



## Technical Workgroup Project Request Form

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**Please be precise when completing this form. Additional documents/pages may be added, but this form should serve as a summary. Incomplete forms will be returned. Completed forms should be emailed to [info@reso.org](mailto:info@reso.org).**

**Date submitted:** ~~2014-01-06~~ \_\_\_\_\_

**Requested or proposed by:** ~~Paul Desormeaux~~ \_\_\_\_\_

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**Proposed Project Name:** ~~PUID Workgroup~~ \_\_\_\_\_

**Project Narrative/Background:** What business problem are you trying to solve? Provide a complete description of the project you are requesting, including the background explaining why this project is needed. Also include here the justification for specific time frames for implementation, if applicable.

**Business Use Cases - Why this Project is Needed ::**

- Avoid duplication when different data source transmit the same property to the same consuming entity. (i.e. Different MLS, national websites, financial intuitions, etc. can carry information on the same property and but incorrectly stated if the subject is not uniquely identified)
- Eliminate duplicates in listing statistics (i.e. Sold Counts, etc.)
- Tying together listing analytics that are collected in different systems (i.e. MLS sites, Realtor.com, RPR, franchisor websites, etc.)
- If a PUID is universal enough, it could be used for integrating data from non traditional data sources (i.e. land registry offices, demographics data suppliers, *Walkscore* type services, etc.)
- Accurately verify and integrate property assessment data with MLS listing data
- Event Catalog/Big Data/Precise listing event recording :: the PUID would very likely play a key role in the unique identification of listings nationwide, which in turn would greatly facilitate the creation and consumption of Big Data recorded in the proposed Event Catalog

- Potential ability to clean-up all real estate websites ( i.e. MLS, country, 3rd party, broker, member, etc. ) of out-of-date no-longer-active listing data ( i.e. sold, expired, etc ).

**Expected Timeframe** :: 6-9 months ?

**Project Narrative/Background:** Who will be impacted by this project?

Entities that handle listings (for public consumption and internal use) : Real Estate Associations (National (NAR, CREA), Regional, Boards, etc.) , Brokers, Board & Association Members, third-parties ( Listing Distribution Hubs, Public Website providers, Intranet providers, etc.) will have to make small additions/modifications to their applications infrastructures to take advantage of the PUID.

**Project Narrative/Background:** What are the downstream implications?

The PUID is a different type of standard then RESO usually deals with (i.e. RETS). The PUID is in fact a top-level concept, uniquely identifying a key real estate industry asset: a **listing**, which could be used by all other existing and future RESO standards and the industry at large.

For the PUID to be successful, entities will have to adapt the RESO PUID standard. If the PUID is designed to be **easy** to implement in practice, the adoption rate should be good, with on-going impact in simplifying many future projects, amalgamation of data, etc.

**Project Objectives/Outcomes:** How do you plan to market adoption/ compliance for this product? Please include cost, change, etc.

After a few key players ( i.e. NAR, CREA, big brokers, big public facing websites ) adopt and implement the PUID standard, with their specific goals in doing so, it is expected that many other players in the industry will follow suit and adopt the PUID, as the easy & benefits of doing so become evident.

Initial adoption would be best ensured by engaging the key players to participate in a PUID project from the outset, assuming the successful creation of a usage PUID addressing the identified business objectives.

**Project Objectives/Outcomes:** Provide qualitative justification/benefit. Include the expected project outcome of this effort, the desired end result. Be specific and action oriented.

Knowing specifics around what is to be accomplished will help in identifying needed changes

It is expected that the real estate market will adopt the PUID standard. Entities wanting to ensure non duplication of listings ( i.e. public facing websites, statistics ) would likely be first to adapt, followed by those interested in Big Data and the Events Catalog (likely based on the PUID), and then followed by other entities that will see a use in adopting the standard when exchanging listing information.

**Project Support:** At a high level: what equipment, time, materials, participation from other groups, etc., do you expect to need? Who needs to be represented on the project team? List skill set needs.

A small focused workgroup would be best to implement the PUID. Required: a person experienced with the issues involved in removing redundancy from multi-sourced listing feeds ( i.e. Kristen Carr ). Required: a person knowledgeable in the mathematics and statistics of developing an adaptive flexible algorithm in calculating / checking PUI uniqueness ( i.e. Paul Desormeaux ). Someone from NAR/CREA ( Mark Lesswing / Jason Graham ? ) would be key. Some discussion with outside organization ( i.e. ECCMA ) will likely be required.

**Stakeholders:** Key individuals/industry representatives/industry segments with a vested interest in the outcome of this project and how each would benefit from the project

- Real Estate Associations (National (NAR, CREA), Regional, Boards, etc.) - non-duplication in stats, data distribution, global summary stats, conformance checking, etc.
- Brokers, Board & Association Members - better tracking of listings ( i.e. Big Data via Event Catalog ), global analytics, etc.
- Listing Distribution Hubs, Public Website providers, Intranet providers - conformance checking, timely updates, etc.

**Known Issues/Constraints:** Describe all identified issues/constraints/risks associated with the project. Consider resource needs, funding factors, sponsorship, coordination with other industry segments, etc.

PUID issue has been investigated in the past - but extra information now associated with listings

( i.e. lat/long, etc. ) likely has changed the practicalities in implementing a PUID.

Constraints: Some cases will exist where a PUID cannot be generated or verified because of lack of or missing information. There will be no perfect solution - just a practical 'works almost all of the time' solution.

Access to **Lat/Long** may be limited by licensing issues.

There is a small risk that a practical PUID cannot be designed with given existing situation.

**Industry View:** Are you aware of a similar project underway/proposed? Who? Where?

Similar projects have been undertaken by various related American and International standards groups ( i.e. MISMO, ECCMA, ODUSD-I&E, OCG, ESRI , etc. )

These have been investigate in some depth ( Paul Desormeaux, 2013-09 ) and are either not suitable or 'not quite right' for the North American real estate industry at large, which has different goals & purposes in implementing a PUID.

**Strategic Alignment:** Why do you think this project would be a strategic fit with RESO's mission?

A PUID would greatly reduce the issues, concerns and effort invested by various entities in minimizing listing duplication throughout the North American real estate industry. This would eliminate many redundancies as well as improve efficiencies throughout the industry. A PUID would also likely have some impact on improving software portability/reuse and facilitating innovation for certain products and services in the industry.