

Brokers, Data and Standards

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CEO, Moxi Works

October 25th, 2016

Agenda

- Background
- Why standards matter to brokers
- Choose a platform
- It's your data
- Futureproofing

Who is Moxi Works?

- Real estate technology company in Seattle
 - 55 employees
- Brokerage platform
 - 5% of US volume
 - 50 brokerage customers
 - 50,000 agents using our products
- Created by Windermere Real Estate
 - Spun out 5 years ago
 - Now owned by Windermere and Long & Foster
- Software knowledge, brokerage DNA

Who is Windermere?

- 45 year-old Seattle real estate brokerage
- 6,000 agents
 - \$138,000 average GCI in 2015
 - 12 states, 300 offices: Alaska to Cabo, Colorado to Hawaii
 - 57 MLSs
- Early adopter of technology
 - First brokerage website – January 1995
 - Spun Moxi Works out after building internal tech

Support for Standards

- Developed IDX
- Founding RESO member company
- Senior staff member on R&D and Payload committees
- Integrate data from 150+ MLSs

Hope Springs Eternal

**Insanity: doing the same
thing over and over again and
expecting different results.**

Albert Einstein

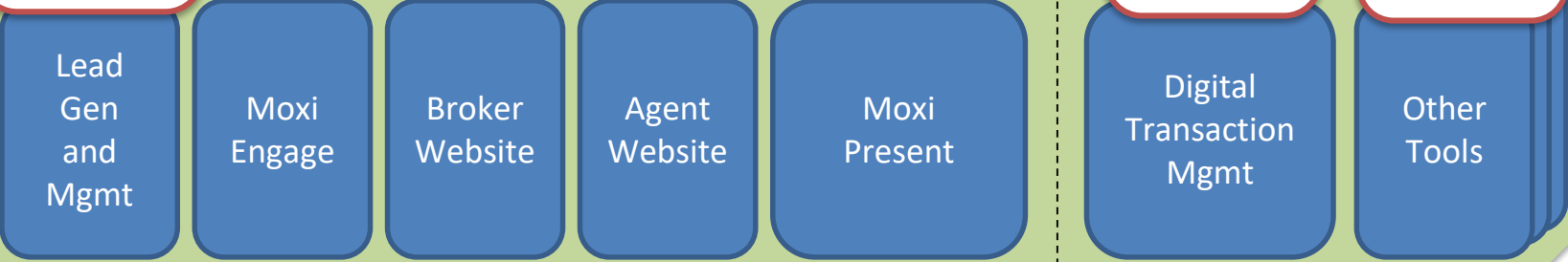
Why Standards Matter

- **Better for vendors**
 - Dramatically reduced development expense
 - Talent applied to innovation, not data movement
 - Shorter path to integration
- **Better for you**
 - Cheaper, better tech sooner
 - Ability to integrate tools from multiple vendors
 - Control of your data

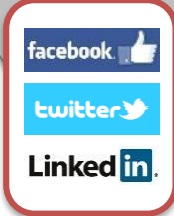




Sales Discipline



Moxi Works Platform



REAL ESTATE TECH-scape

BUYERS

SELLERS

Buyer Search / Discovery Tools

Collaborative Search

Buyer Education Platforms

Agent Search

FSBO

Traditional Franchisors

Online Brokerages

Buyer Workflow

Online Mortgage Platforms

Transaction Management

e-Signature Platforms

e-Form Generators

Inspection Management

Moving Services

Homeowner Tools

Tour / Showing Tools

3D Modeling Tools

Listing Syndication

Agent Referral Marketing

Email Marketing

CRM / Lead Management Solutions

Market Data & Research Tools

Broker Backoffice / Infrastructure

Website & App Creation / Optimization

MLS / Listings Technology



Denotes public company

Denotes VC-funded company

Denotes acquired company





MARKETING EXPERIENCES

Mobile Marketing

IMMOBI LEADBEAT o d d l p i e g n e o
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Display & Native Ads

