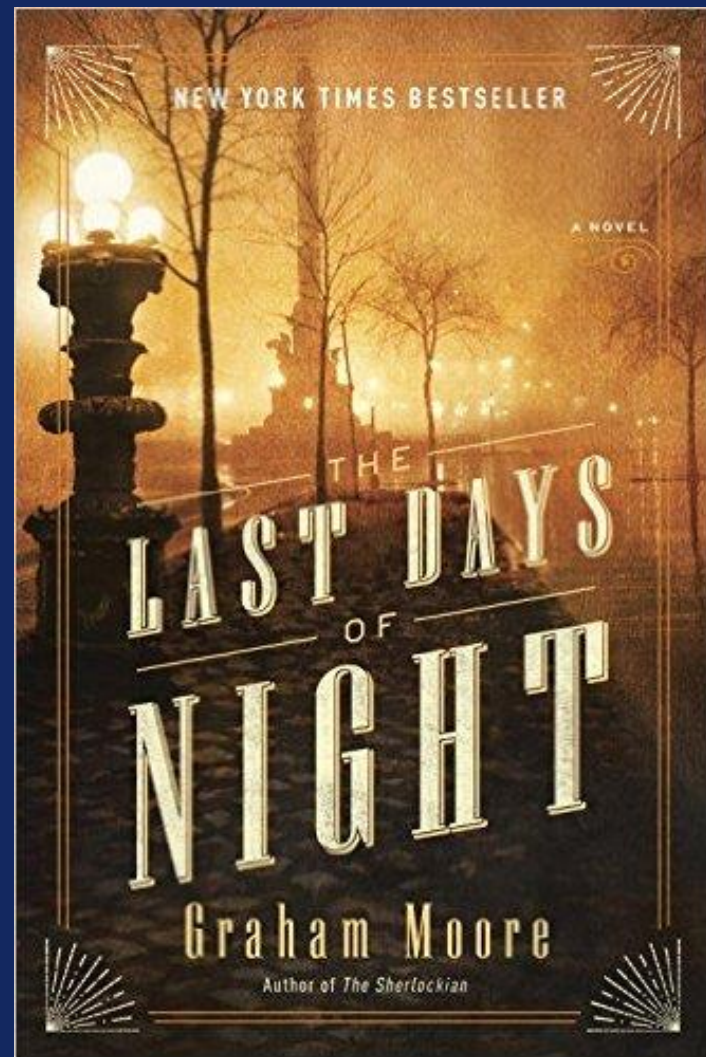




BEYOND THE API: SOLVING THE PROBLEMS OF TODAY

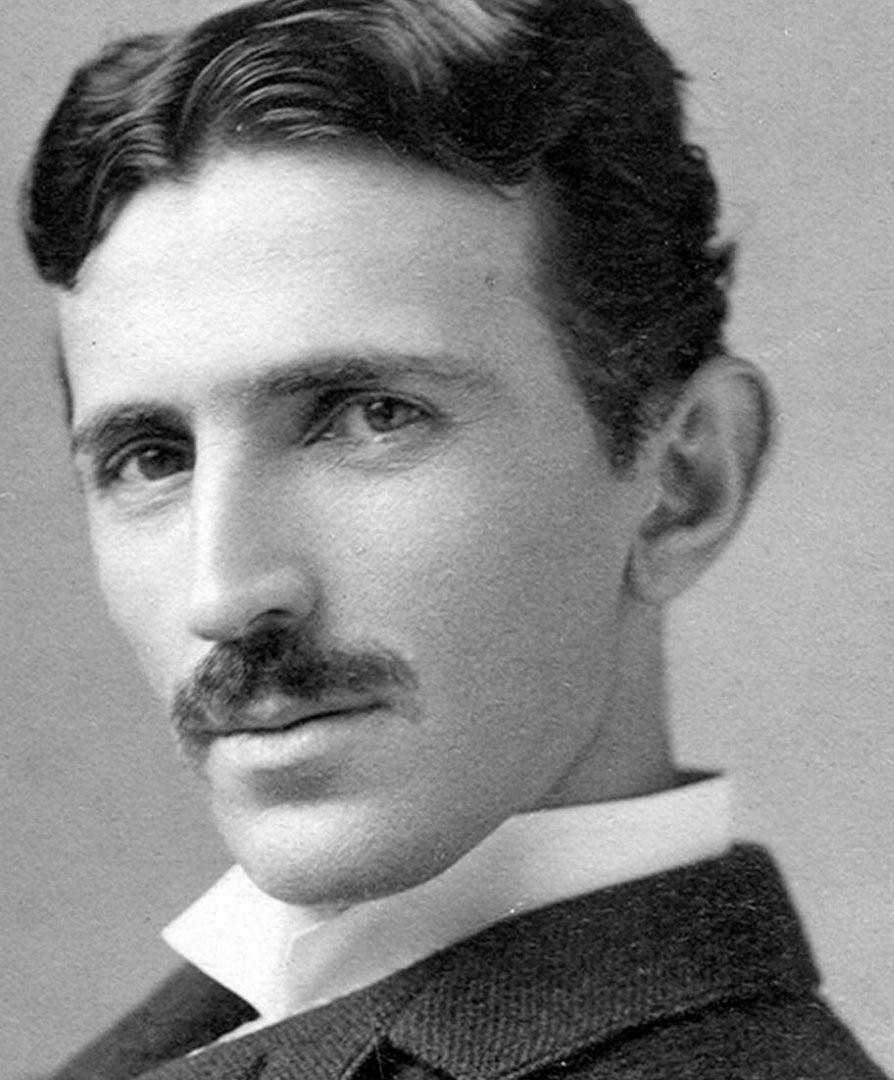
Curt Beardsley, VP Industry Development

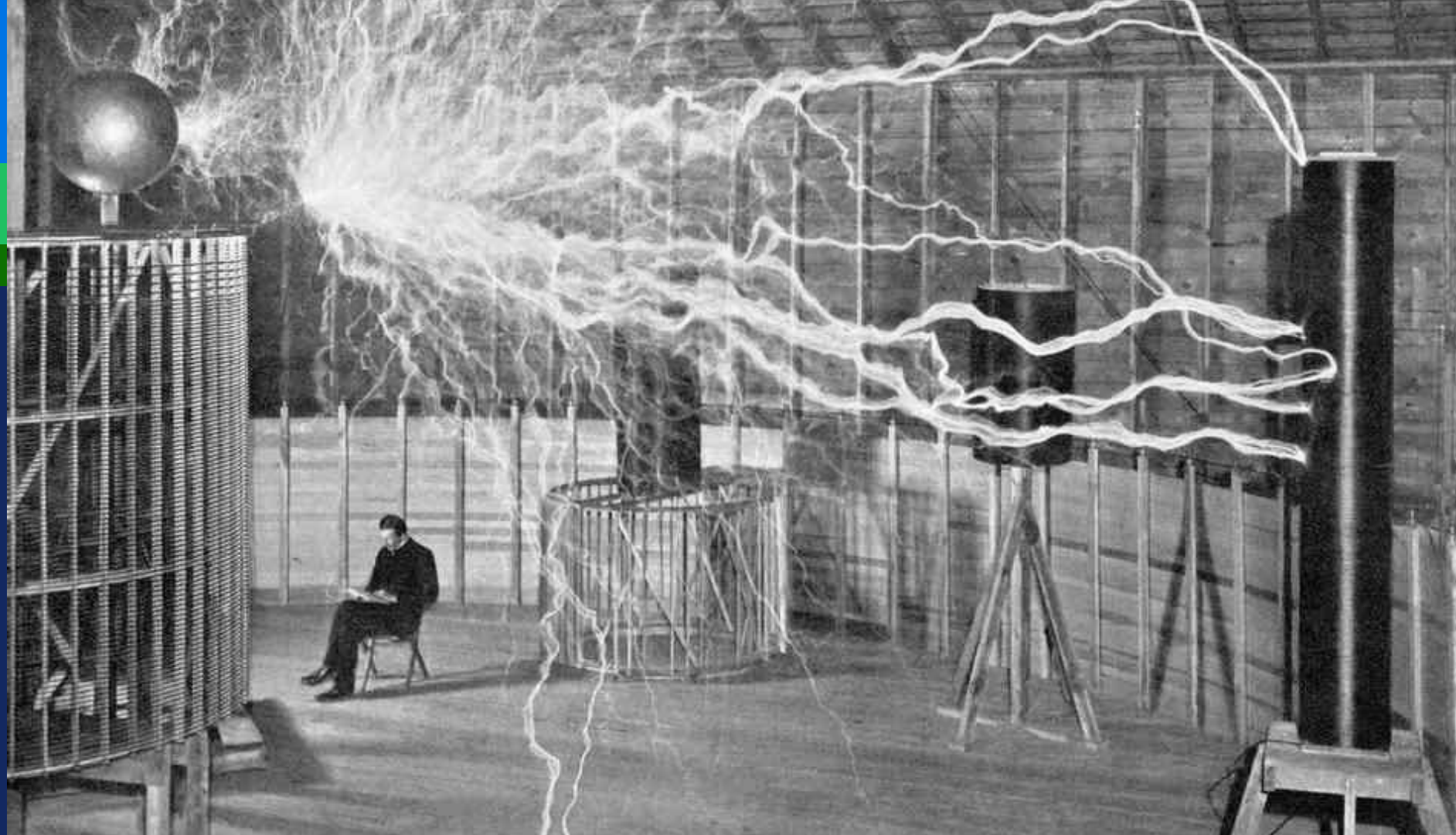
The Last Days of Night

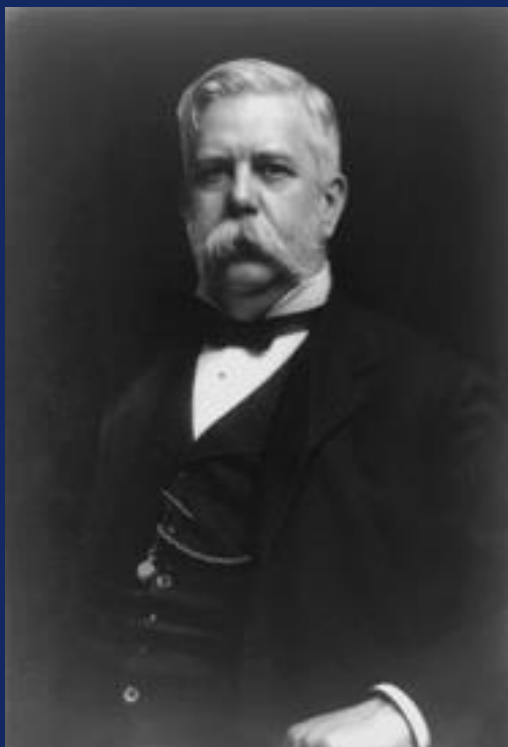




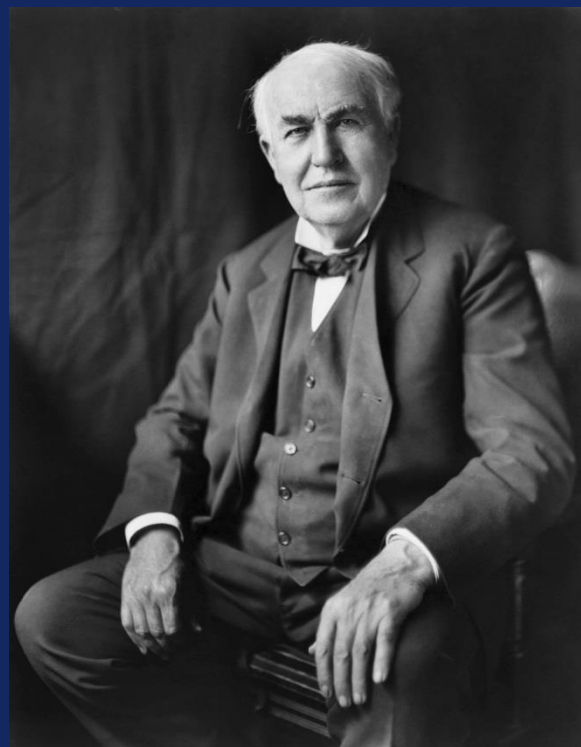
TESLA



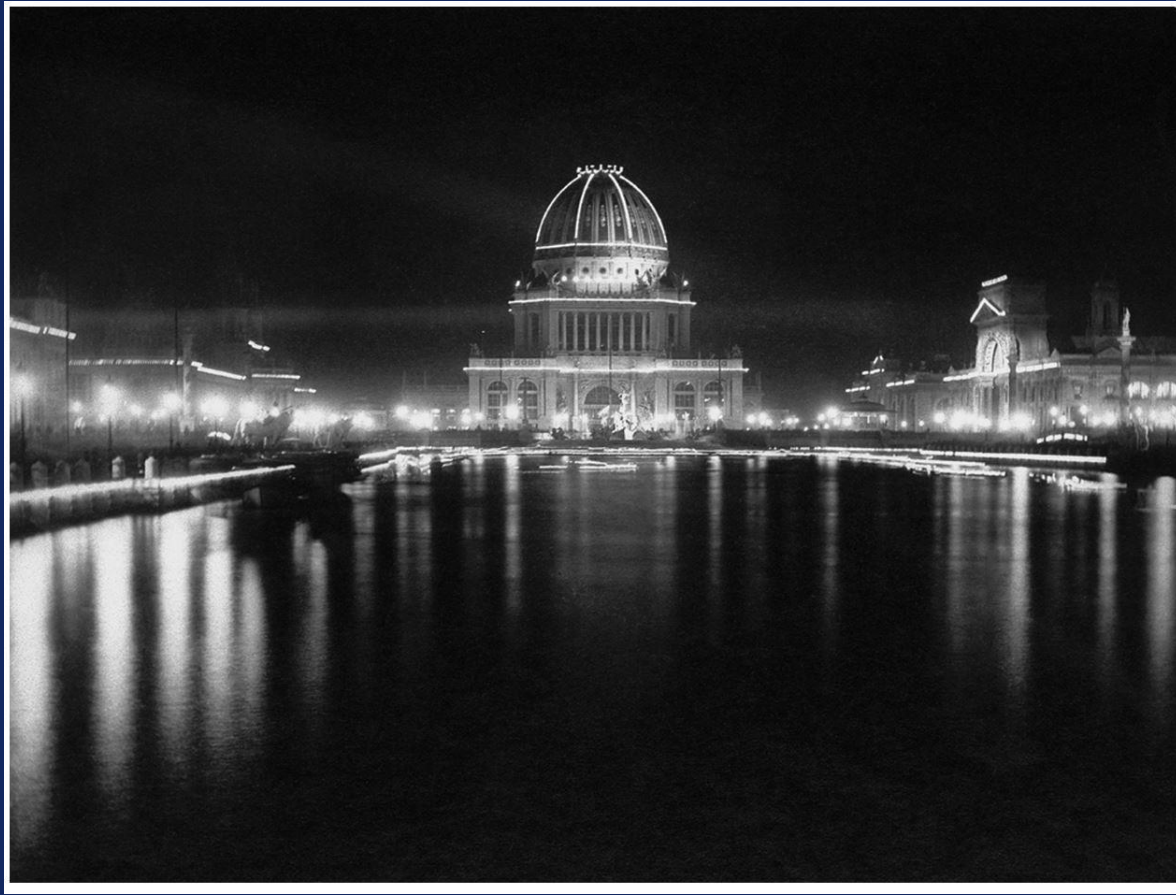




