



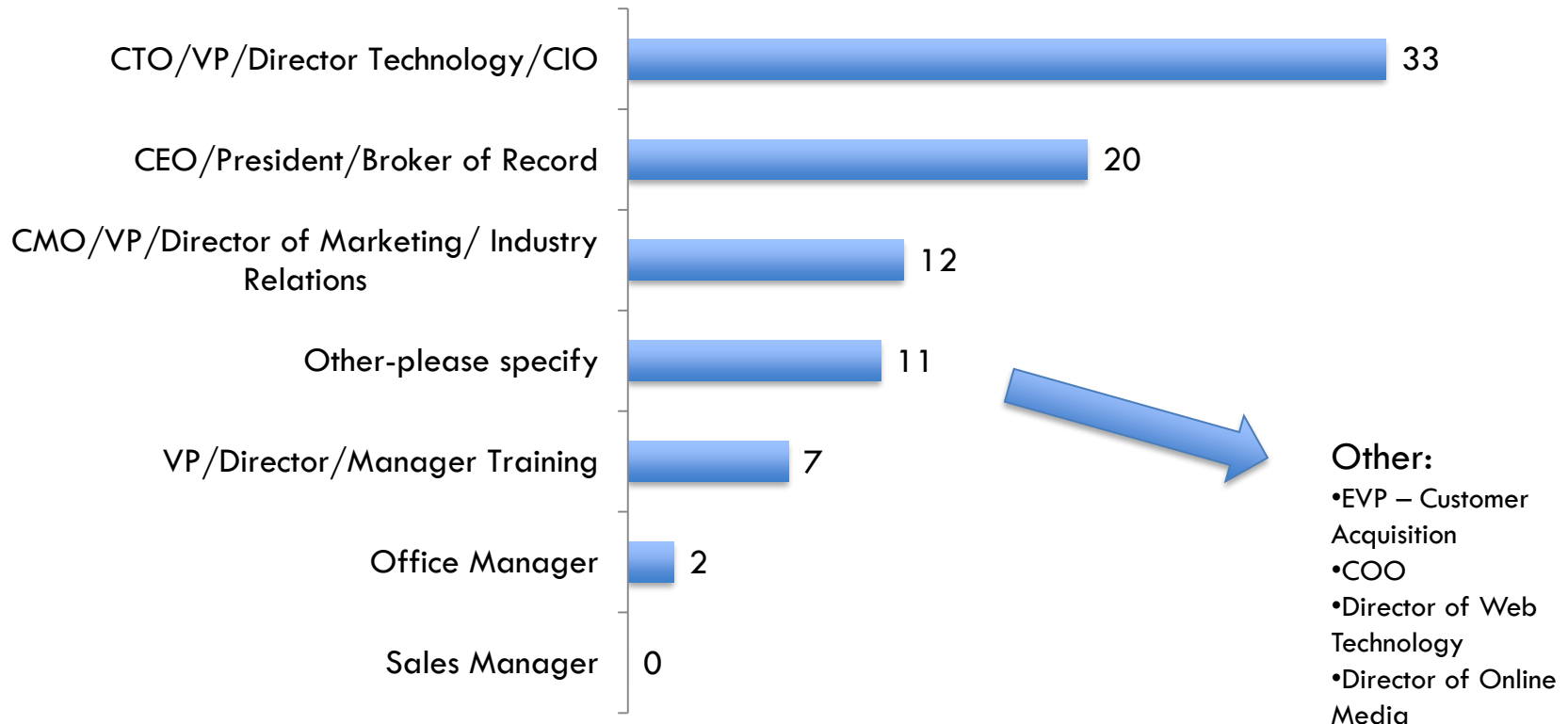
2018 RESO Broker Survey

78 Respondents



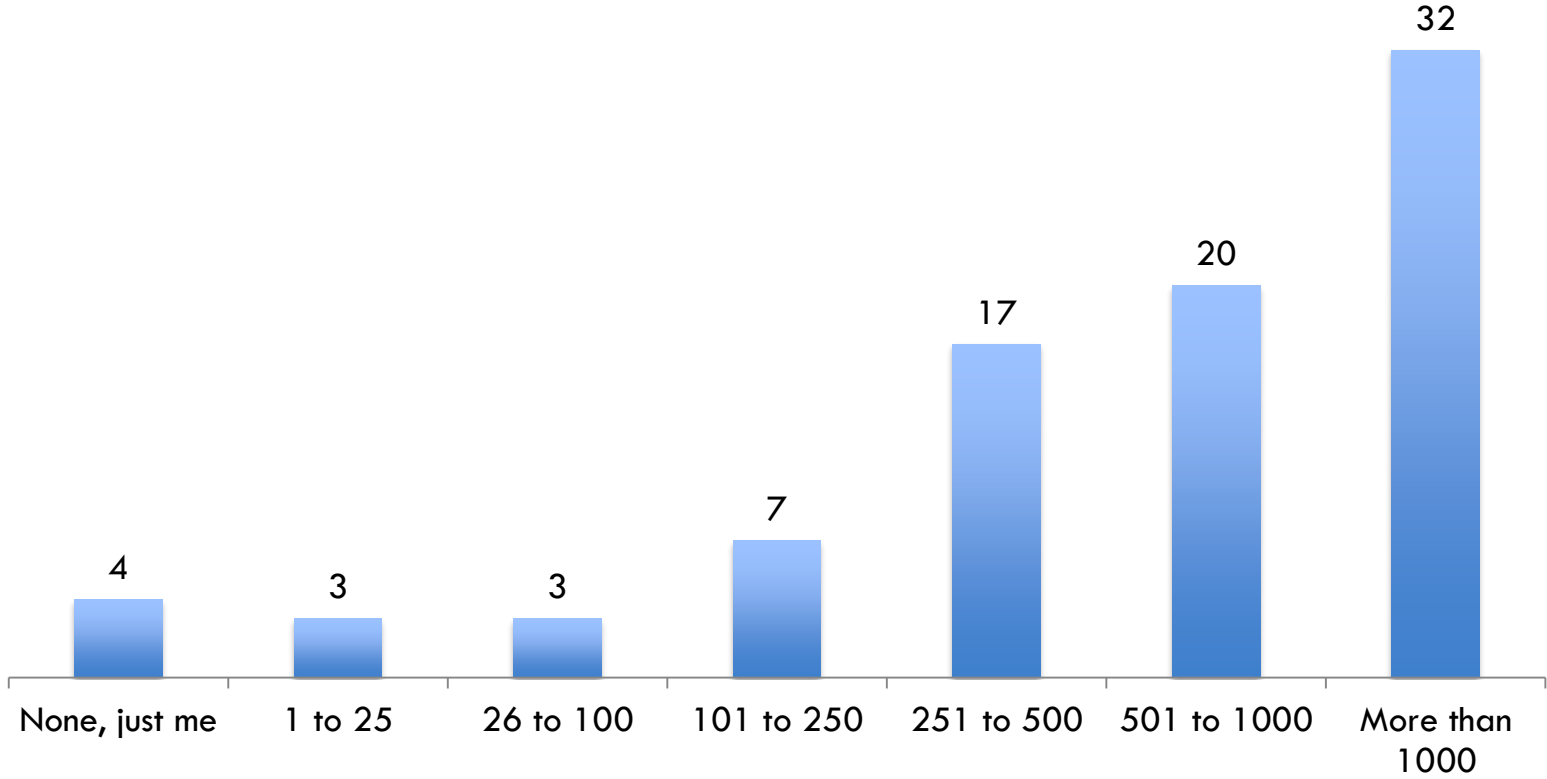
CTO/Owner Responses Primarily

What is your role/title?



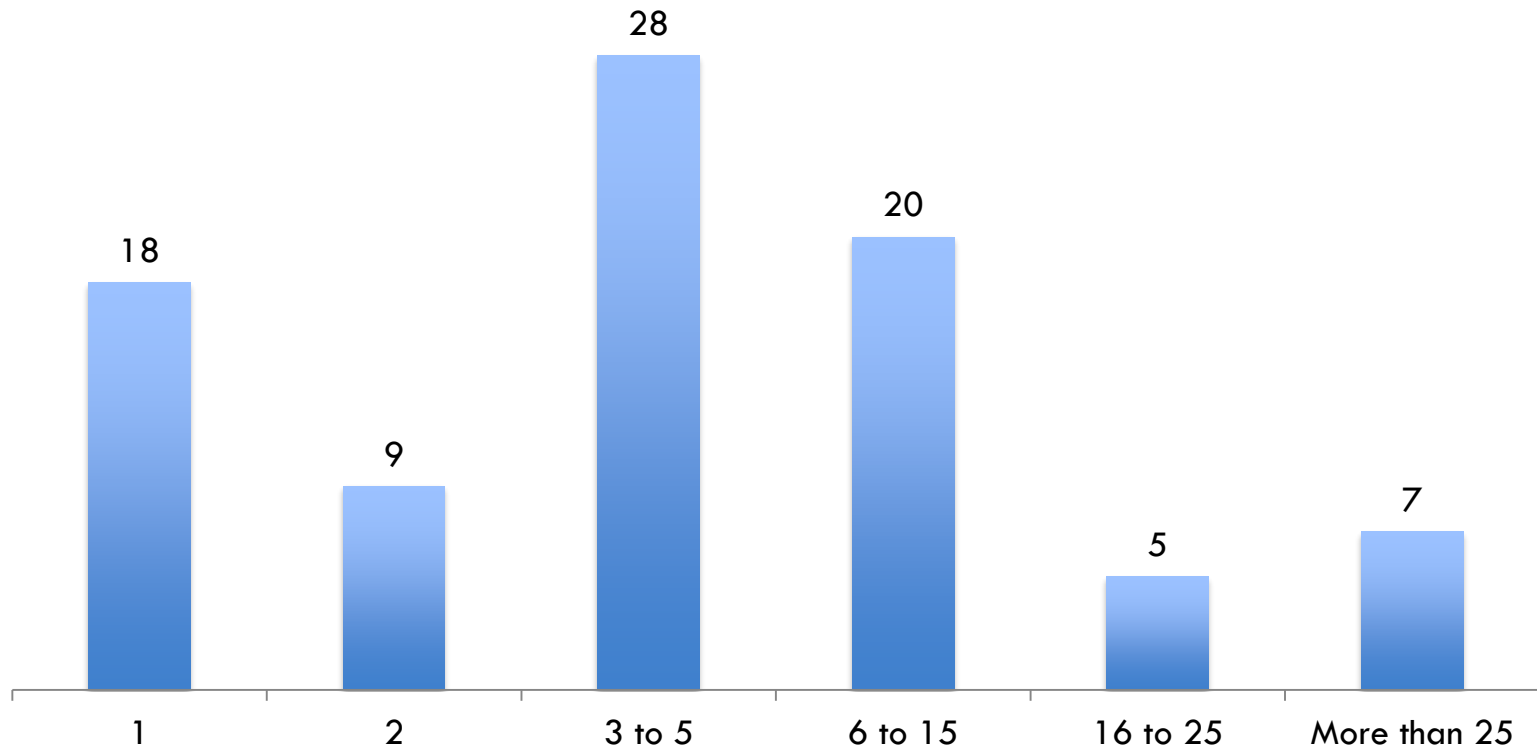
Strong Large Broker Representation

Approximately how many agents do you have in your brokerage?