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Video Marketing & Ads

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Search & Social Ads

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Communities & Reviews

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Email Marketing

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Influencer Marketing

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Social Media Marketing

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Events & Webinars

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Customer Experience/VoC

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Loyalty/Referral/Gamification

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Personalization & Chat

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Testing & Optimization

Google Analytics Testing
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Interactive Content

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Content Marketing

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Creative & Design

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Sales Enablement

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Audience & Market Data

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Channel/Local Mktg

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Asset & Resource Mgmt

Asset Management
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Call Analytics/Management

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Team & Project Mgmt

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Vendor Data/Analysis

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MARKETING OPERATIONS

Performance & Attribution

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Dashboards/Visualization

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Web & Mobile Analytics

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BI, CI & Data Science

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MIDDLEWARE

Data Management Platforms/Customer Data Platforms

Customer Data Platforms
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Tag Management

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Cloud Integration/ESBs

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BACKBONE PLATFORMS

Platform/Suite

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Marketing Automation/Campaign & Lead Mgmt

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Web Content/Experience Management

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E-commerce

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INFRA-STRUCTURE

Databases & Big Data

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Mobile App Dev & Marketing

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Marketing Environment

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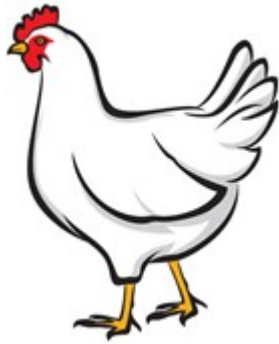
The Importance of Time to Market



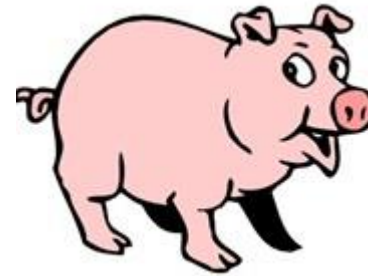
If you think you can take your time going to market, think again.



Industry Roles



MLS
Associations



Brokers
Agents

It's Your Data

- Brokers take the risk
- The most important asset in your business
- Give agents a safe place to put their data
- Be proactive – get involved
 - Your MLS
 - Your Association
 - Upstream





What Are You Doing With Your Data?

- Do you have a single platform to put it in?
- Have a strategy or chasing shiny objects?
- What are your most important applications?
- Are you encouraging your agents to put their data in your platform?



Virginian-Pilot.

THE NORFOLK LANDMARK.

NORFOLK, VA., TUESDAY, APRIL 16, 1912. FOURTEEN PAGES.

14

OVER FIFTEEN HUNDRED SANK TO DEATH WITH GIANT WHITE STAR STEAMER TITANIC

Horrible Disaster Greatest In Marine History of World

Floating Host In Collision With Iceberg Early Yesterday Morning Off New Foundland Banks

