

**It's unbelievable how much  
you don't know about the  
game you've been playing  
all your life.**

*Mikey Mantle*





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HATTEBERG  
10

Budweiser

xfinity

SILVERADO

DOWN TO BUSINESS

PACK 4  
5:50

**The Numbers Never Lie.**

**Just Need to Understand  
What They're Telling Us!**



# *The Good, The Bad,* *& The Ugly*

~~50~~ **Lessons from Joining  
46 MLSs in 80 Months**

**But First....**

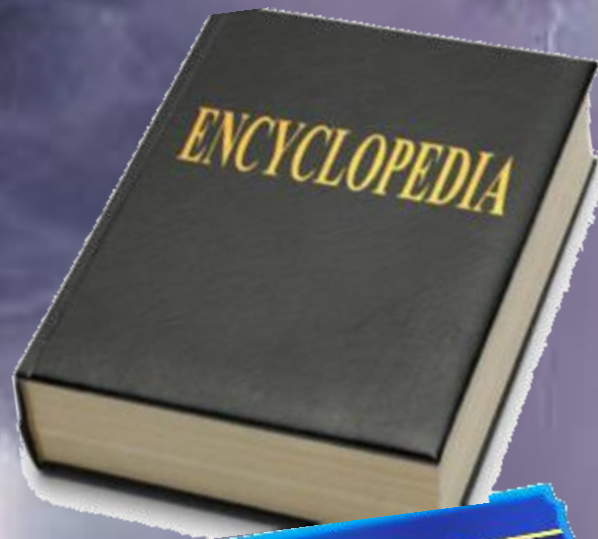
# ***Context***

***(as in “Why Did You Join  
All Those MLSs?”)***









**BLOCKBUSTER**



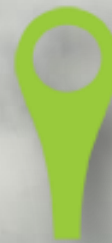


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Realtors®**

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and Gardens  
REAL ESTATE







U B E R

amazon

airbnb

instacart

SHIPT<sup>SM</sup>