Westinghouse



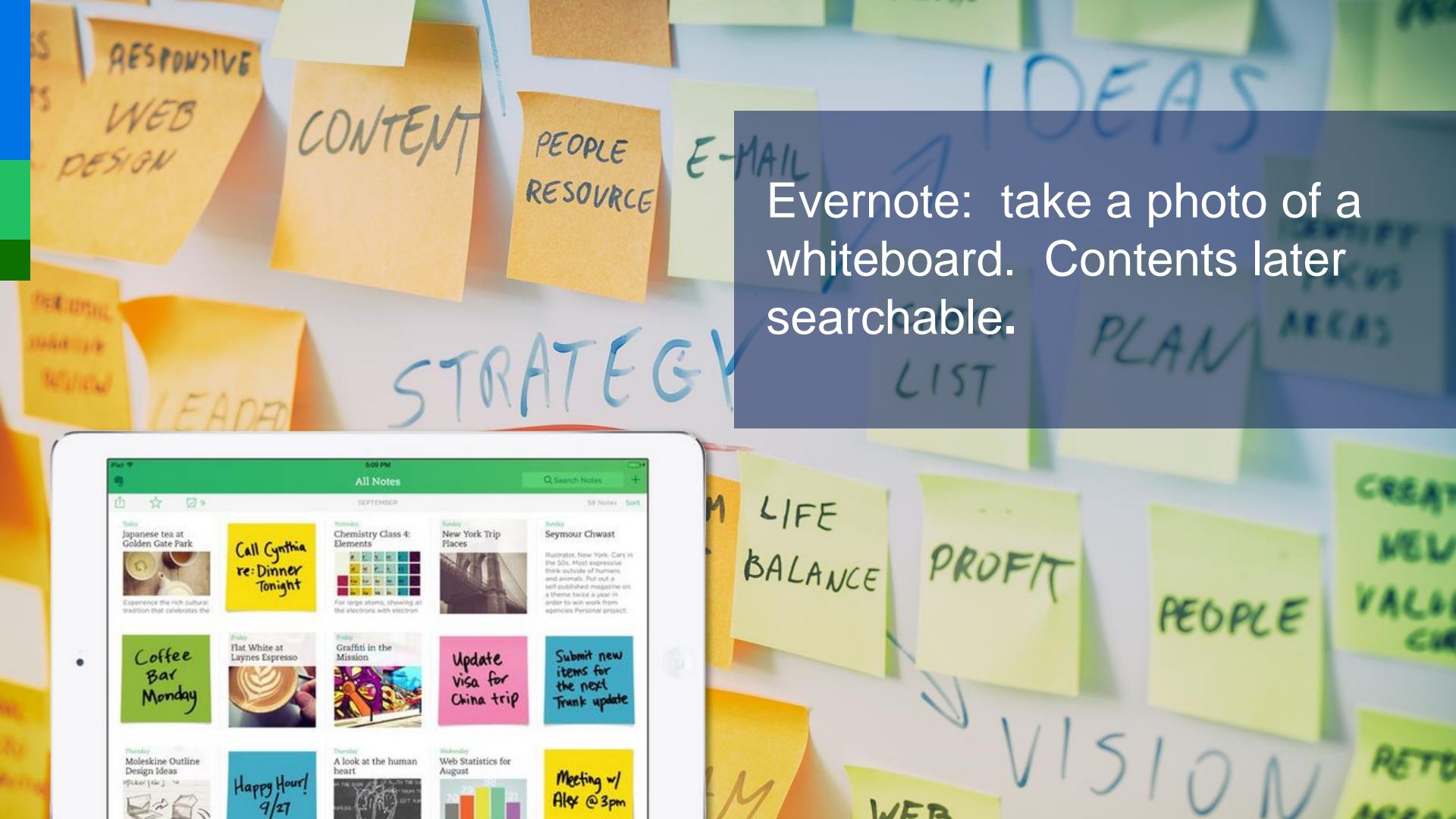
Edison



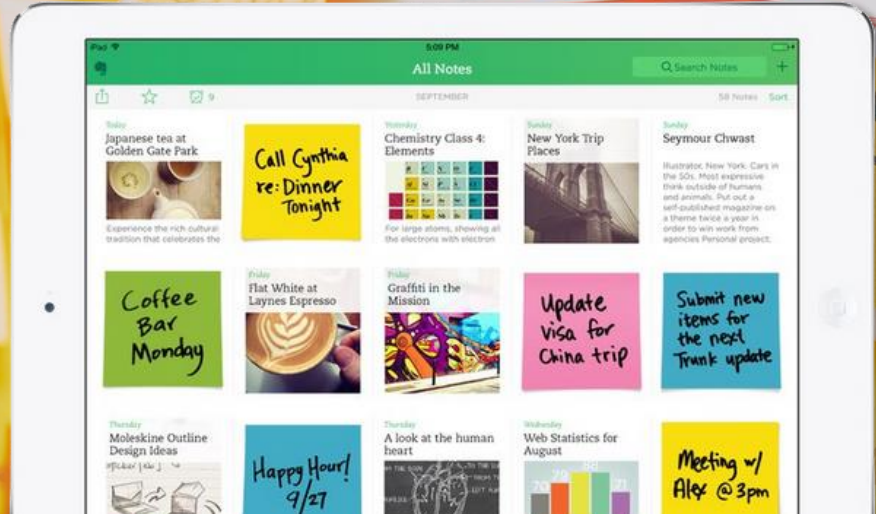



Any sufficiently advanced technology is indistinguishable from magic.

- **Arthur C. Clarke**



Evernote: take a photo of a whiteboard. Contents later searchable.



A scene in a laundry room with a washing machine and a flooded