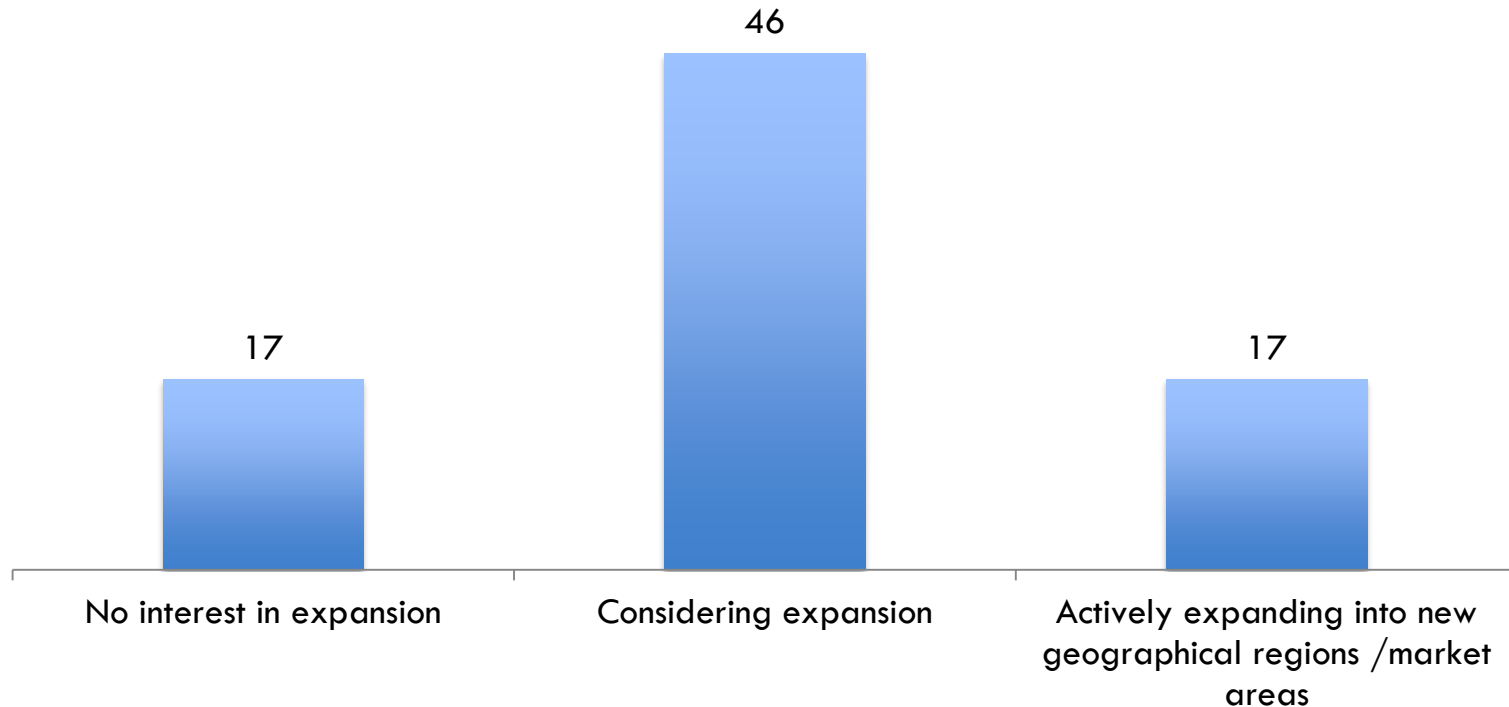
Most operate in more than 1 MLS

How many MLS regions do you operate in?



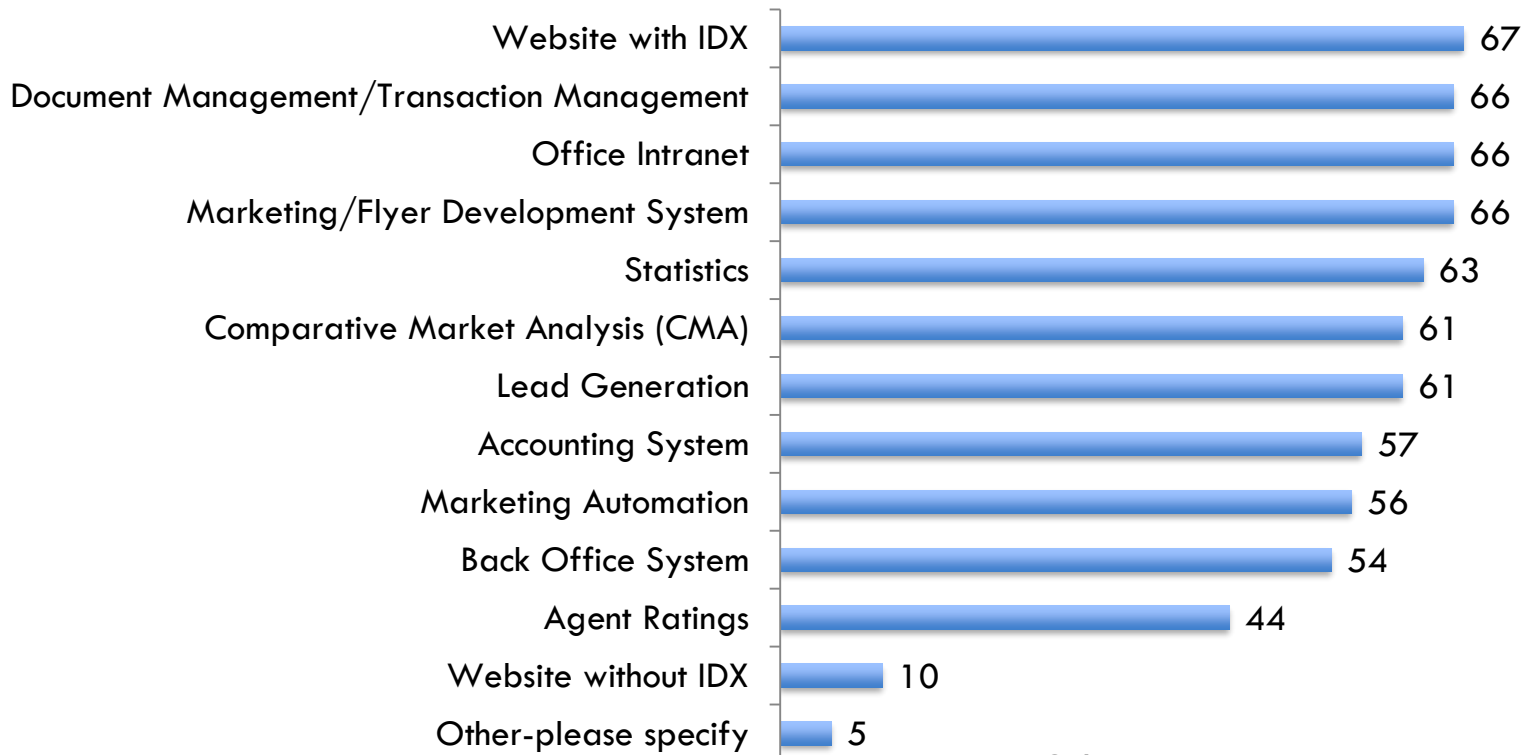
Expansion is a priority for respondents

How interested/active is your brokerage in expanding into new geographical regions/market areas?



Most have at least 7 technologies

**What software and tools do you offer through your brokerage?
(Choose all that apply)**

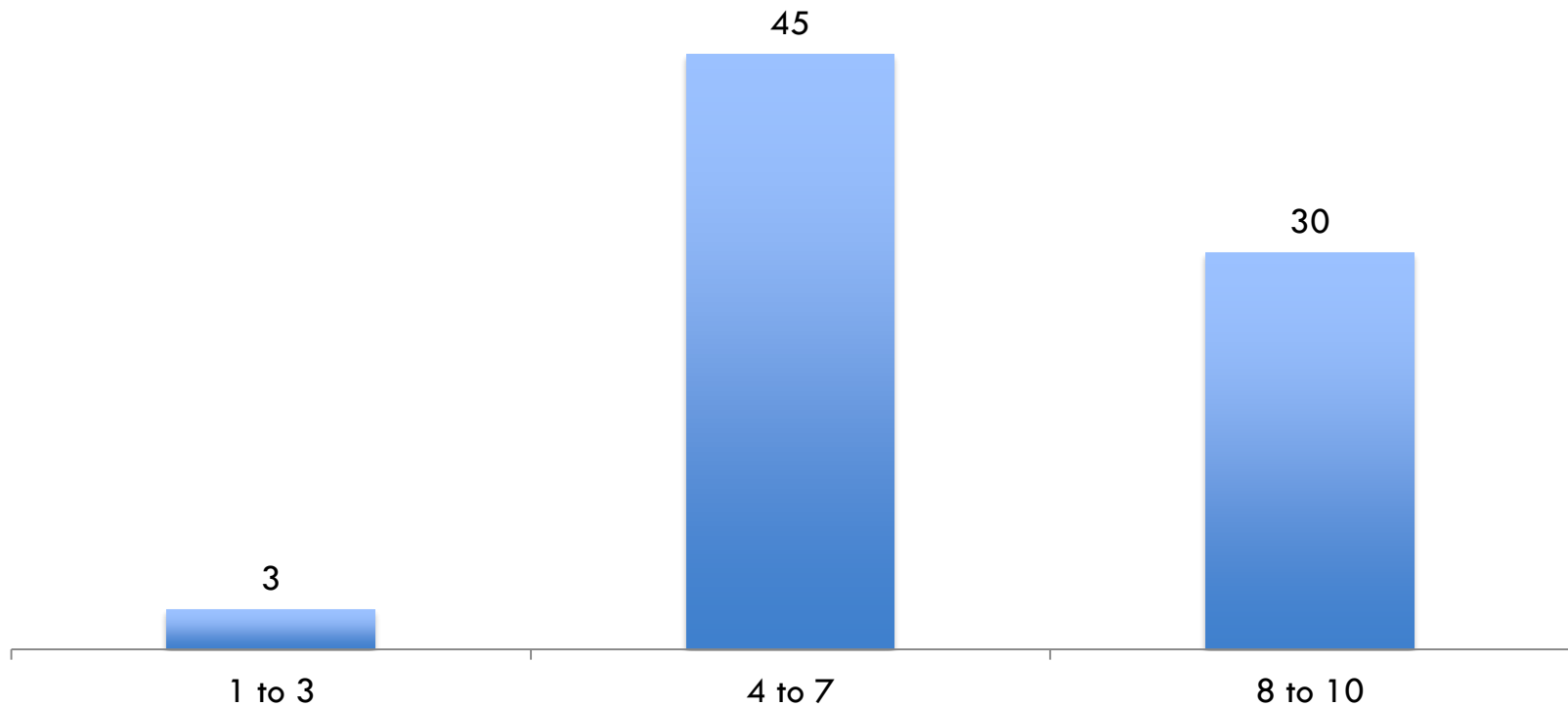


Other:

- Virtual Office Website
- Email Security
- CRM
- Postcard Program

Just under 4 in 10 are satisfied with their MLSs

On a scale of 1 to 10, how satisfied are you with the MLS(s) you work with? (1 in lowest, 10 is highest)



Some brokers are satisfied with MLS responsiveness

What are you **MOST** satisfied with from the MLSs you work with?

Communication

- “We are able to express our needs, and our MLS works closely with us to meet those.”
- “In general, they listen to their member brokers and respond to our needs.”

Knowledge

- “Personnel are generally helpful and knowledgeable of their MLS system.”
- “Consistency of information. Predictable action within the markets.”

Responsive

- “They have been progressive in adopting and participating with industry standards.”
- “The high degree to which the MLS is responsive to the needs and desires of the brokers.”

Some MLSs not keeping up to support brokers

What are you **LEAST** satisfied with from the MLSs you work with?

Role

- “They tend to think they are more important than they are. they are supposed to exist for our benefit... not theirs.”
- “Not satisfied with the approach the MLS's take in treating brokers as paying customers of theirs”

Changes

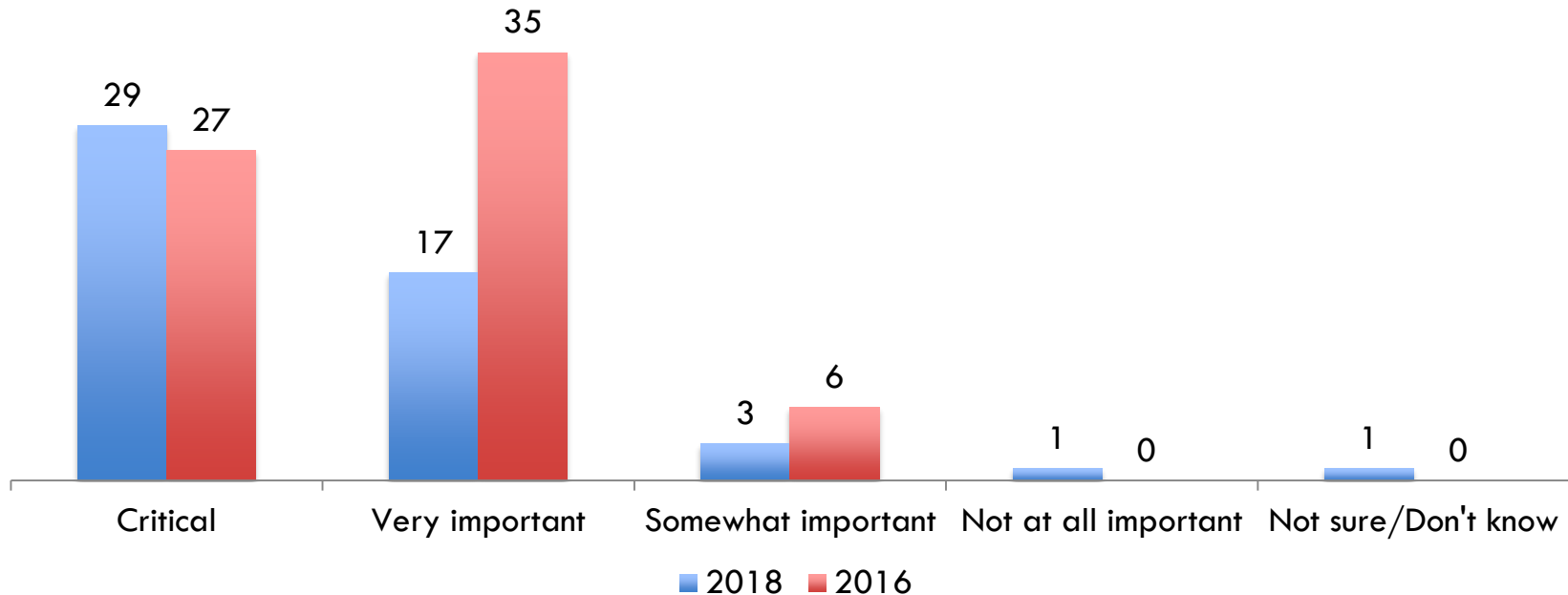
- “Constant changes in the feed, cryptic fields and having to constantly play catch up on our website.”
- “It seems like changes come so slow that we are always behind the curve of technology to the large players like Zillow & Redfin.”