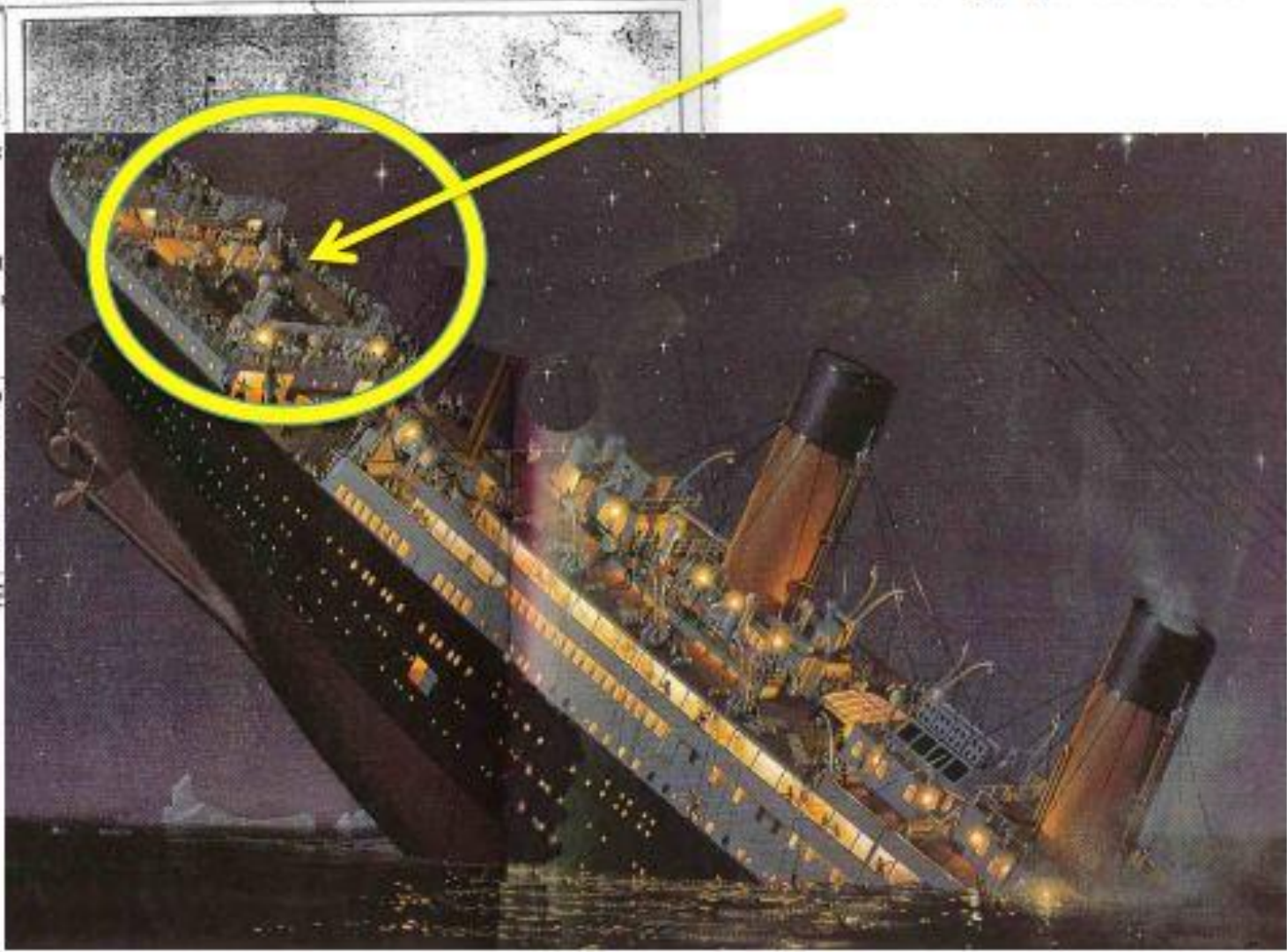
VESSEL REMAINED AFLOAT FOUR HOURS AFTER CRASH

Men of World-Wide Prominence Among First Class Passengers—Gay New York Start- led By Awfulness of Disaster

866 PASSENGERS RESCUED

Special Agent of the Virginia Steamship Company, who was on board the Titanic, says that the vessel was struck by an iceberg on the night of April 14, 1912, and that she sank on the morning of the 15th. The vessel was carrying 2,204 passengers and crew, and it is estimated that only 866 were rescued. The vessel was carrying 350 first class passengers, 280 second class, and 574 third class. The vessel was carrying 1,500 tons of coal, and it is estimated that only 100 tons were saved. The vessel was carrying 1,500 tons of coal, and it is estimated that only 100 tons were saved. The vessel was carrying 1,500 tons of coal, and it is estimated that only 100 tons were saved.