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# Real Estate Brokerages

*Shifting Gears...*

# Real Estate Brokerages

## *The Infantry Model*

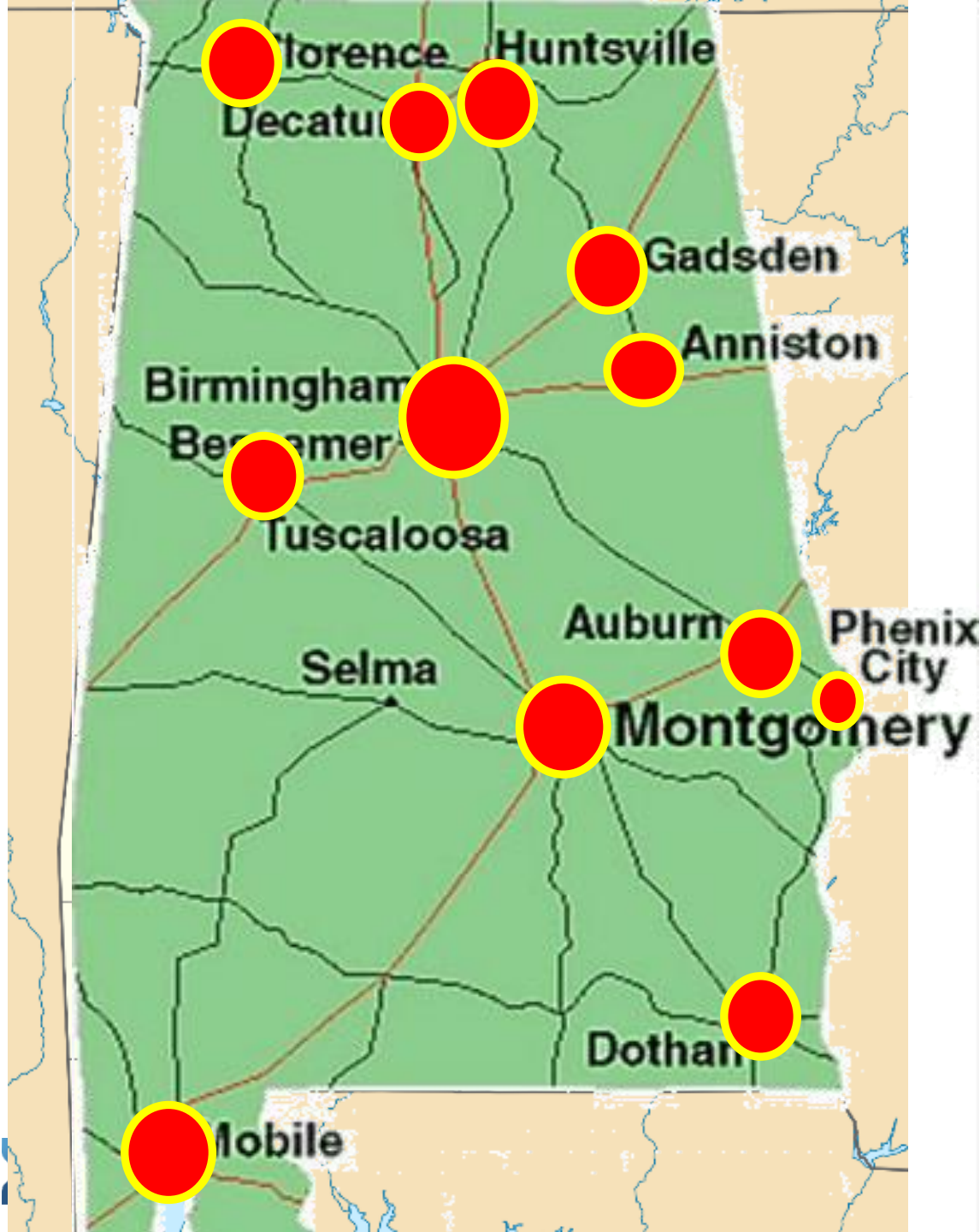




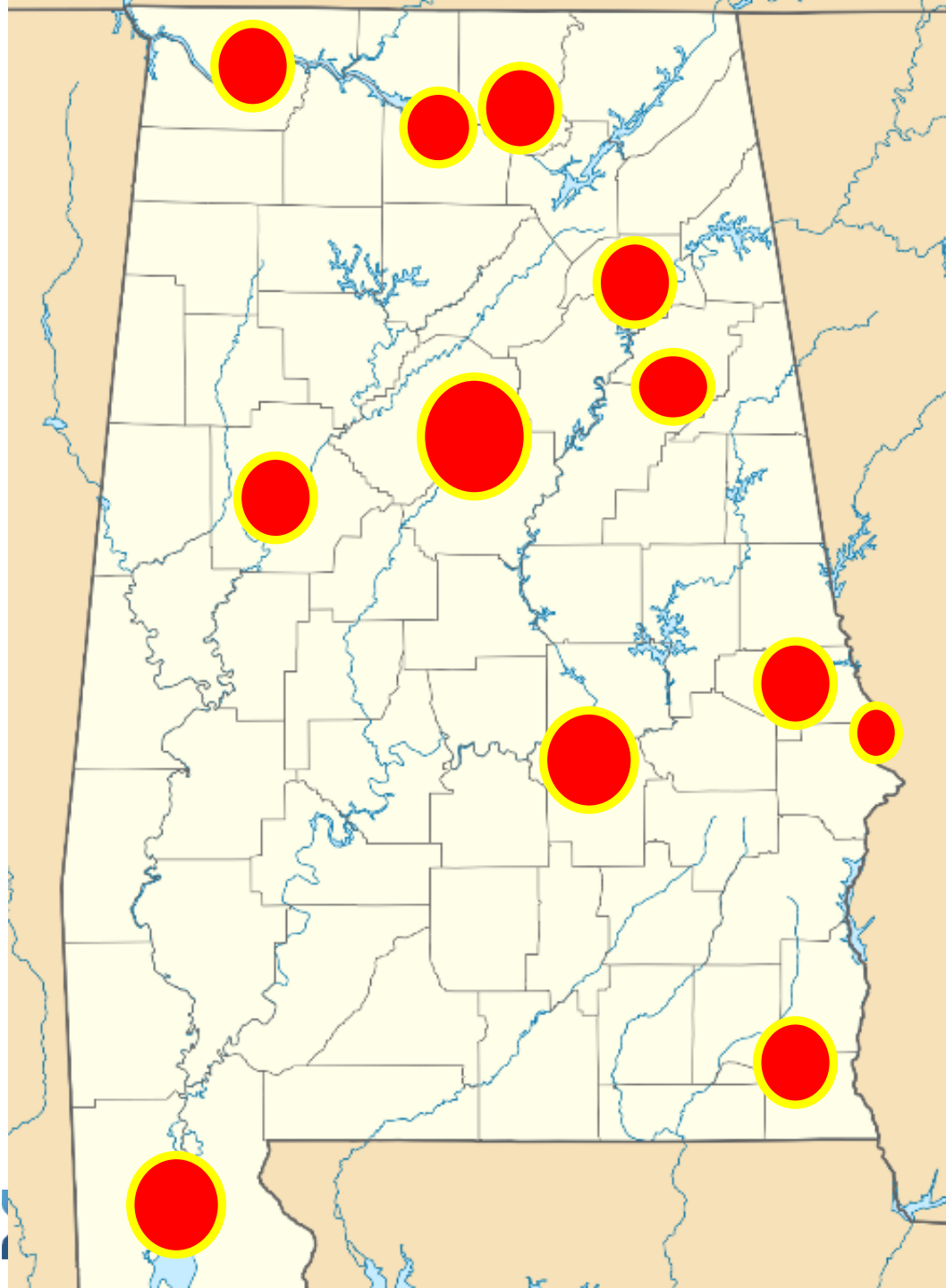


# Real Estate Brokerages

## *Fighting Over Cities*



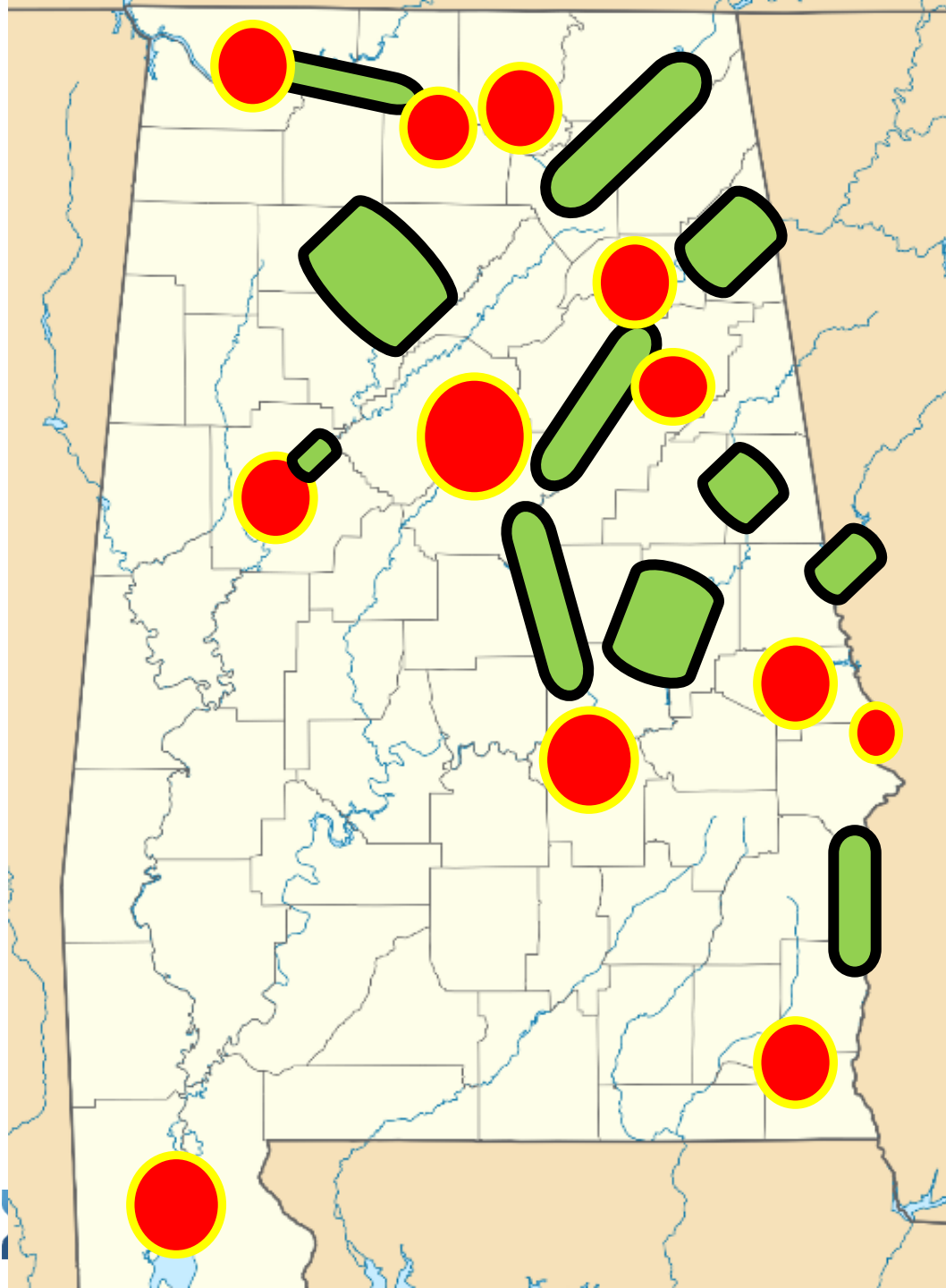
***Brokerages:***  
**Focused in**  
**Areas with**  
**the**  
**Most Homes**  
**and, in turn,**  
**Most Agents**