Knowledge

- “Lack of technical understanding/knowledge and an inability to move quickly to address issues.”
- “MLS's do not understand rules, requirements, data feed requests. There is an enormous gap of between backend technology providers and then the agents/brokers who sit on the boards and make decisions.”

Data Consistency is even more important in 2018

How important is it to your brokerage that all of your MLSs offer a consistent set of data fields for you to use on your website, internal systems and document processing programs?



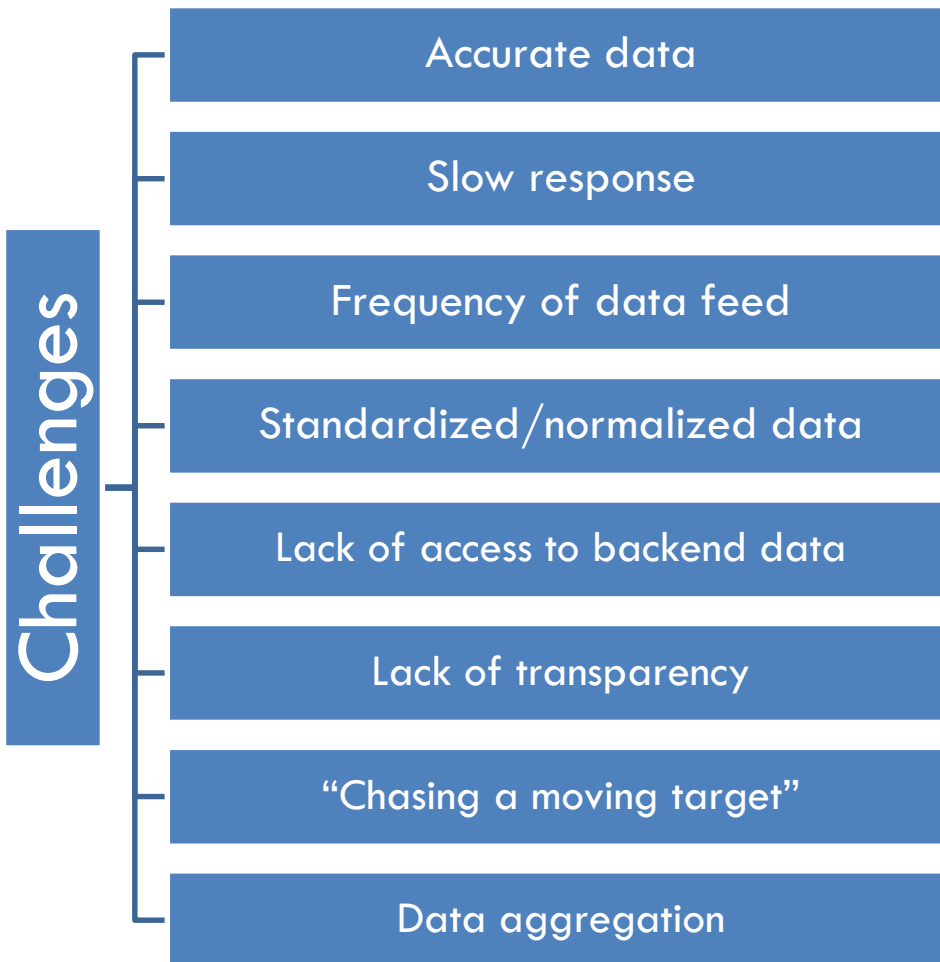
Data Standards lower cost and improve responsiveness

Do you believe that if your technology vendors had consistent data fields across all MLSs the following could happen:

	Yes	No	Not sure
Costs come down	49	7	5
Focus on innovation increases	52	2	7
Bug Fixes/Enhancements happen faster	57	3	1
Response time to support needs and enhancements improves	54	3	4
Complexity/costs of normalizing data comes down	58	2	1

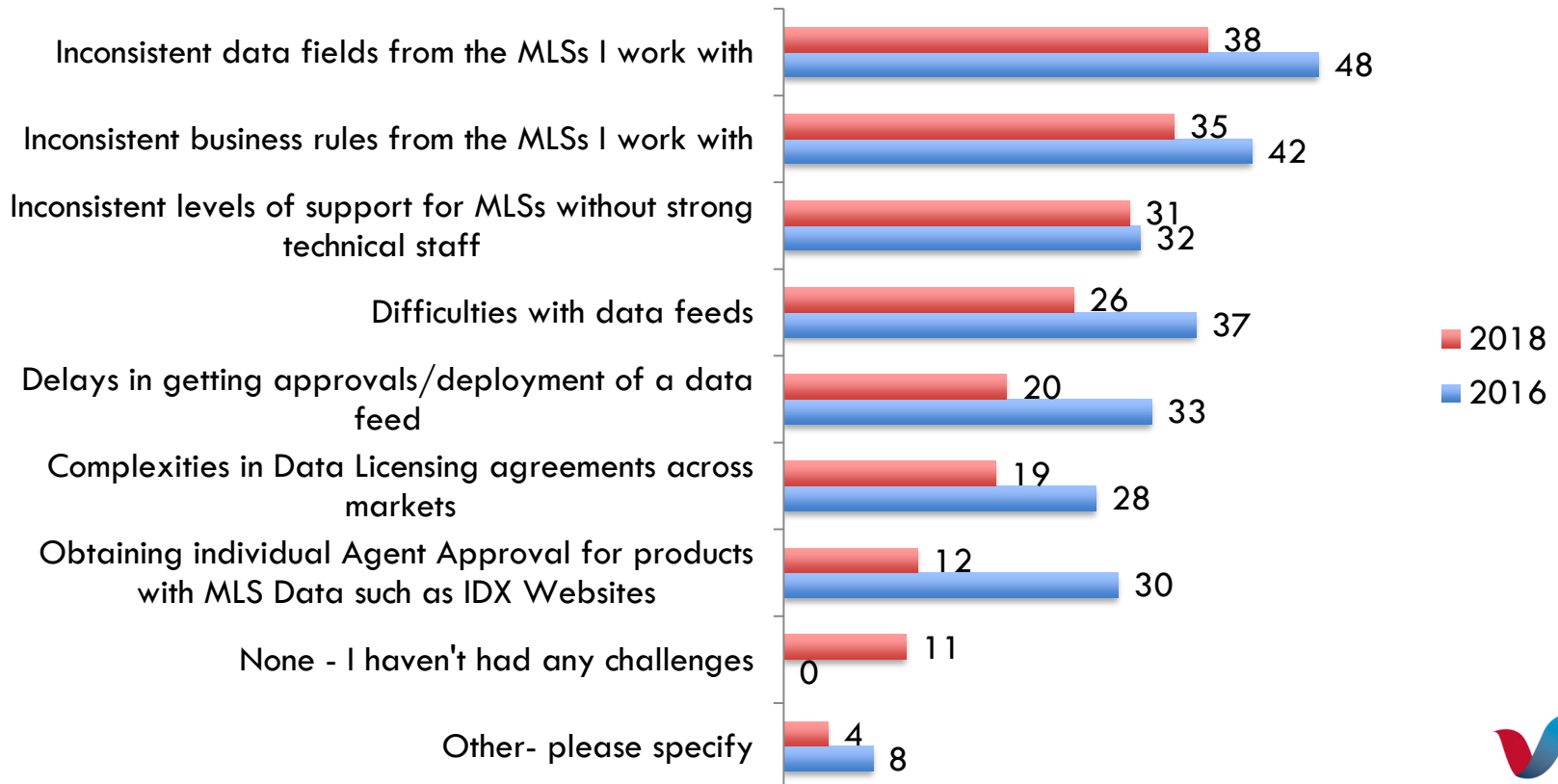
Broker Data Challenges

What are your biggest challenges, if any, working with MLSs to secure MLS data for use in your brokerage?



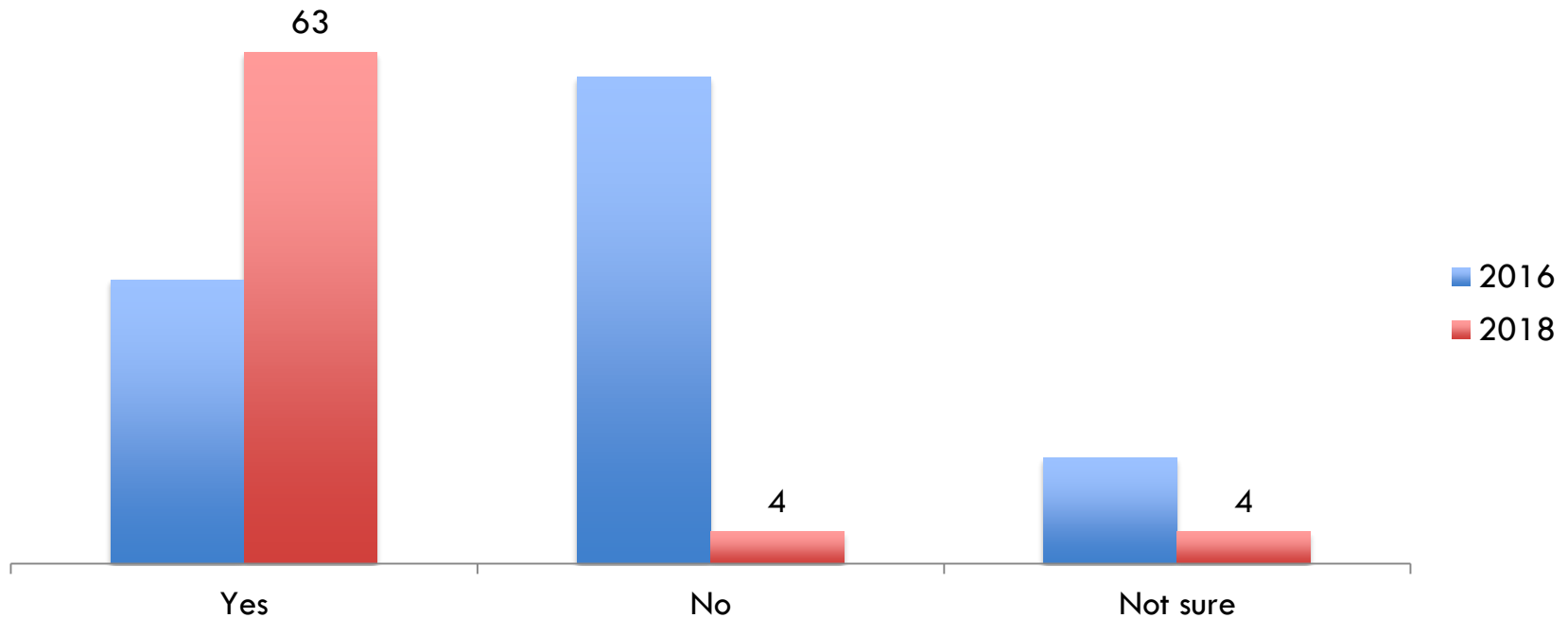
Consistent data issues from 2016 to 2018

Which, if any, of the following areas have caused issues/challenges for you? (Choose all that apply)