floor. A smartphone in the foreground shows a notification from 'Wally' about water detection. The background shows a white washing machine in a tiled room with water on the floor. A blue semi-transparent box is overlaid on the right side of the image.

Wally: Imagine you're in bed and you get an alert on your phone **saying that water has been detected in your house.**

4:13

Tuesday, March 11



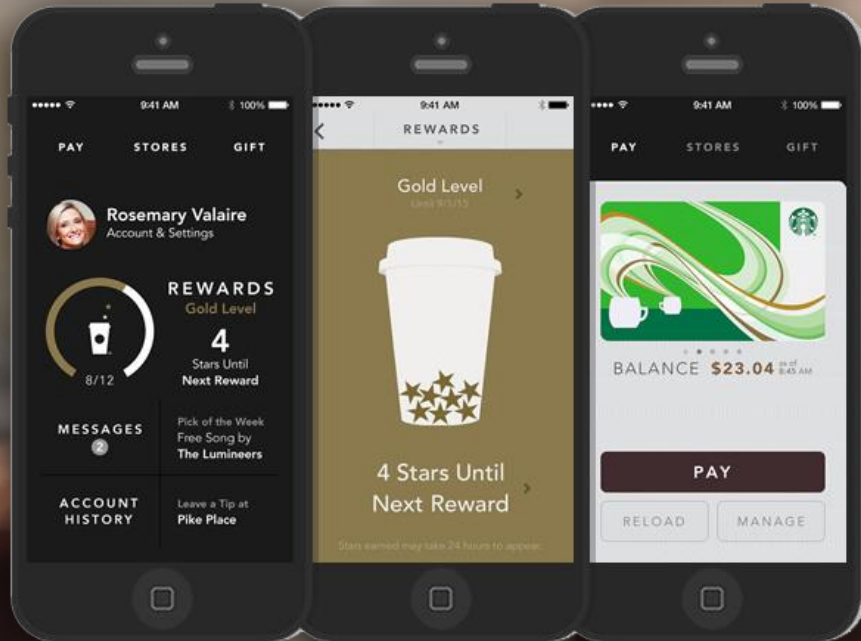
Wally now

Wally detected water from the sensor near the Main Floor Kitchen Dishwasher of Lake House

slide to view


a

You can pick up your drink
in fewer than five minutes
**without having to stand
in line.**





Why can't listing data management be as easy as ordering a coffee?

