

Contact: Hunt Cooper, Communications Director
hunt@bluegrassrealtors.com | 859.276.3503

Imagine MLS partners with Cubicasa to offer floor plans for consumers

Integration will give home buyers more detailed property information

Lexington, KY (July 22, 2026) – Imagine MLS, a multiple listing service serving close to 5,000 real estate professionals across Kentucky, now provides users with no-cost floor plans with measurements through CubiCasa, a leading global real estate software company.

Through this partnership, Imagine MLS subscribers will gain access to CubiCasa's easy-to-use mobile floor plan technology, making it simpler and more cost-effective to include professional, easy-to-read floor plans on their listings. The partnership is focused on increasing the availability of floor plans across the market and helping agents deliver more complete and compelling listing content to buyers and sellers.

"Technology continues to transform the real estate industry, and we are committed to staying at the forefront of that innovation.," stated Greg Buchanan, Imagine MLS Chair. "Our partnership with CubiCasa equips subscribers with an easy-to-use solution that enhances listing quality, improves property marketing, and reinforces our commitment to providing the best tools and resources for real estate professionals across the state."

Research from the annual National Association of Realtors® annual Home Buyers and Sellers Survey revealed that consumers consistently rank floor plans as their most desired listing content after standard photos and property data. Floor plans help home buyers really understand how a home will fit their needs at a glance, like no other digital asset.

In addition to improving marketing, the use of standardized floor plan measurements can help support more consistent property data across listings, contributing to more accurate valuations and smoother transactions.

"Providing meaningful value to our subscribers is at the heart of everything we do," said Katrina Bowers, Interim CEO, Imagine MLS. "This platform allows us to offer technology that not only helps REALTORS® market homes more effectively but also creates a more transparent and informed

experience for consumers. We're excited to bring this resource to real estate professionals as part of our ongoing commitment to delivering the tools they need to succeed in today's market."

About Imagine MLS

Imagine MLS is Kentucky's newest and most robust multiple listing service, with close to 5,000 REALTOR® subscribers from Bluegrass REALTORS® and other REALTOR® associations throughout the state. Visit www.imagineyourhome.com to start searching properties or www.imaginemls.com to learn more.

About CubiCasa

CubiCasa is a global leader in real estate technology, providing innovative mobile scanning solutions that enable the creation of accurate floor plans and virtual tours with just a smartphone. With more than 5 million floor plans delivered, CubiCasa is driving the movement to place a floor plan on every listing, empowering MLSs, agents, photographers, and consumers with better property information.