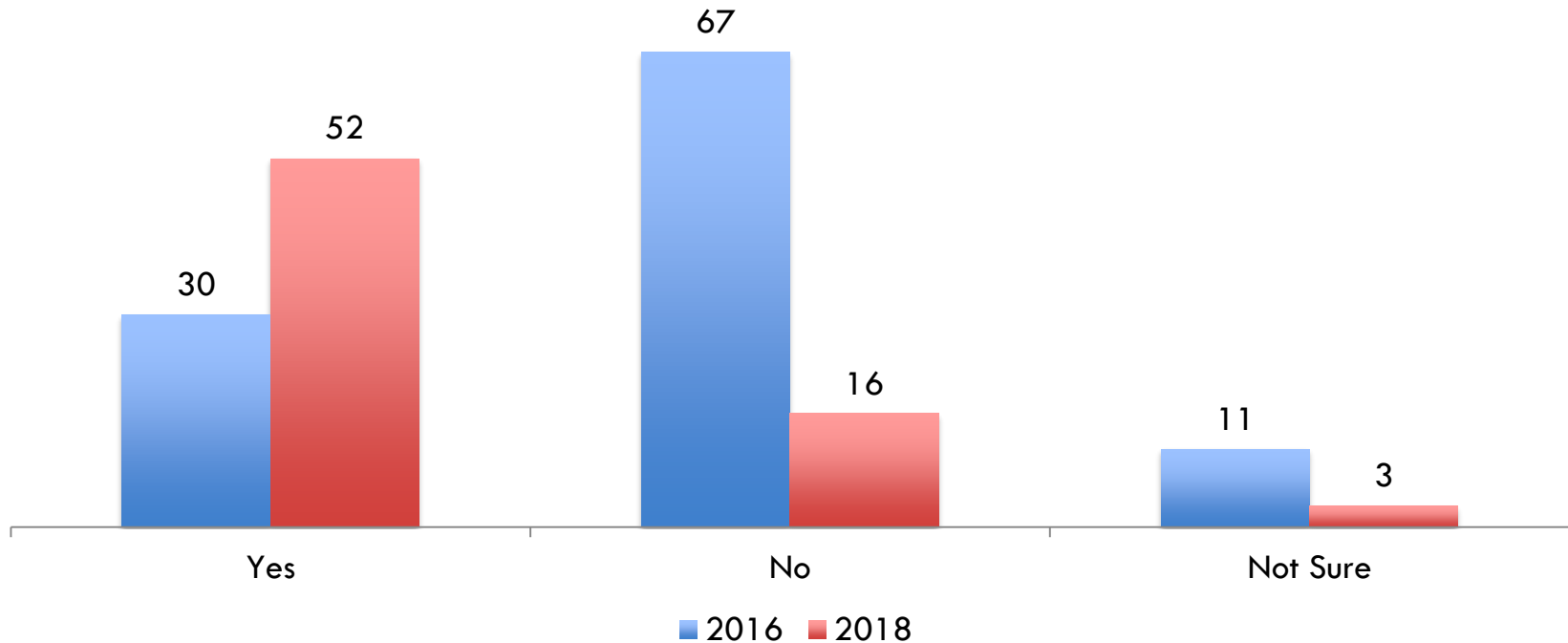
Awareness of RESO Standards and WEB API have increased significantly

Are you familiar with the Real Estate Standards Organization(RESO)
and the RESO Data Dictionary and RESO Web API?



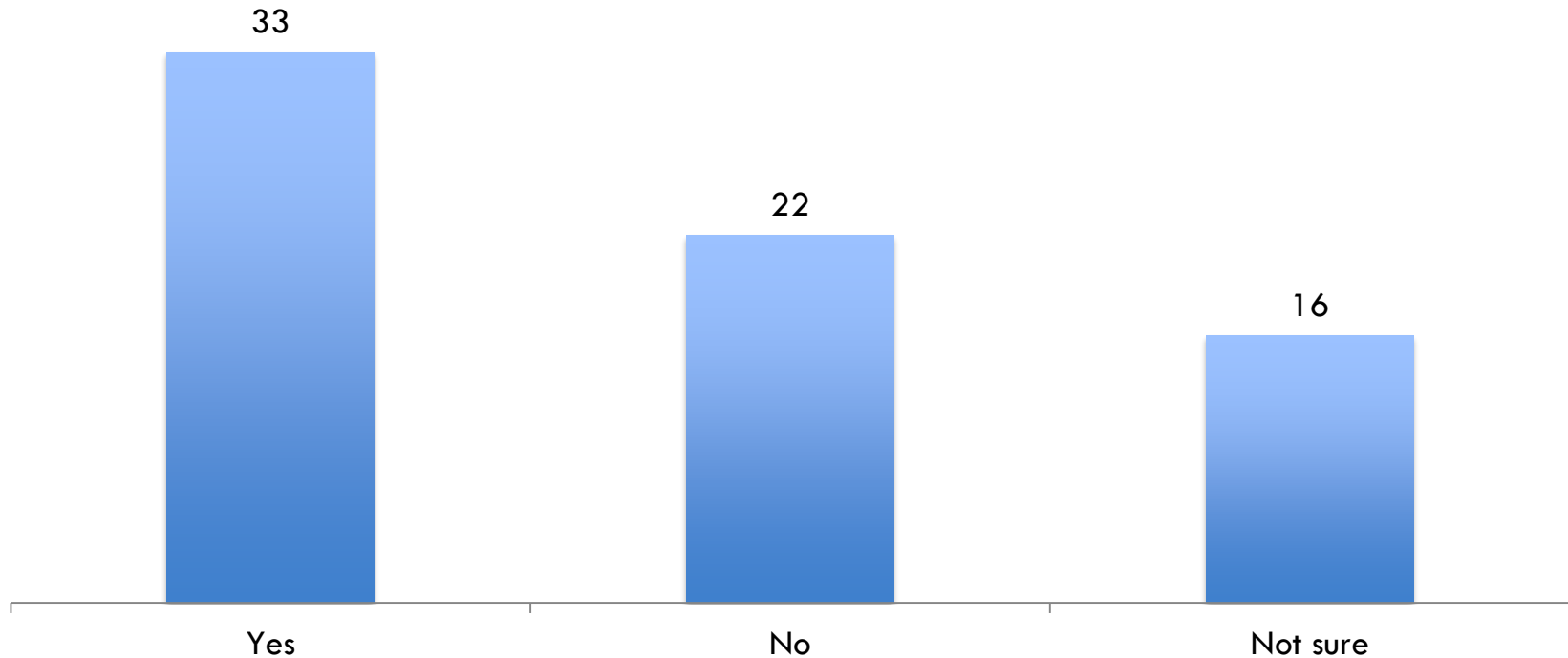
Much stronger awareness of Data Dictionary and Web API requirements

Are you aware that all MLS organizations have been required to adopt the RESO Data Dictionary by January 1, 2016 and the RESO Web API by June 30, 2016?



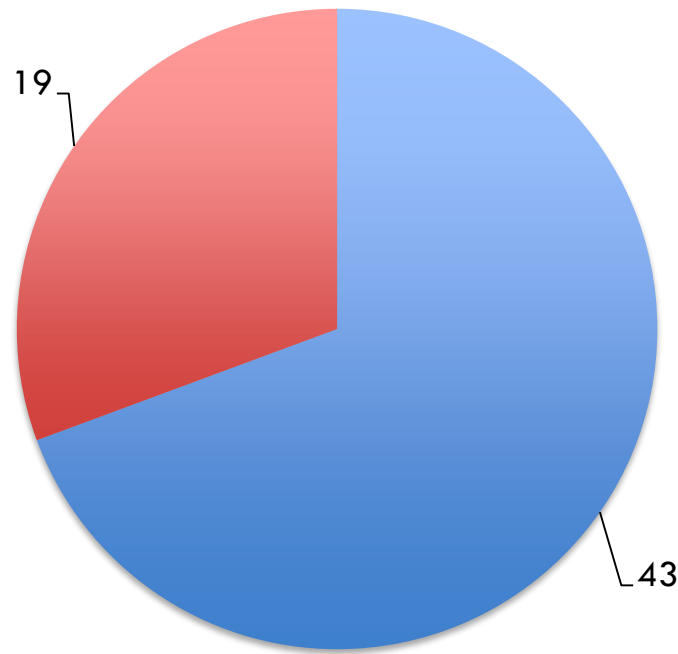
45% of MLSs have made brokers aware that there is a standardized feed available

Have your MLSs made you aware that there is a feed available with standardized data that can be used for IDX, marketing solutions and back office solutions?



7 in 10 are aware of the RESO “Naughty List”

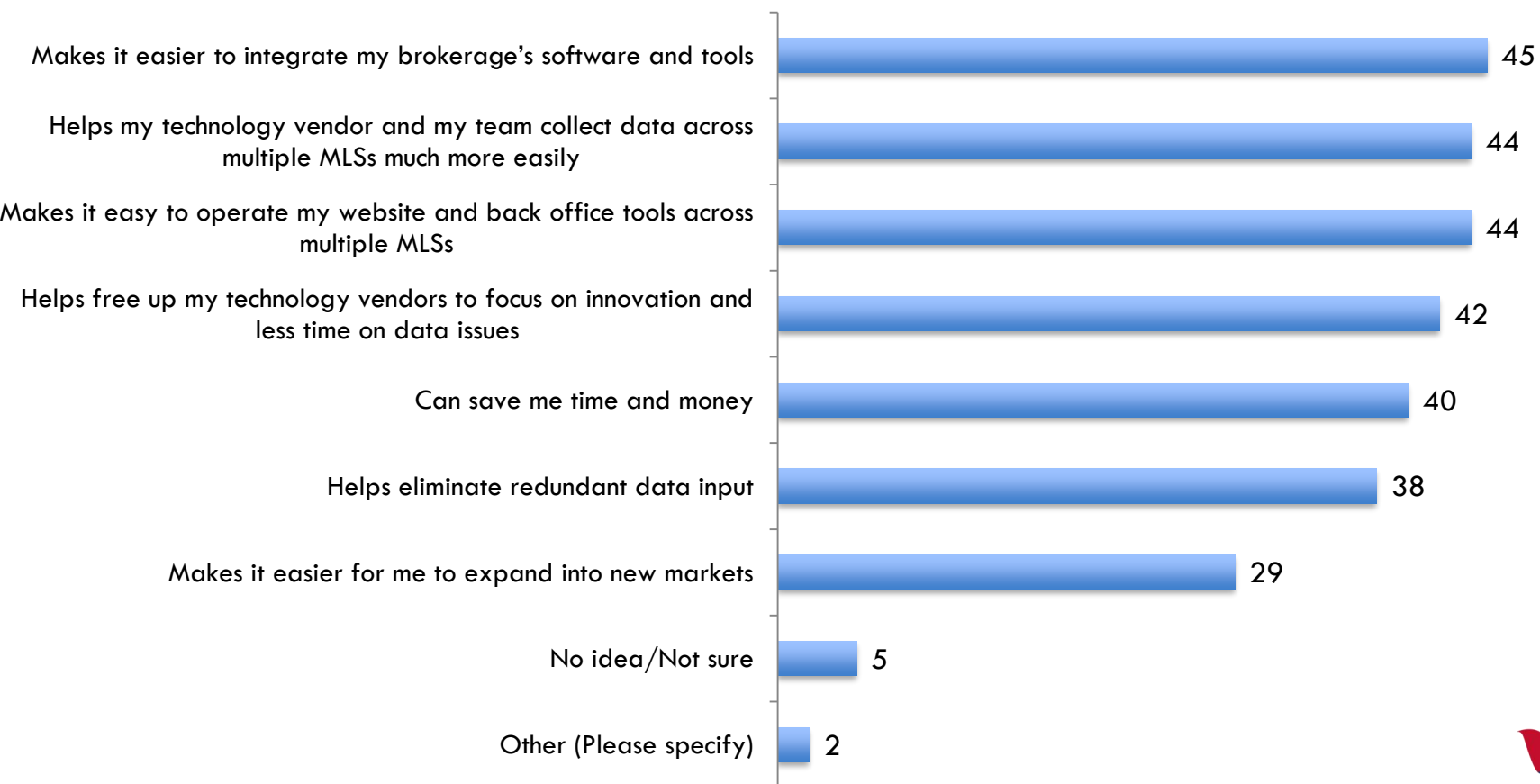
Are you aware that RESO publishes all organizations who have certified their implementation of RESO Standards including all MLSs who are RESO Data Dictionary Certified at <http://reso.org/certificates> and that most MLSs are now RESO Certified?