# Where is the Lake Real Estate?



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# Where is the Lake Real Estate?

# Lake Real Estate

*Hard to Find, Buy, Sell*



Buyers

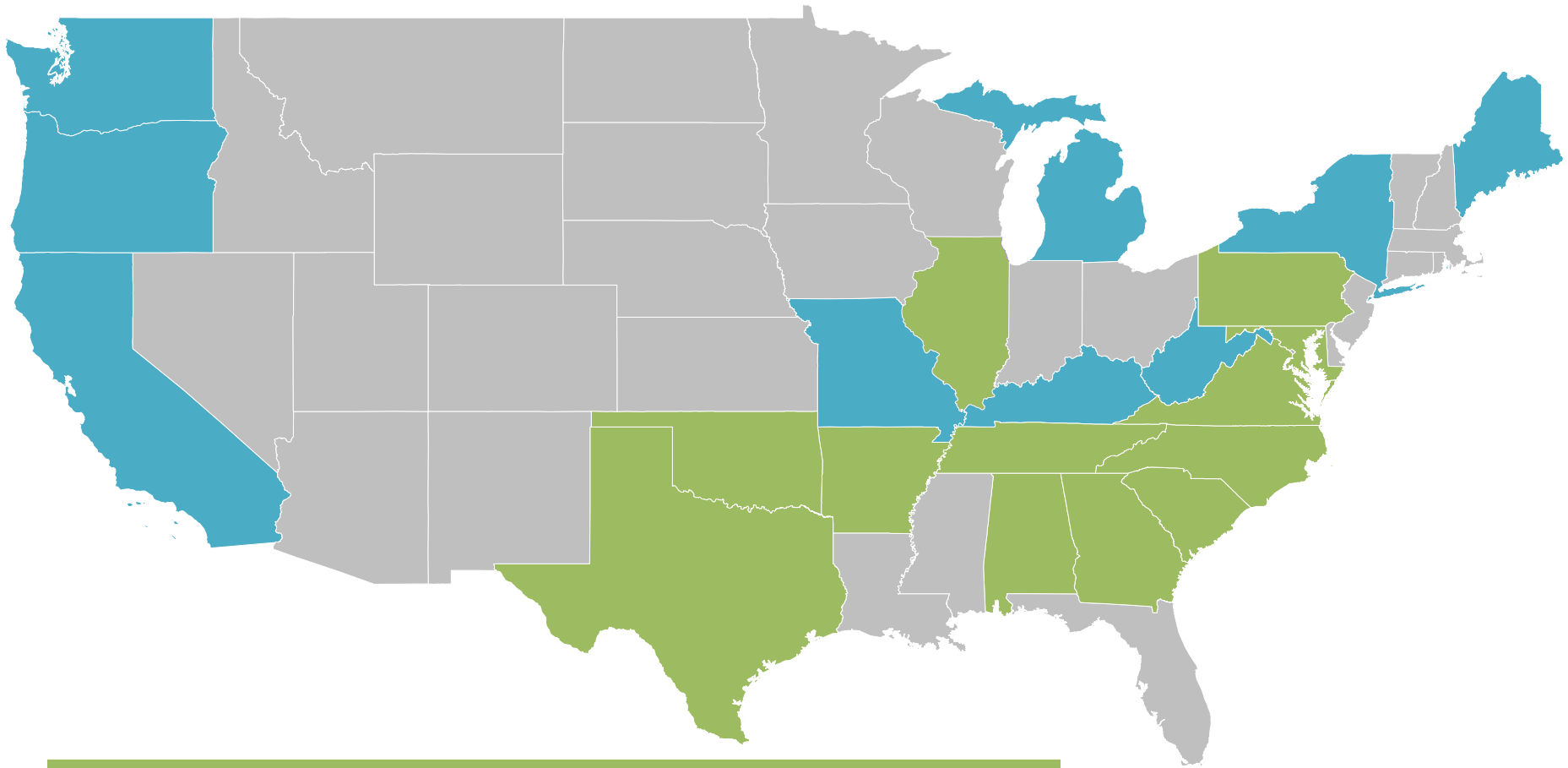
*Hard to Find  
a Lake Home*

Agents

*Hard to Find  
Buyers*



# Existing and Future Footprint



**Current & 2016 