A close-up photograph of a wooden table with a broken white ceramic cup and saucer. The cup is cracked and tilted, with a small amount of dark coffee inside. The saucer is also broken into several pieces. A silver spoon and a white teabag are scattered nearby. The table surface is stained with coffee. A dark grey semi-transparent box is overlaid on the right side of the image, containing white text.

But the process for listing management is **broken.**



Challenge 1:

Entering into multiple MLSs



Challenge 2:

Sending that same data to franchise systems, internal systems

wantesson_stocks.com/912577


Challenge 3:

Capturing additional data, necessary to run the brokerage but not necessary for MLS



Challenge 4:

Using that same data in a wide variety of systems:
CMA, transaction management tools, marketing systems, etc.

A person wearing a green sweater is sitting at a wooden table outdoors. They are using a tablet computer. To their right is a white coffee cup on a saucer. The background shows green foliage and a warm, golden light, suggesting a sunny day. A semi-transparent dark blue box is overlaid on the right side of the image, containing white text.

What could an easier,
magic software
moment look like?







9:41 PM 100%

X Create Event

At

4	5	8
5	5	9 am
6	:	0
7		0
8		0

Turn my Smart Plug

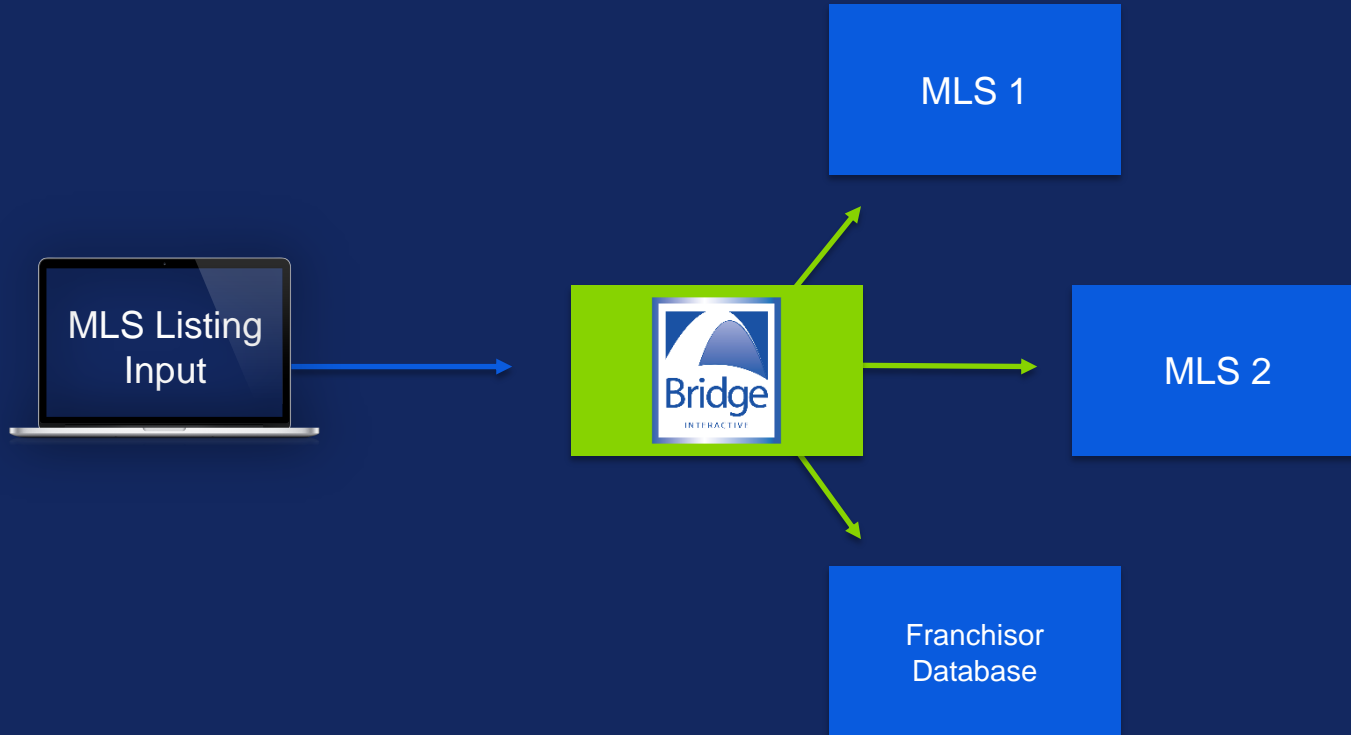
What Could It Look Like?



What could it look like?

- Enter once
- Post MLS and brokerage data simultaneously
- Get listings data when you need it, in one format





My Listings

Incomplete
Active
Past

New Listing

Single Family
Multi Family
Lots & Land
Commercial
Residential
Rentals
Farm

 Required

 Help text

 Error

0%
COMPLETE

Single Family Listing Form

Public Record

Location

Terms

Tax & Legal

Schools

Bed/Bath

Interior

Water

Exterior

Comments

Media

Broker

Let's get started!

Enter the **property address**, **parcel number** or **owner** below to search for any public records associated with your listing. In the next step you can validate that information and choose if you'd like to use it.

SEARCH Support

Auto-saved on Monday, October 5, 2016 at 3:17pm

Save as Withheld

Save as Incomplete

My Listings

- Incomplete
- Active
- Past

New Listing

- Single Family
- Multi Family
- Lots & Land
- Commercial
- Residential
- Rentals
- Farm

 Required

 Help text

 Error

96%
COMPLETE

Single Family Listing Form

123 Main Street
Cityville, CA 01234

Public Record Location Terms Tax & Legal Schools Bed/Bath Interior Water Exterior Comments Media **Broker**


BROKER INFORMATION

What will you need for your open house?