■ Yes ■ No

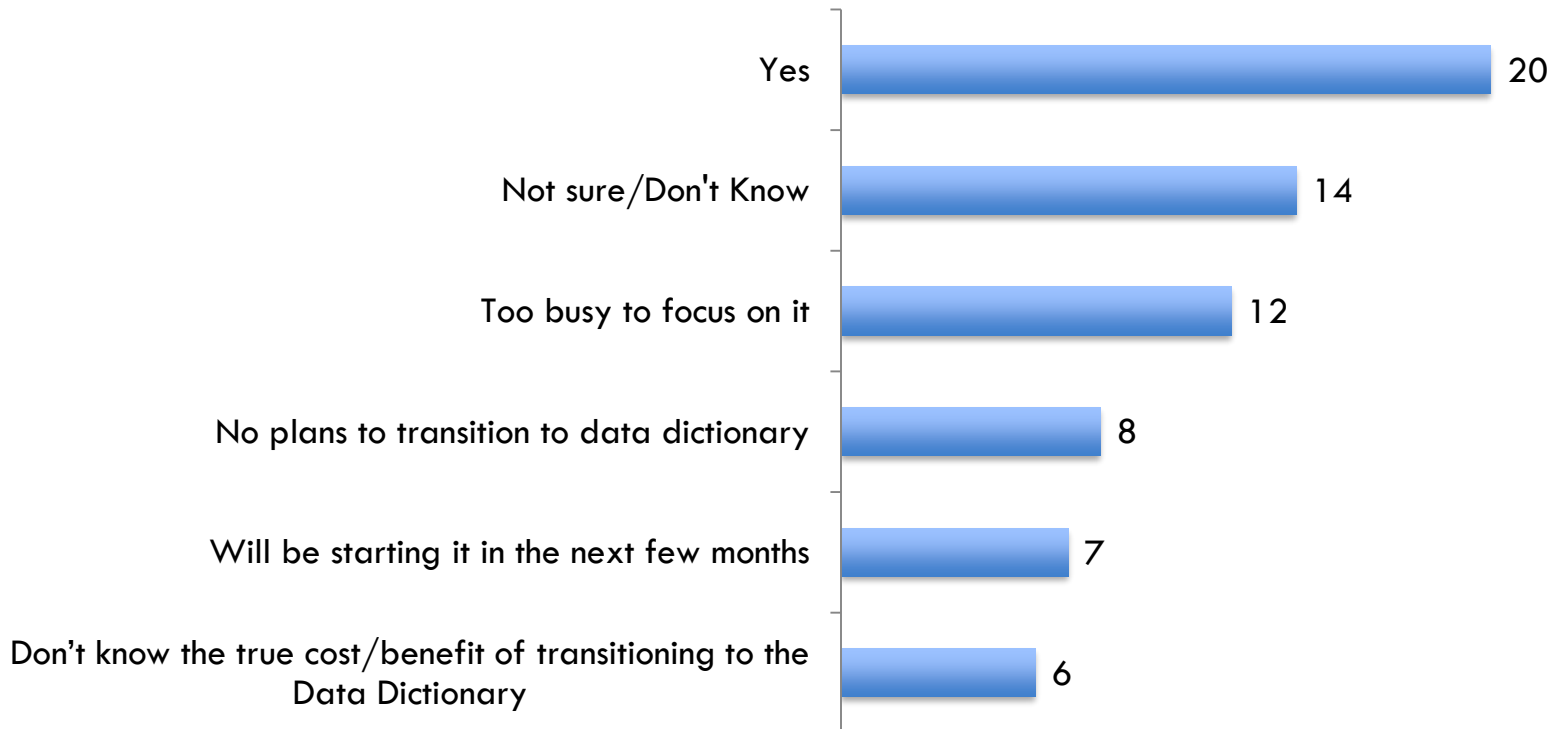
Strong awareness that RESO can help integrate broker software and normalize across markets

What do you believe is the value of RESO standards to your business? (Choose all that apply)



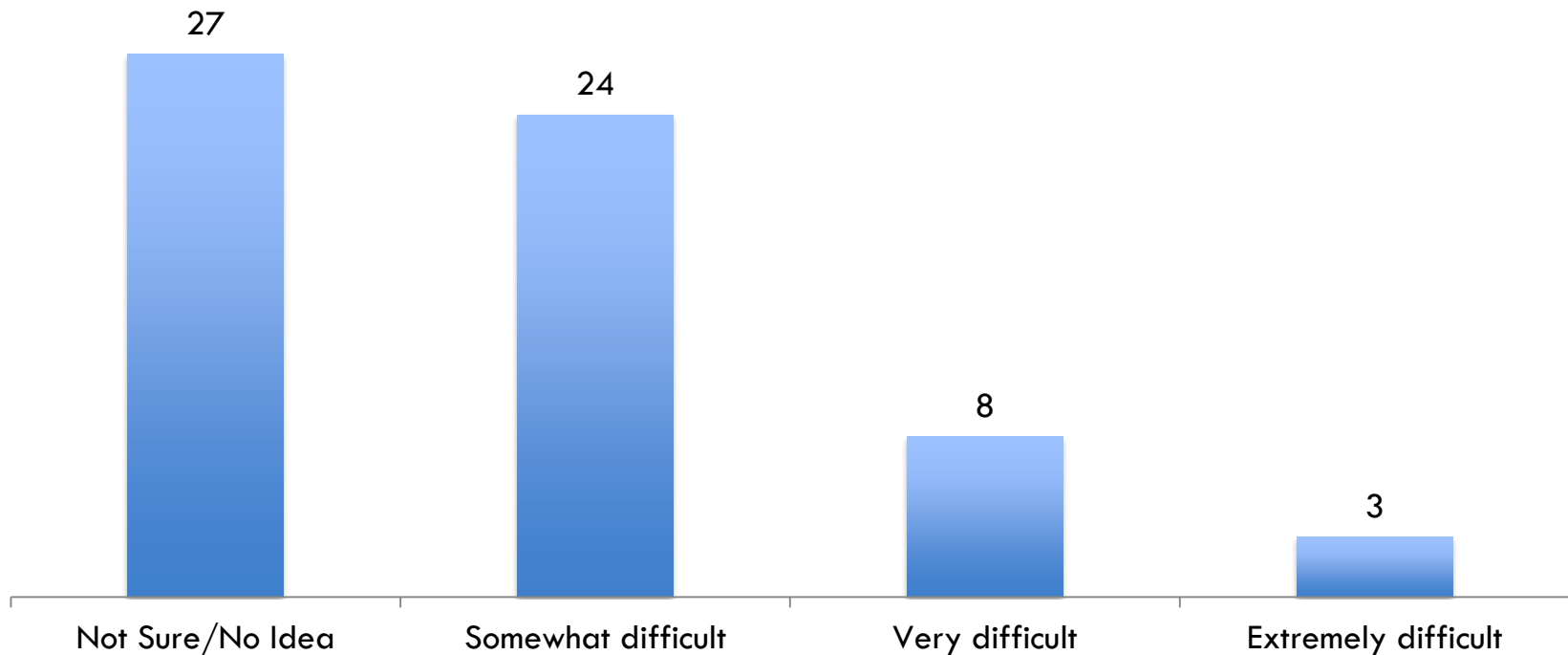
1 / 3 have begun transition to align with Data Dictionary

Have you begun to transition your broker technologies to align with Data Dictionary compliant fields?



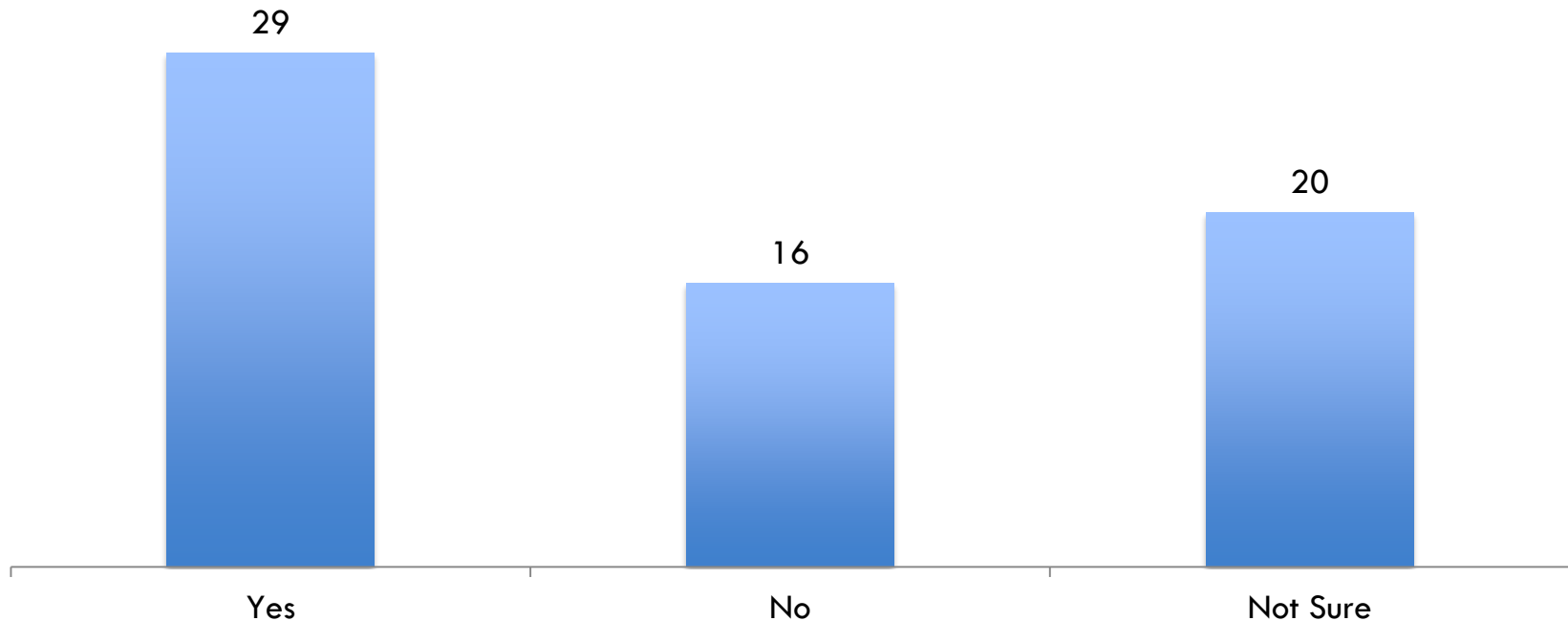
Not a clear understanding of what it takes to transition to DD-compliant field

How difficult do you believe it will be to transition the data fields you use in your systems today to Data Dictionary-compliant fields?



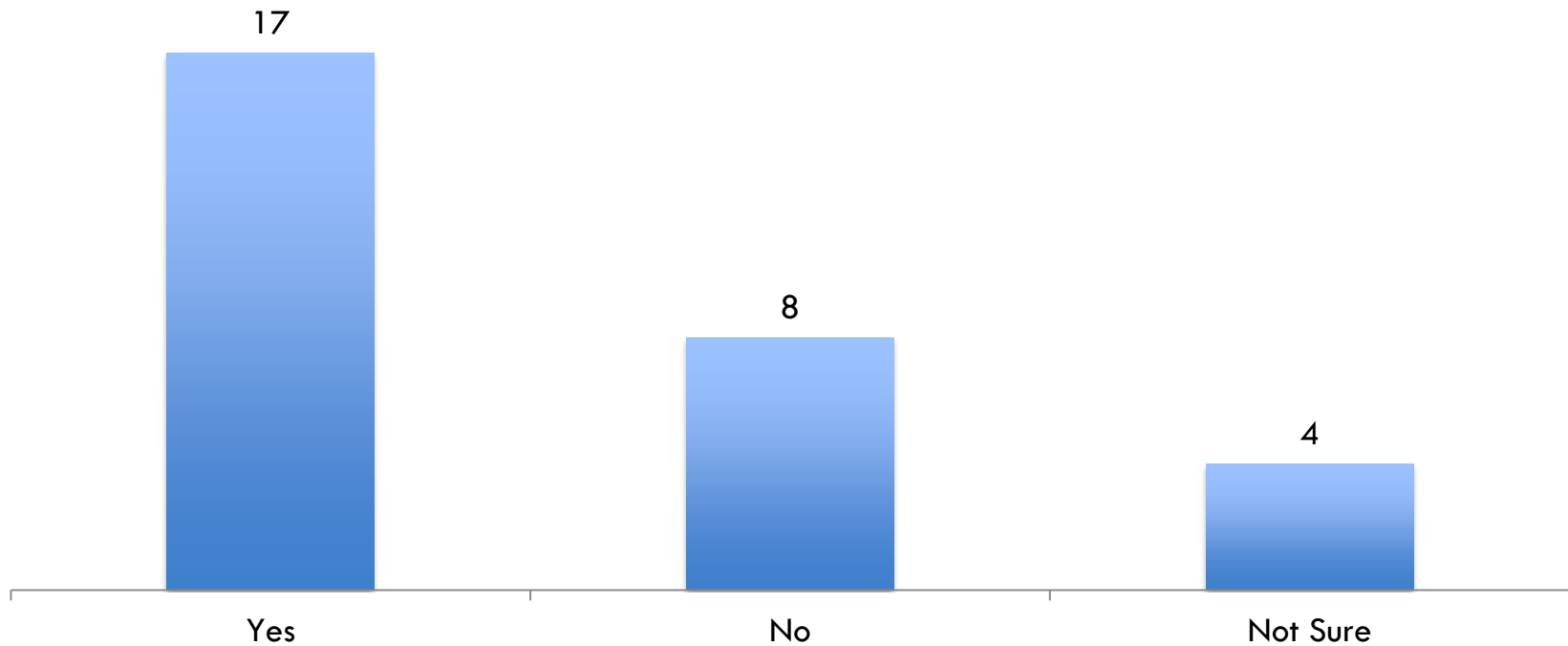
Nearly half have requested a RESO-compliant data feed

Have you or your technology company requested a RESO-compliant data feed from one or more of your MLSs?