States**

**Candidate States for 2017**



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# Lessons

from Joining

~~50~~  
46 MLSs in 80 Months

# Mix of Urban, Suburban, and Rural Markets

# LakeHomes.com

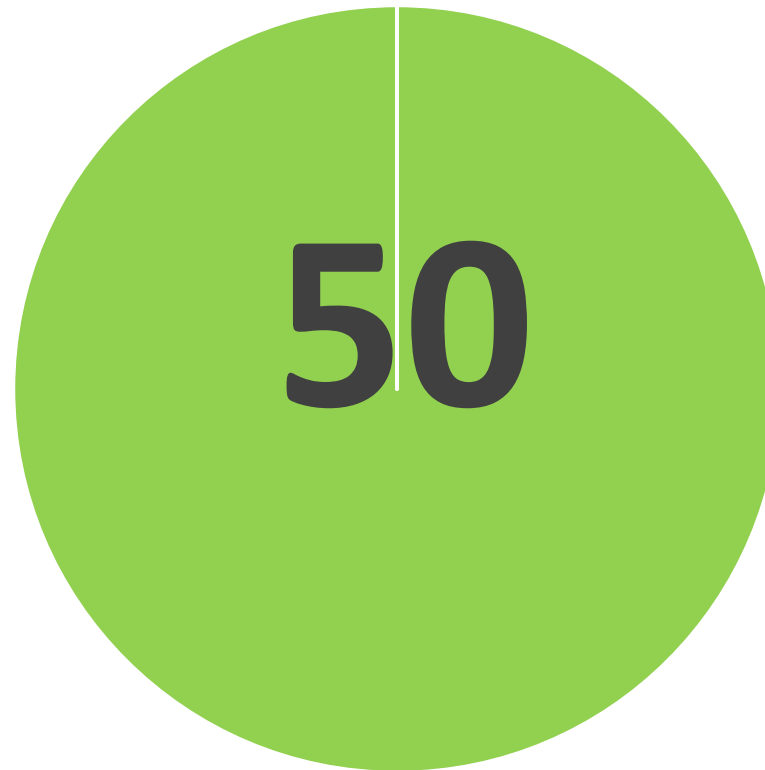
- **50 MLS Feeds**
- **10 States**
- **291 Lake Markets with Property for Sale**

