff to adjust boundary lines in real-time.

Mike Lake, CEO at Big Sky Country MLS, experienced this transformation firsthand:

“ I think one of the biggest advantages internally is that if anything needs to change on the map, it’s easy for us to maintain ourselves. I don’t need to go back to the company and say, ‘Here’s a change we need to make.’ There are no complex shapefile workflows. I can simply go in, make the changes myself, and see them update in real time. We have full control over our geographic data.



**Mike Lake**  
CEO at Big Sky Country MLS

He notes the stark contrast from their previous system: *“With the other company we were working with, updates could take 72 hours, and if it fell over a weekend or holiday, it could take up to a week. Having to sit and wait that long for an update is not a good user experience.”*

## **Future-Proofing for Regional Collaboration**

With ongoing industry conversations around regionalization, consolidation, and data shares, your infrastructure must adapt easily. Forward-thinking platforms are built to seamlessly ingest and layer shapefiles from neighboring MLSs - making future market expansions or collaborative partnerships practically frictionless.

For Big Sky Country MLS, this seamless integration was highly strategic. They can now easily digest shapefiles from neighboring markets; the vendor can “take those layers and place them directly on top of the existing map.” As Mike points out, “That was really the goal — to make sure we were using a system that allowed for scalability and future expansion.”

## **The New Standard: A Collaborative Push for Complete Data**

Just as the industry realized that launching a listing without interior photos does a disservice to the seller, a similar shift is happening with exterior intelligence. Failing to expose the full data of a listing’s surroundings means the consumer is not being fully served. By providing members with these enhanced tools, your MLS positions itself as an innovator, empowering agents to be transparent, compliant, and highly informative.

This strategy unifies the agent’s workflow with the consumer’s needs. As Mike explains, this modern mapping approach, “follows the natural lifecycle of researching where a property is located, entering that information into the MLS, and then making sure that all of the information consumers view online is accurate and comes from a single source of truth.” The ultimate goal is to, “introduce a broader intelligence platform built around geography tools.”

## Activating The Asset: Setting the Industry Standard Together

How do we make this incredible data the standard? By injecting these interactive maps directly into the MLS infrastructure. Utilizing existing Real Estate Standards Organization (RESO) fields - like the MapURL or virtual tour fields - ensures this rich geographic intelligence travels with the listing.

When the MLS becomes the provider of this enriched data, we deliver “market-ready listing assets” directly to brokers and downstream channel partners. This allows them to seamlessly enhance their own website products without taking on additional vendor costs, raising the bar for the entire real estate ecosystem.

### CONCLUSION

## The Floor Plan For The Outdoors

The future of property search is full of potential, and maps can be so much more than just a back-office utility. By adopting a “floor plan for the outdoors,” your MLS can lead the charge in transparency and innovation.

As Big Sky Country MLS discovered, breaking away from legacy constraints opens the door to incredible value.

“ I think this is a strong example of how the right partnership with the right technology company can meaningfully enhance MLS services and improve the user experience for members

**Mike Lake**, CEO at Big Sky Country MLS

Let's create a plan to unlock this value, equipping your subscribers with a massive competitive advantage while streamlining your own operations.