More than half were successful at gaining a RESO-compliant feed

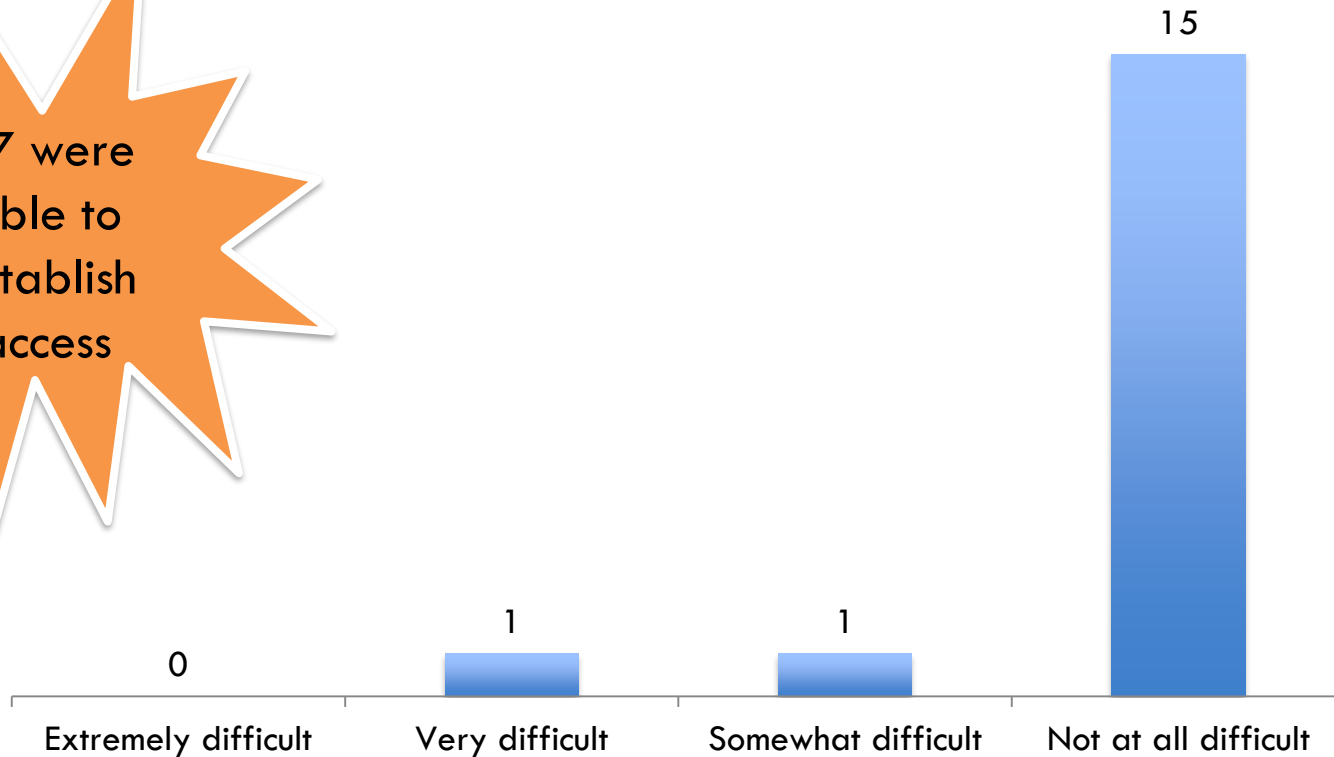
Were you successful at getting access to a RESO-compliant data feed from your MLS after you requested it?



Process of gaining access was not difficult

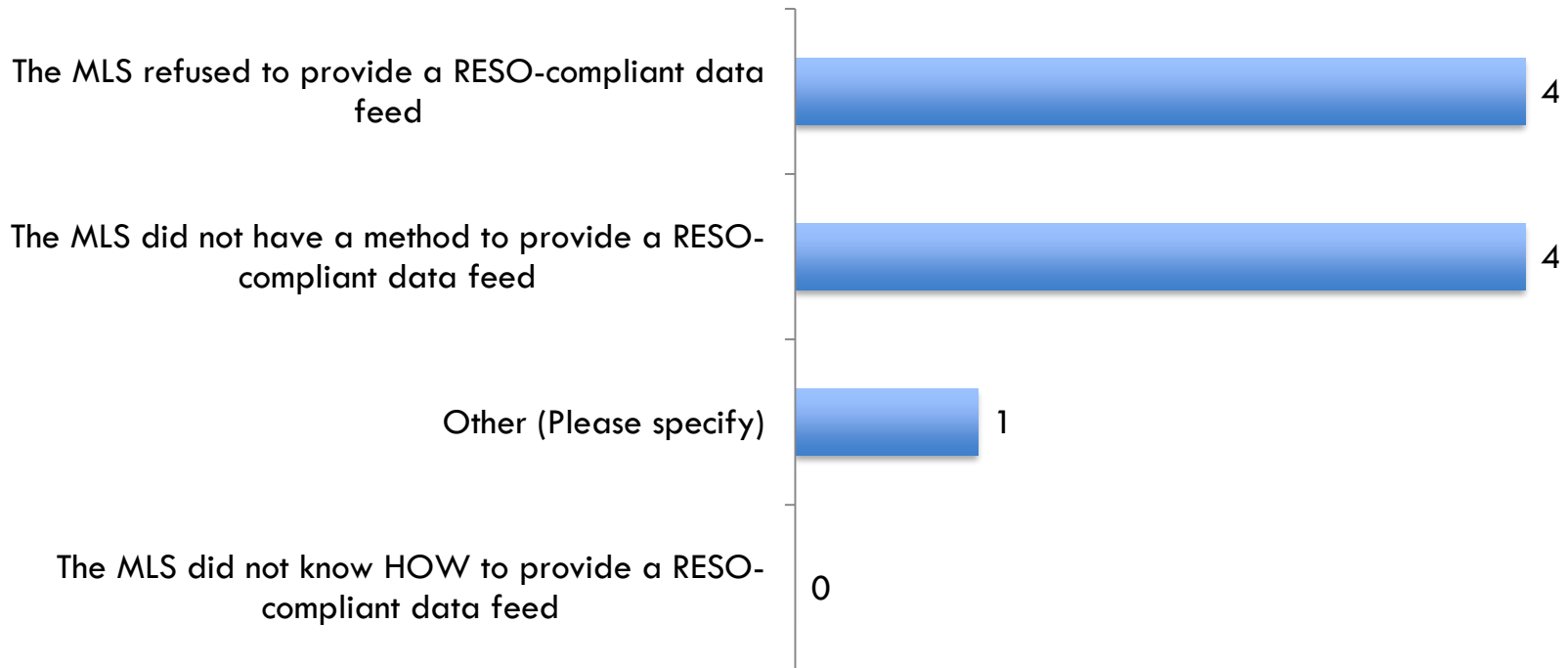
How easy was it to get access to a RESO-compliant data feed from your MLS?

17 were able to establish access



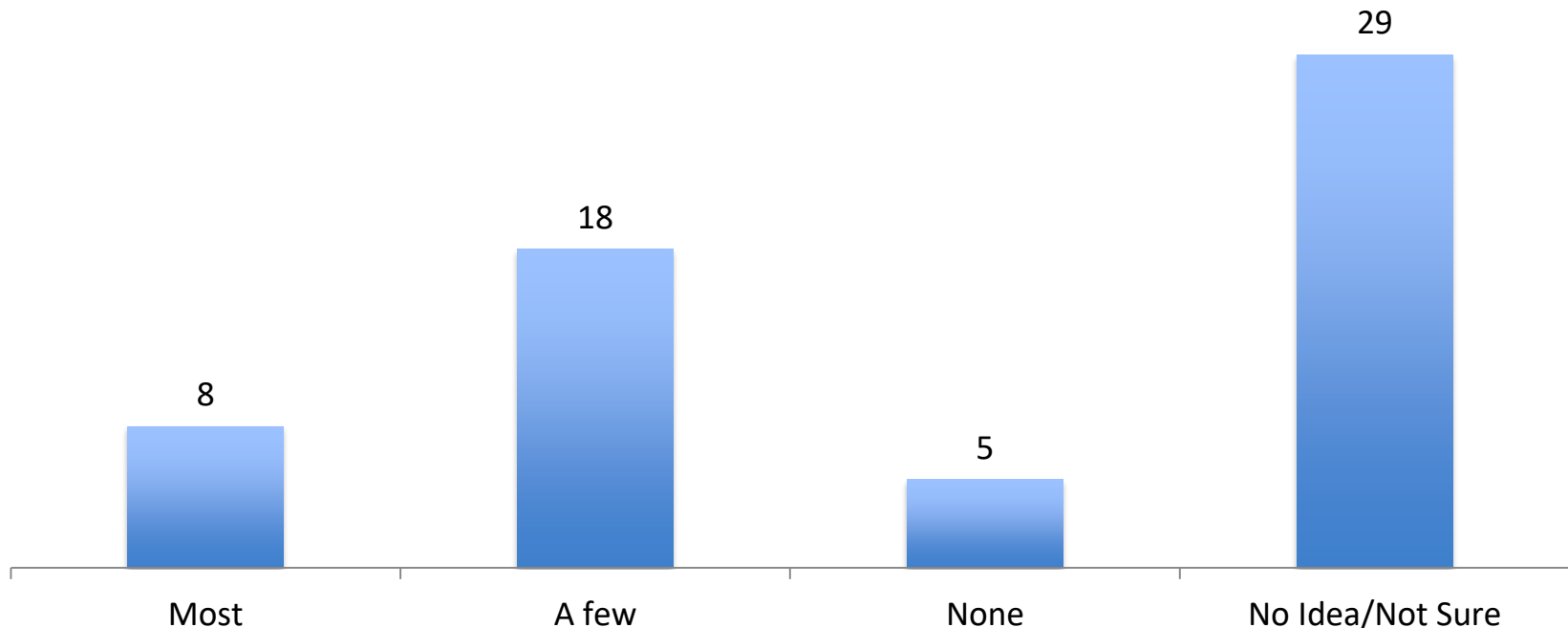
Minority of MLSs would not provide a RESO-compliant feed or did not know how

What was the reason(s) that your MLS did NOT provide you with the RESO-compliant data feed that you requested? (Choose all that apply)



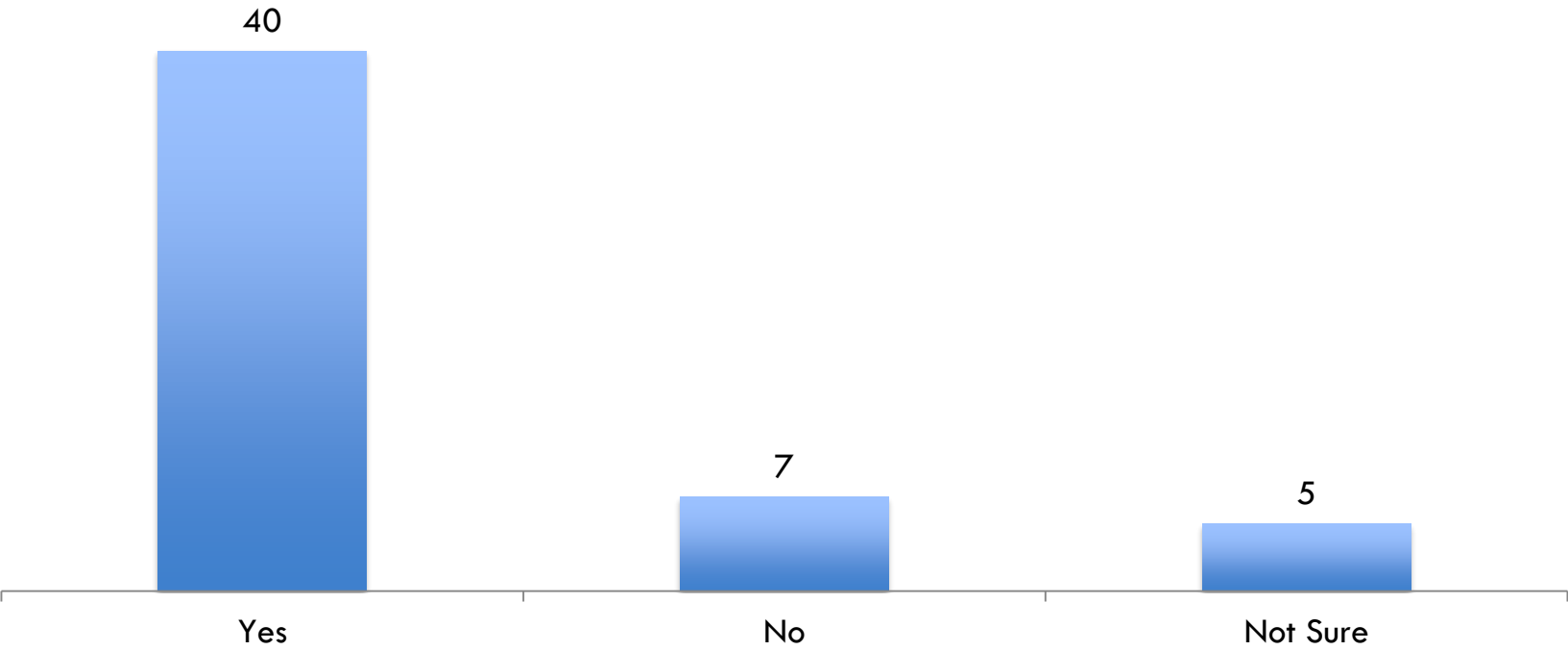
Not a clear understanding of which tech vendors are RESO-compliant

How many of your technology partners are now Data Dictionary-compliant or are offering their solutions via API?