# LakeHomes.com

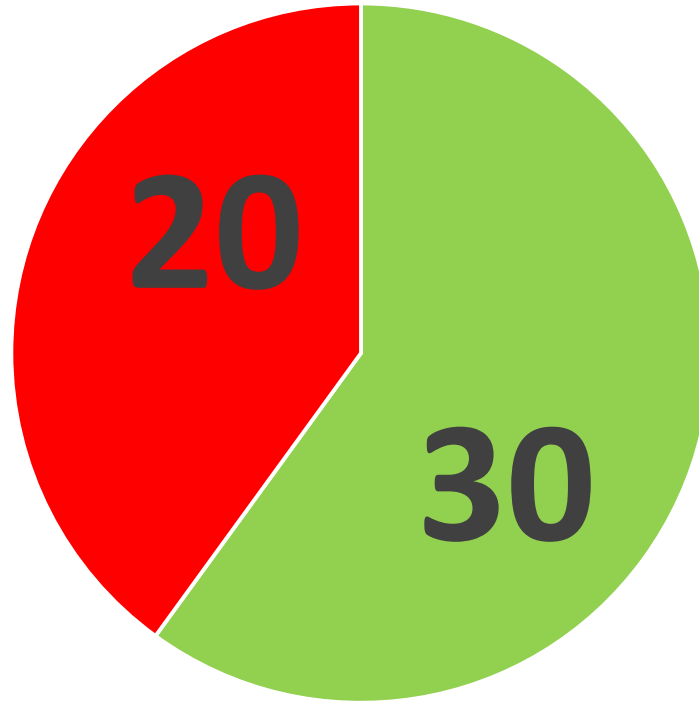
**As of Oct 15, 2016:**

- **41,483 Listings**
- **Inventory of  
\$13,516,773,182**

# MLS Memberships / Data Feeds



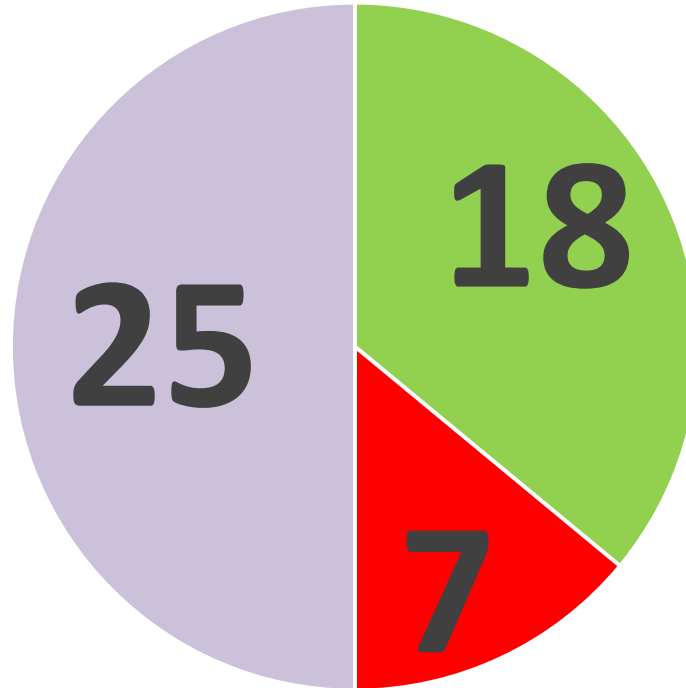
# Responded to Our Emails



■ Response

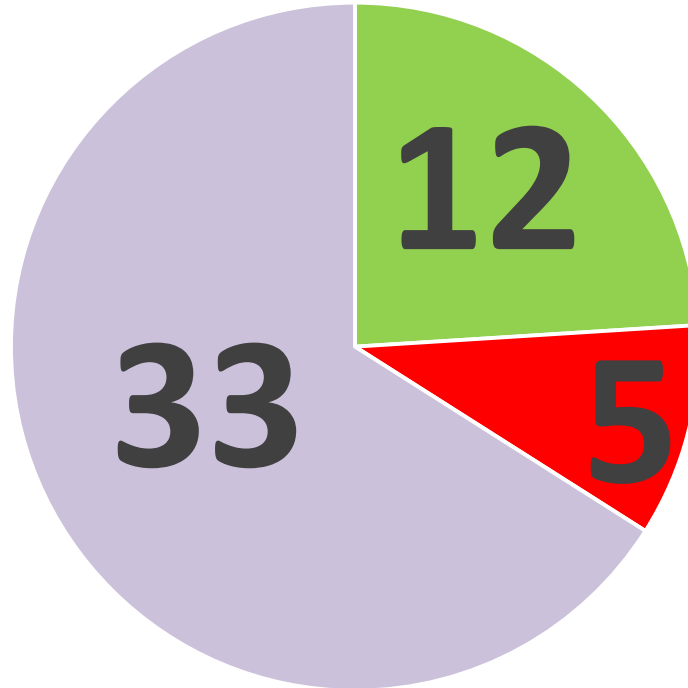
■ No Response

# “Sold” Data Available



■ Yes ■ No ■ No Response

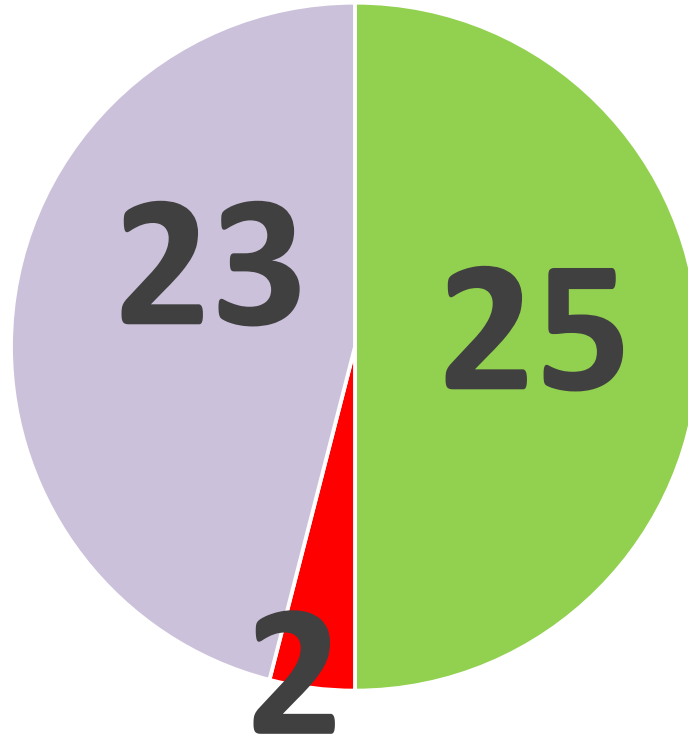
# “Pendings” Data Available



■ Yes ■ No ■ No Response



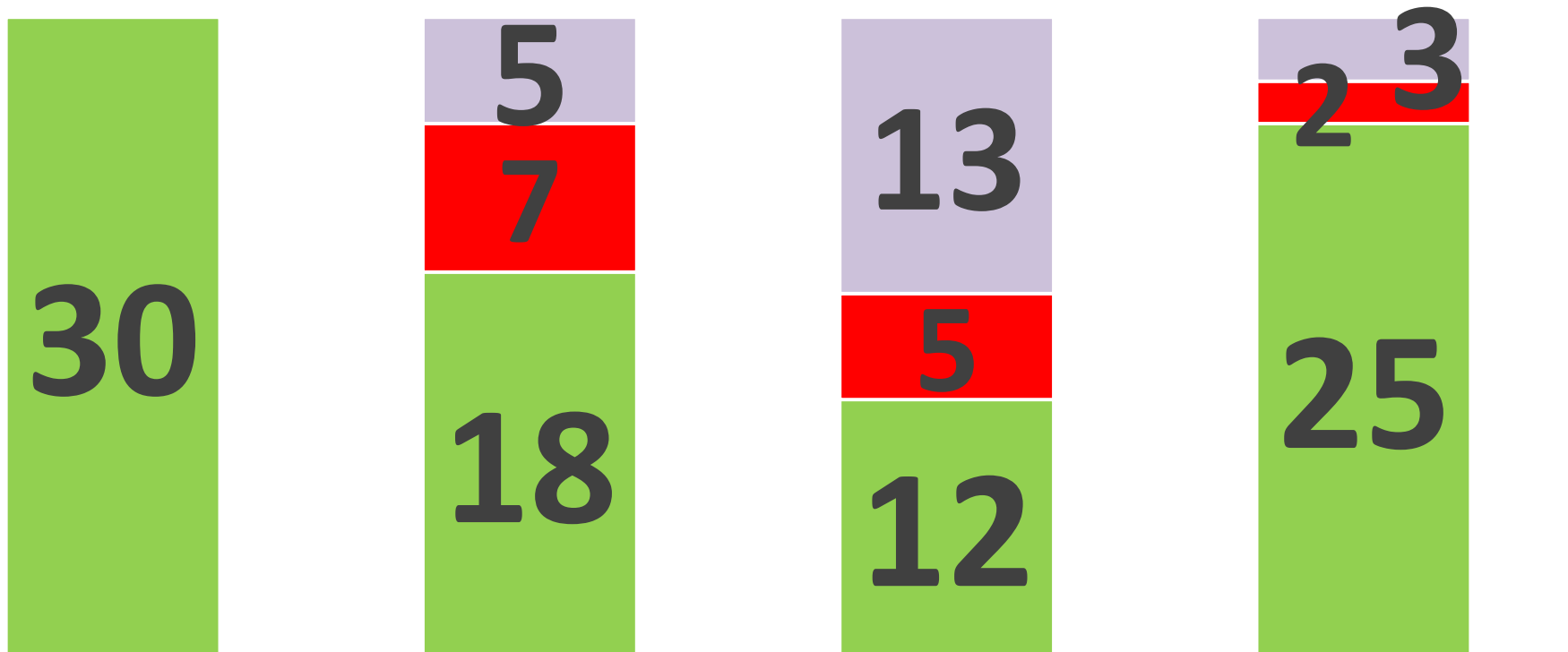
# RESO Data Dictionary Certified



■ Yes ■ No ■ No Response

# The 30 Responding MLSs

■ Yes ■ No ■ No Answer



