How RESO Certification can Help Your Brokerage

Incorporating MLS data into your back office solutions, website can be challenging. Because every MLS includes slightly different fields and information in their IDX feed, your team and technology partners have to spend significant resources to consume information and then find a way to normalize it so it can display properly on your website or mobile app. It gets even more complicated in you operate in multiple MLS regions. This work takes time and money away from the tools, technology, and marketing programs that help your agents become more successful. One set of consistent fields that every vendor in every market will make managing your brokerage a WHOLE lot easier. That's where RESO comes in.

What it can mean for your Brokerage:

Certification is Now a Member Benefit:
Every real estate brokerage technology that interfaces with MLS data – your IDX websites, your apps, your marketing technology, your CRM -- all benefit from the efforts of RESO. The RESO Certification Program is the real estate industry's seal of data excellence as it ensures that MLSs, Technology partners and Brokerages have correctly implemented RESO data standards. For real estate brokers, industry data standardization can help reduce future technology costs and speed up your ability to expand into new markets.

Reliable, Dependable Data – RESO Certification provides independent validation that your local MLS system's functions and technology platforms utilizing MLS data meet or exceed professional industry-wide standards. That ensures that the data deployed is more reliable and dependable. Because real estate brokerages often share similar challenges in dealing with MLS data, the adoption of RESO data standards can alleviate these issues and why your brokerage's support is crucial.

More Opportunities to Expand into New Markets – One continuing challenge for brokerages to expand into a new market is the inconsistent data among different MLSs that serve the potential new market targeted for expansion. Implementation of RESO Standards helps address this challenge and RESO's successful efforts will make expansion opportunities less difficult for brokerages in the future.

Faster Innovation and More Rapid Iteration – Technology firms, particularly start-ups, have been hamstrung by the lack of data standards among MLSs nationwide. By supporting RESO Certification at the local level and advocating for adoption with your local MLS, technology vendor supporting brokerages can help foster faster innovation, because of reduced development time. This also means more rapid iteration of new improvements to existing brokerage and agent software as common data standards create faster development cycles

Benefits for Brokerages:

Help Shape the Future - Through supporting RESO Certification, your brokerage will have an opportunity to help shape how future standards impact real estate overall as well as how they directly impact your brokerage operation.

Better Risk Management – Because the real estate information your MLS distributes matches industry accepted definitions and structures, this will mean fewer errors and reduced risk. The data RESO Certified MLSs provides your brokerage benefits you, your agents and your customers.

Promote Standards – By joining RESO, your brokerage can help promote the importance of data standards and make significant contributions to ensure your voice is heard when these new standards are shaped so your unique needs are considered.

Free Testing – RESO Certification testing tools are publicly available for download and use by any real estate platform developer.

Certification Report Card – Certification applicants receive a detailed report outlining areas passed and where changes need to be implemented to receive certification.

Have Questions?

Direct your questions about RESO Certification for RESO RETS, RESO WEB API or RESO Data Dictionary to certification@reso.org.

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