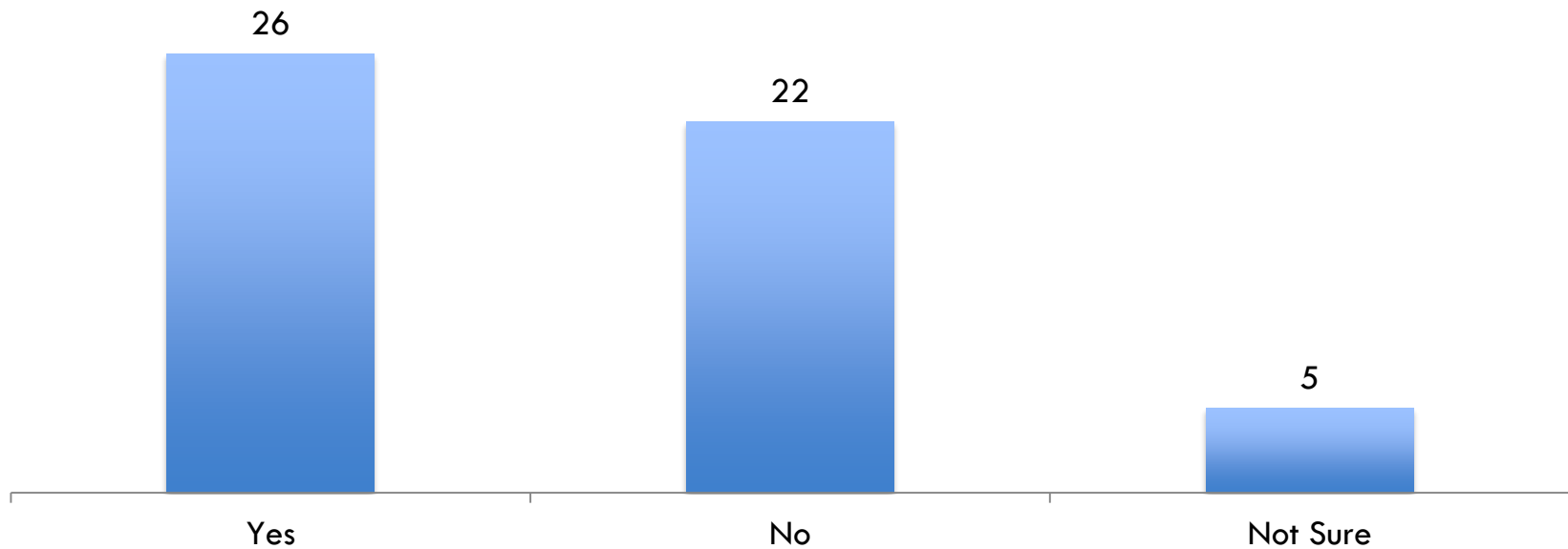
Most respondents will be selecting new technologies in 2018

Is your brokerage going to be selecting new technology solutions in 2018?



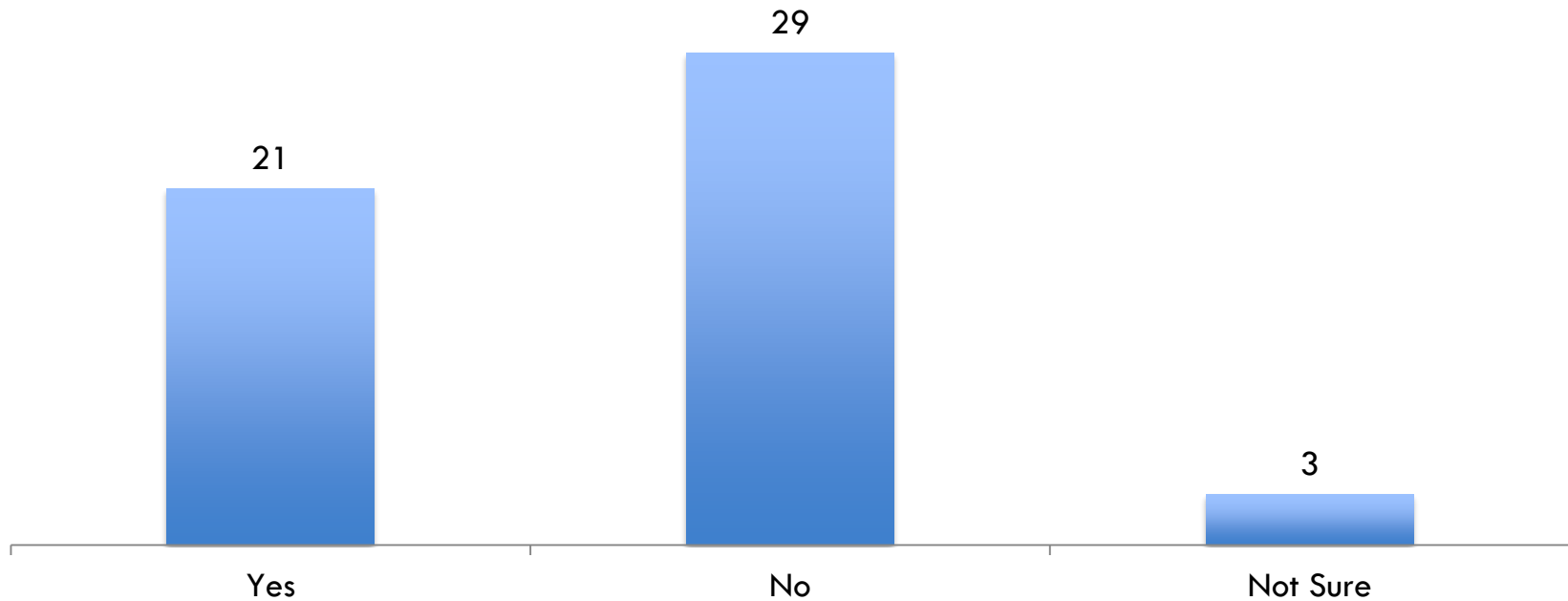
About half are asking tech vendors if they are RESO-certified in RFP process

When you are vetting potential new technologies to work with either via formal RFP or product reviews, do you ask each of the technology providers you're evaluating if they are RESO certified?



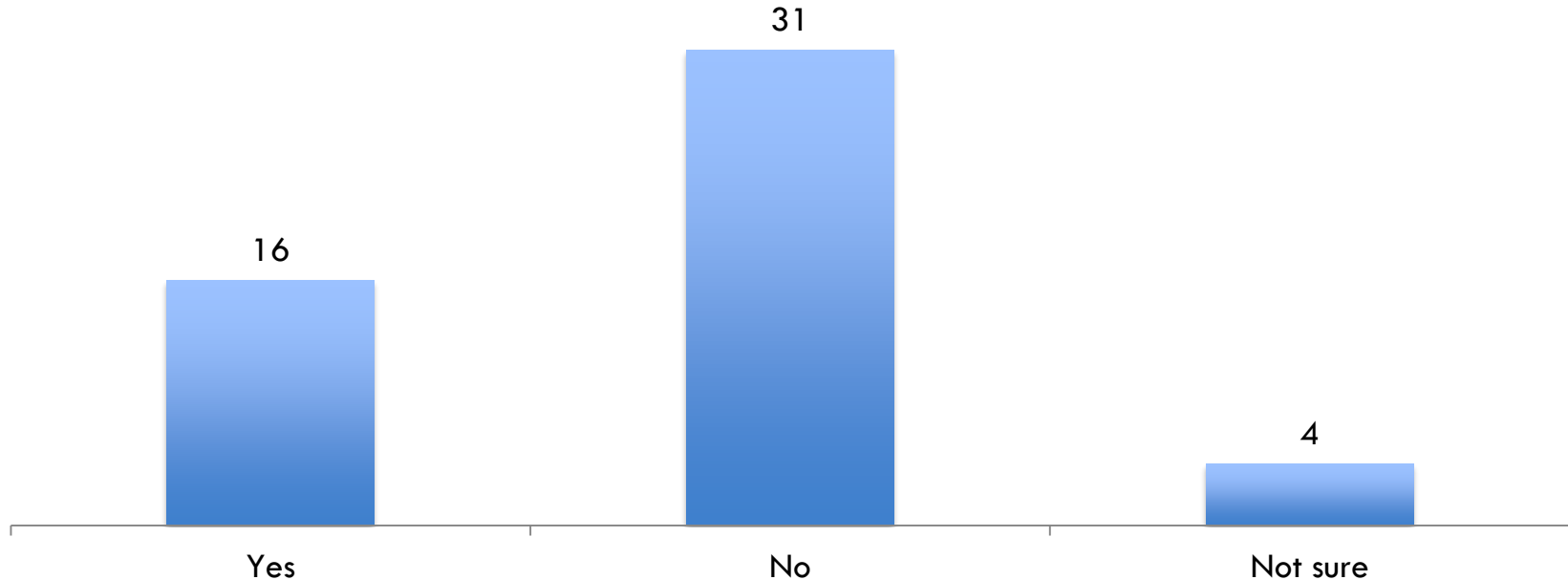
About ½ asked their tech partners if they are RESO-certified

Have you asked your current technology partners if they are RESO-Certified?



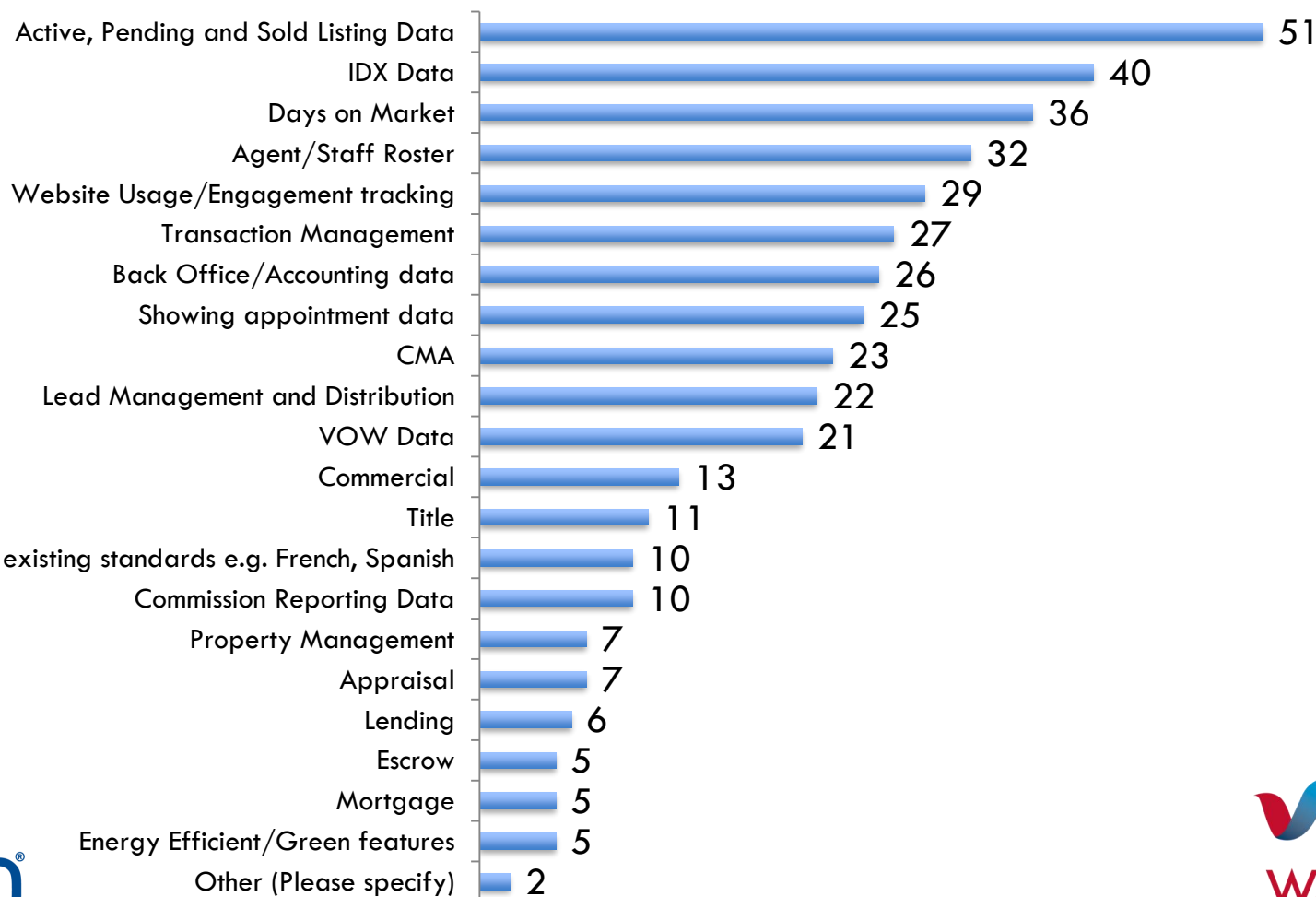
About 1 in 3 are requested their tech partners to become RESO-compliant

Have you requested that each of your technology partners adapt their solution to be consistent with the RESO Data Dictionary if they have not done so already?