Active

Sold

Pending

Certified

# All 50 MLSs

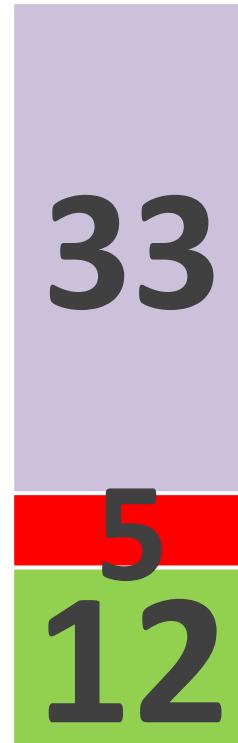
■ Yes ■ No ■ No Answer



Active



Sold



Pending



Certified

**VERY HARD for  
any MLS to  
Compare Its  
Service to Others**





# Grass Roots - Personally

- 55,000 Miles in a Car
- 163 Hotel Nights
- 350+ In-Depth Meetings
- 350+ Additional Meetings

*The Good,*

**The Bad,**

*& The Ugly*



# The Good

- There are Service-Minded MLSs
- RESO Data Dictionary Certification “appears” to Have Buy-In
- Almost All MLSs Have Quality Data

# The Bad

- **SOLD** Data in Feeds is **NOT** Commonly Available
- **Specialized Data Field Usage** is **Very Inconsistent**

# The Bad

- **Some MLSs getting “Left Behind”**

They appear Unaware... *or*  
*Don't Care*

# *The UGLY*

- Some MLSs Are **Unresponsive** to Members
- Some Rural-Area MLSs Commonly are **Data Isolationists**

# *The UGLY*

- **A Few MLSs Operate to Fund Staff, Parties, & Trips**
- **Two MLSs Issue “Policy” Fines in Direct Conflict with Laws & Regulations**

# OVERALL

- More Good than Bad/Ugly
- With Time, We're Typically Treated Professionally.
- Consumers want MORE data. This is OPPORTUNITY!

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