- Lock box
- Signage
 - Premium signage
 - 3 signs
- Postcards
- Brochures
- Business cards

Where would you like your listing published?

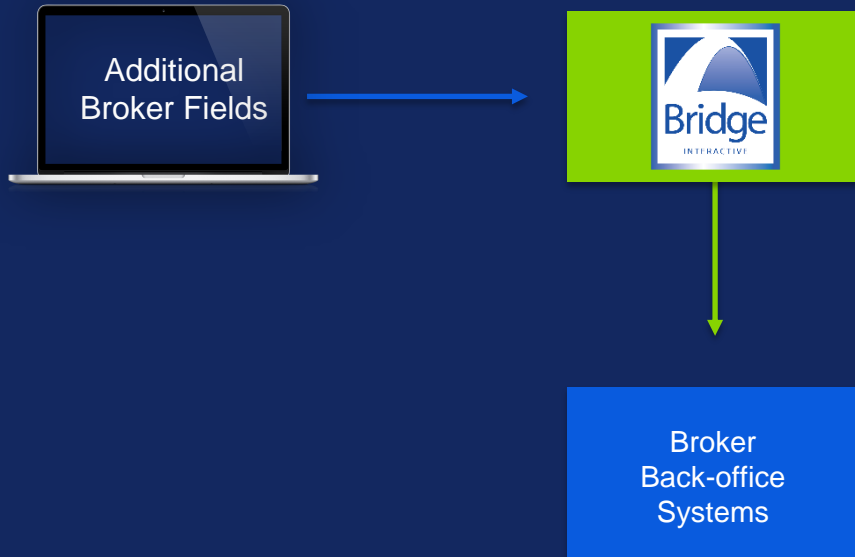
- Newspaper
 - 6 months
- Online real estate site
 - 6 months
- Local magazines
 - How many months?

 Support

Auto-saved on Monday, October 5, 2016 at 3:17pm

Save as Withheld

Save as Incomplete





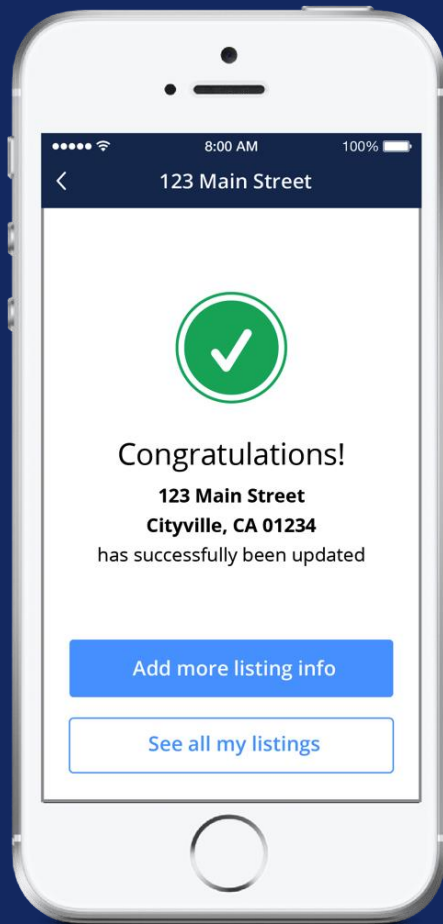
Mobile update



MLS 1

MLS 2

Broker
Back-office
Systems





Getting your data back from the MLS

Getting Your Data Back from the MLS



RE/MAX of Michigan: Problem

- *89 RE/MAX offices across the state of Michigan*
- *18 MLSs with different systems and formats*
- *Reduce the overhead of managing these feeds*