How many lives were saved is still a matter of debate. Some estimates range from 700 to 1,000. The exact number is still unknown.



Rearranging the chairs?

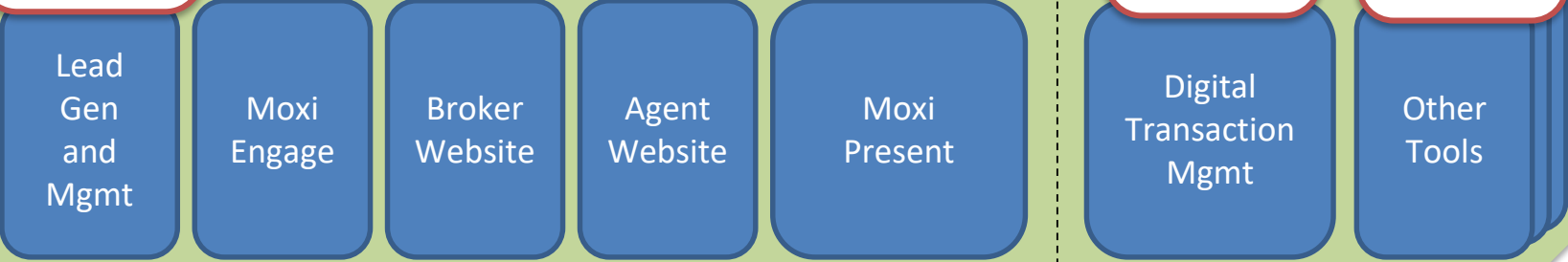
Futureproofing

- Evolving standards
- New data types
- Upstream

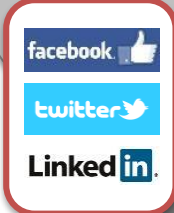
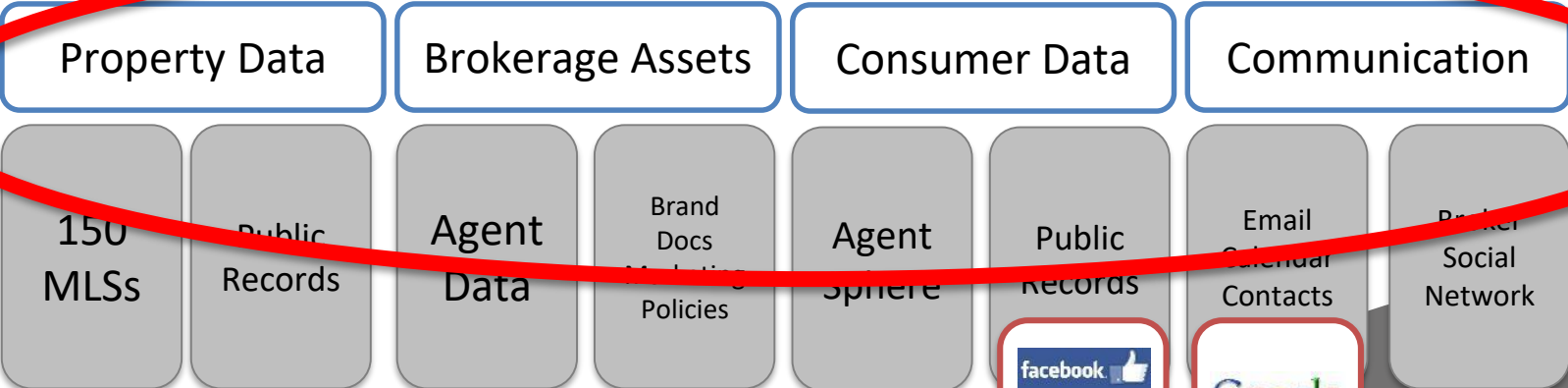




Sales Discipline



Moxi Works Platform



Three Takeaways

1. Support data standards
2. Outsource and pick a platform
3. Control and use your data

Brokers, Data and Standards

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