Getting Your Data Back from the MLS



Building an Ecosystem of APIs

ASSESSOR FILE

Total 2015 Value: 264,500

Total 2016 Value: 273,000

Parcel: 068548793263

Owner: Jane Doe

Site Address: 1610 Main Street

ASSESSOR FILE

Total 2015 Value: 287,300

Total 2016 Value: 299,700

Parcel: 0698545625

Owner: Fred Smith

Site Address: 980 Juniper Court

DEED TRANSFER FILE

Sale Date: October 3, 2016

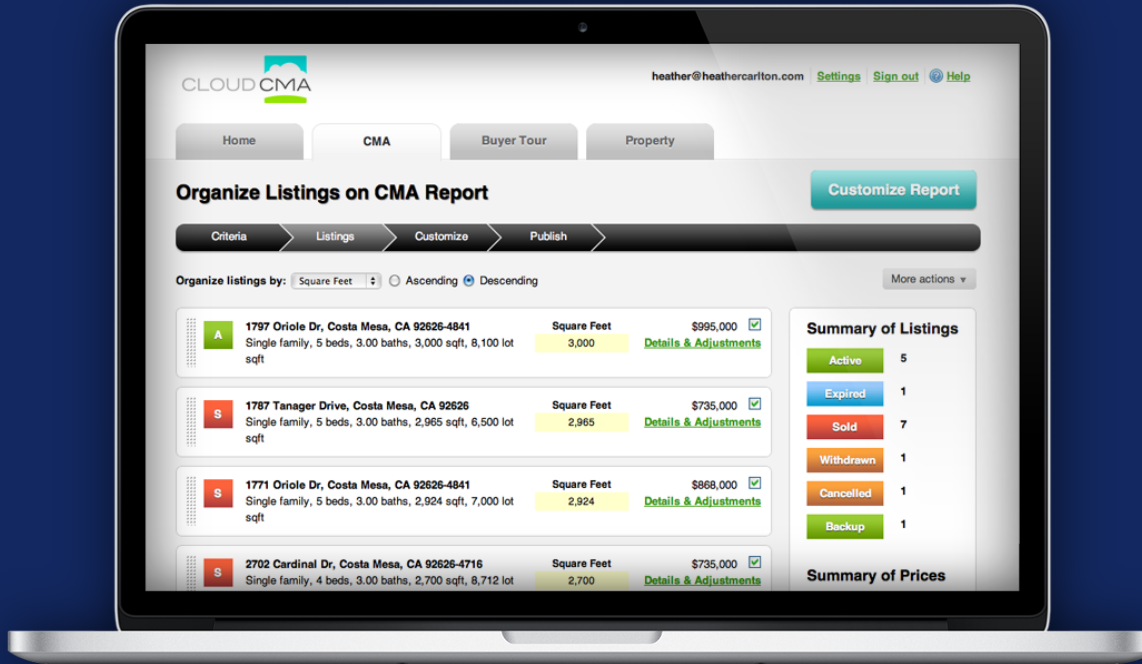
Sale Price: 242,000

Parcel: 0589769324

Owner: James Jones

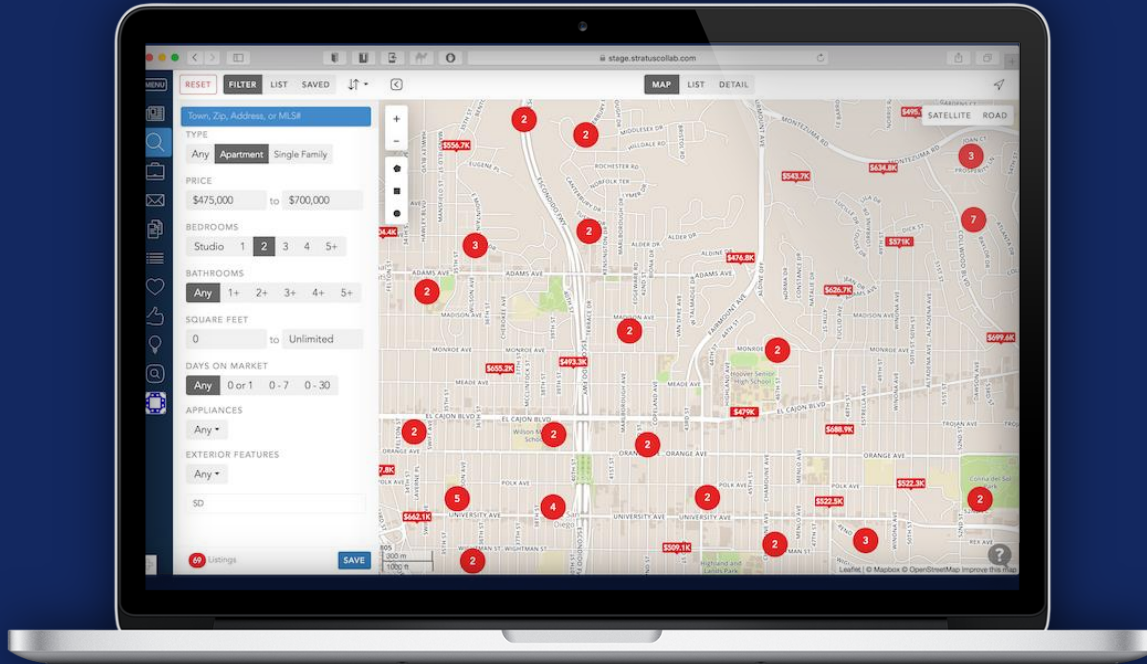
Site Address: 5632 Main Street

Real-World Applications: Retsly



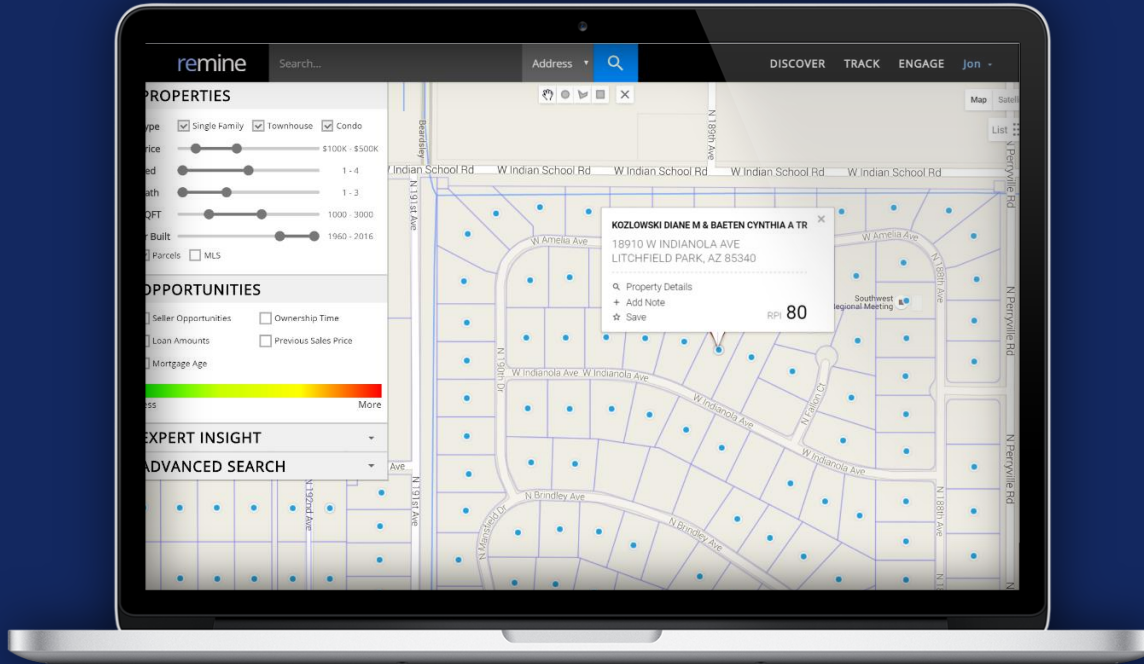
Cloud CMA

Real-World Applications: Retsly



Stratus
Rapattoni

Real-World Applications: Retsly



REMinE

Building an Ecosystem of APIs

The screenshot shows a professional profile for Lauren Berry, a Broker Associate at WK Real Estate. The page includes a navigation menu, a header with the company logo, and a main content area with a photo, contact details, and office information. A Zillow review is featured at the bottom, highlighting the agent's responsiveness and local knowledge.

WK REAL ESTATE

SEARCH SERVICES COMMUNITIES COMMERCIAL OUR BROKERS ABOUT US CONTACT US

Home > About Us > Lauren Berry

Lauren Berry

Broker Associate

CONTACT ME
Direct: 303.868.4445
Email: lberry@wkre.com

MY OFFICE
4875 Pearl E. Circle, Suite 100
Boulder, CO 80301

Make Preferred Realtor®
Send to a Friend

Email Me
Website

About Me Testimonials Documents & Links **Reviews on Zillow**

PROVIDED BY Zillow

Provided by Zillow

09/17/2016 - tthompson068
Bought a Single Family home in 2016 for approximately \$275K in Montebello, Denver, CO.

Highly Recommended ★★★★★

Local Knowledge ★★★★★☆
Process Expertise ★★★★★
Responsiveness ★★★★★

"My fiancee and I worked with Lauren after another real estate agent referred us to her based on the area we were looking to buy a home in. She was extremely responsive and friendly - as a first time ..."

tthompson068

There's more data we can offer you:

- **Reviews** – take your Zillow and Trulia reviews and put them on your website
- **2.2 million reviews**

Building an Ecosystem of APIs



There's more data we can offer you:

- Zillow Group Tech Connect Leads API
- *60+ technology partners!*

Building an Ecosystem of APIs


The screenshot shows a real estate website interface. At the top, there are logos for Berkshire Hathaway HomeServices and Fox & Roach, REALTORS. Navigation links include 'Sign Up', 'Sign In', and 'Home Pilot'. A search bar is present with the text 'SEARCH FOR HOMES'. Below the search bar, there are links for 'AGENTS & OFFICES', 'EXPLORE COMMUNITIES', and 'CAREERS'. The main content area features a 'Market Report for:' section with the address '10604 176th Ct NE, Redmond, WA 98052' and details '4 beds | 3.0 baths | 2,820 sq.ft.'. To the right, there is a form to 'Get this report monthly - straight to your inbox' with fields for 'First Name', 'Last Name', and 'Email Address', and a 'Subscribe' button. Below the form, the section is titled 'Estimated Values' with a disclaimer: 'The values generated here are based on automated computer modeling from public records and may not represent the true value of the home.' A large image of a residential street is shown. In the foreground, two circular callouts display estimated values: '\$924,328' (Range: \$878,112 to \$970,544) and '\$924,328' (Range: \$790,240 to \$1,005,760). The callouts are powered by RPR and Zillow.

There's more data we can offer you:

- Zestimate API
- 101.6M Properties Covered
- 5.4% Median Error Rate

Building an Ecosystem of APIs

Home Facts by Data Source ×

	ALL SOURCES COMBINED 	COUNTY RECORDS Visit county website
Beds:	3	2
Baths:	2.5	1.0
Sqft:	2,519	1,440
Lot:	2,519 sq ft / 0.06 acres	2,519 sq ft / 0.06 acres
Type:	Single Family	Single Family
Year Built:	1900	1900
Last Sold:	Aug 2004 for \$60,000	--
Parking:	Off street	--
Cooling:	Central	Central
Heating:	Gas	--
Fireplace:	No	--
Days on Zillow:	10	--

There's more data we can offer you:

- **Zillow Group Public Records**
 - **Assessment (Tax Roll) Coverage**
 - **3142 Counties 100% US Population**
 - **Deed (Transactions) Counties**
 - **2411 Counties 96% US Population**

Building an Ecosystem of APIs



There's more data we can offer you:

- **Zillow Group Traffic Metrics API**

- *Ave. listings per day*
- *Search result impressions*
- *Full listing views*
- *Leads delivered*

Solving Problems, Helping with Efficiency, Adding Flexibility



We can help solve your listings input problem



We can help solve your listings access problem



We can provide you with further data sets

Why We're Doing This



We want to utilize the valuable infrastructure already in place

allowing brokers to focus on recruiting and retaining great agents, and growing your business.



Partners who have efficient business practices make more money

and, in turn, can invest in things like marketing and advertising.

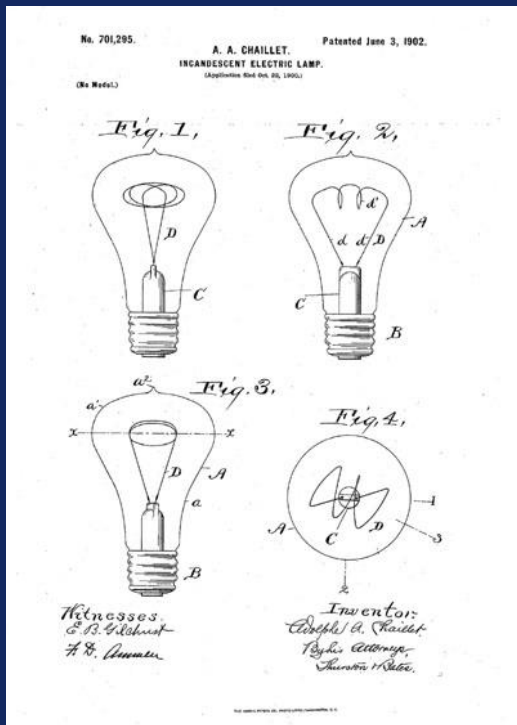


We as an industry need to fix this



June 1901 - Livermore, California

The Shelby Electric Company



Adolphe Chaillet, c. 1890



115 years -- over 1 million hours



PHOEBUS CARTEL



1000 Hours!



“Turn on the Lights”



Thank you!

 curt@zillow.com