Opportunity to standardize Days on Market and Agent/Staff roster and Transaction Management

What type of data is most important to you to be standardized? (Choose all that apply)



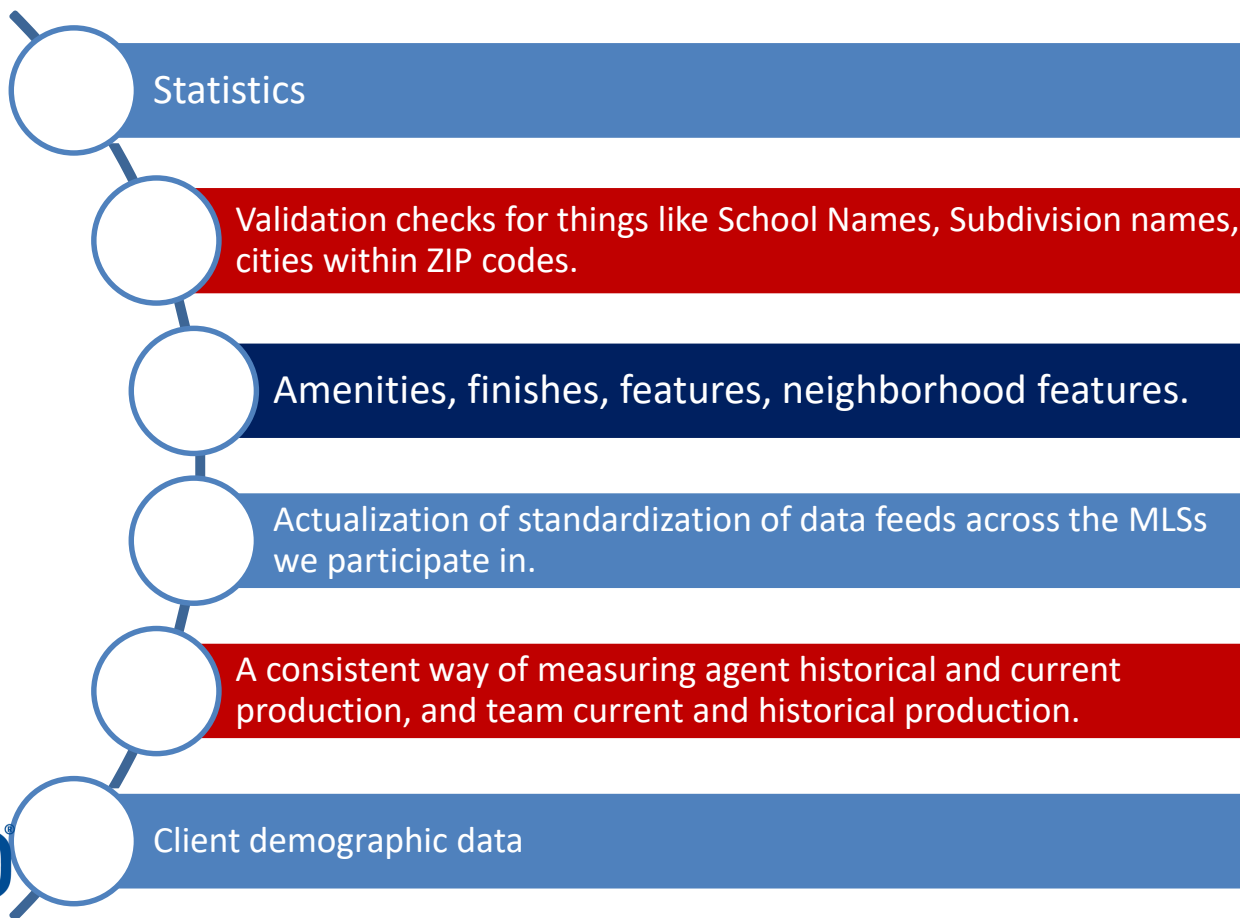
Strongest interest in Unique Property Identifier and Unique Organizational Identifier

How interested would you be in the standardization of the following types of information?

	Very interested	Somewhat interested	Not at all interested	Not sure/need to know more
Consistent number/identifier for each property whether for sale or not	36	12	1	3
Consistent number/identifier for every brokerage and broker office	28	20	0	3
Consistent number/identified for every agent and staff member within a brokerage	32	15	2	3
Consistent number/identified for every MLS and Association	36	8	1	7

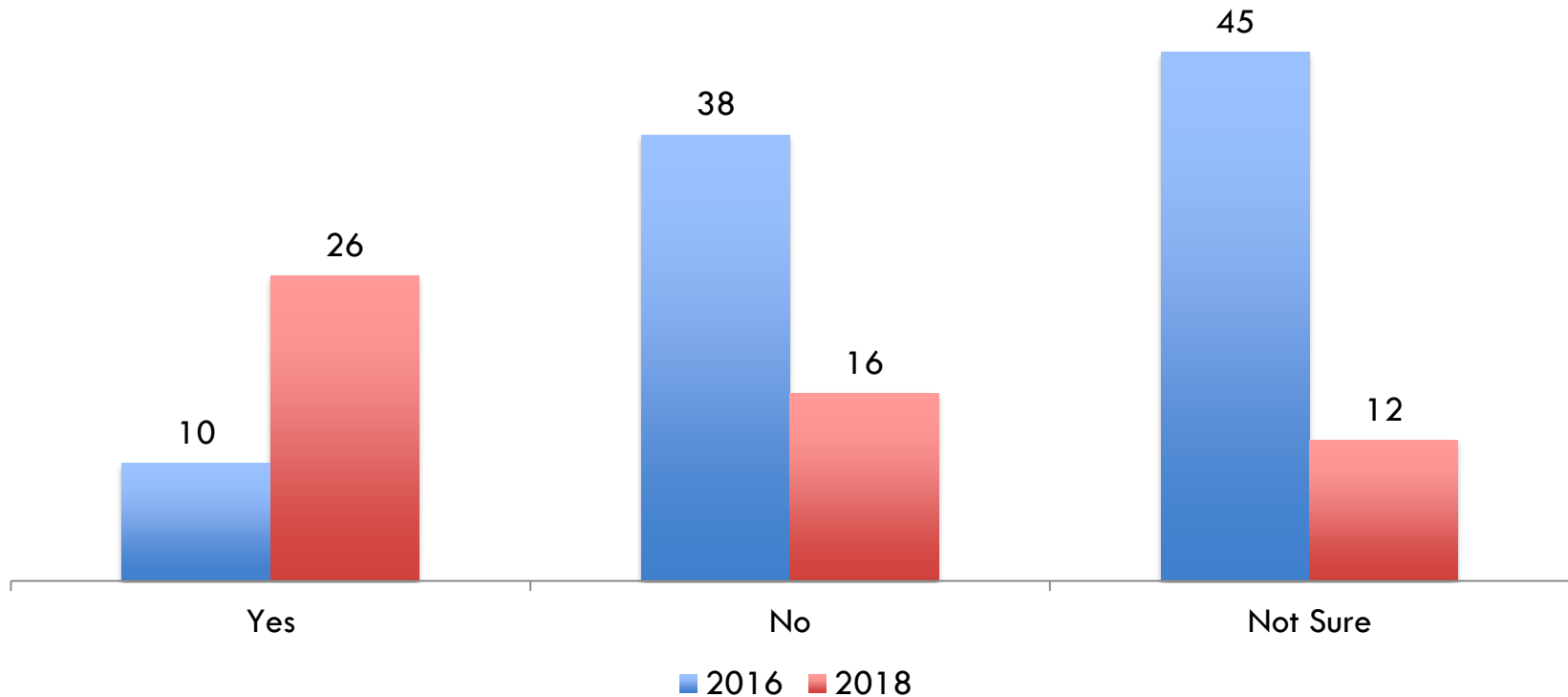
Interest in Stats, Productivity by agent, client demographics

What other types of data would you like RESO to standardize to help streamline your business operations, improve the effectiveness of your online marketing efforts or support your recruiting efforts?



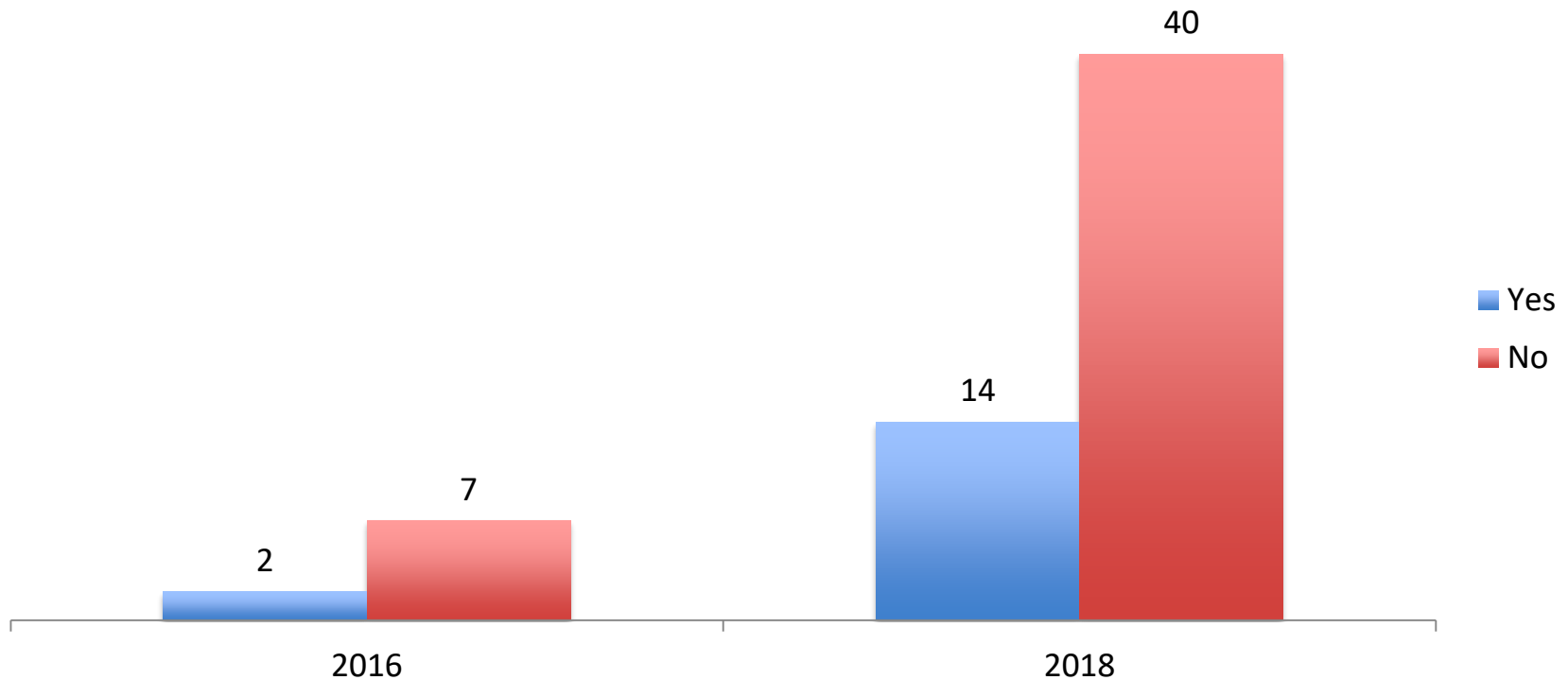
Broker RESO Membership up significantly

Are you or your organization a member of RESO?



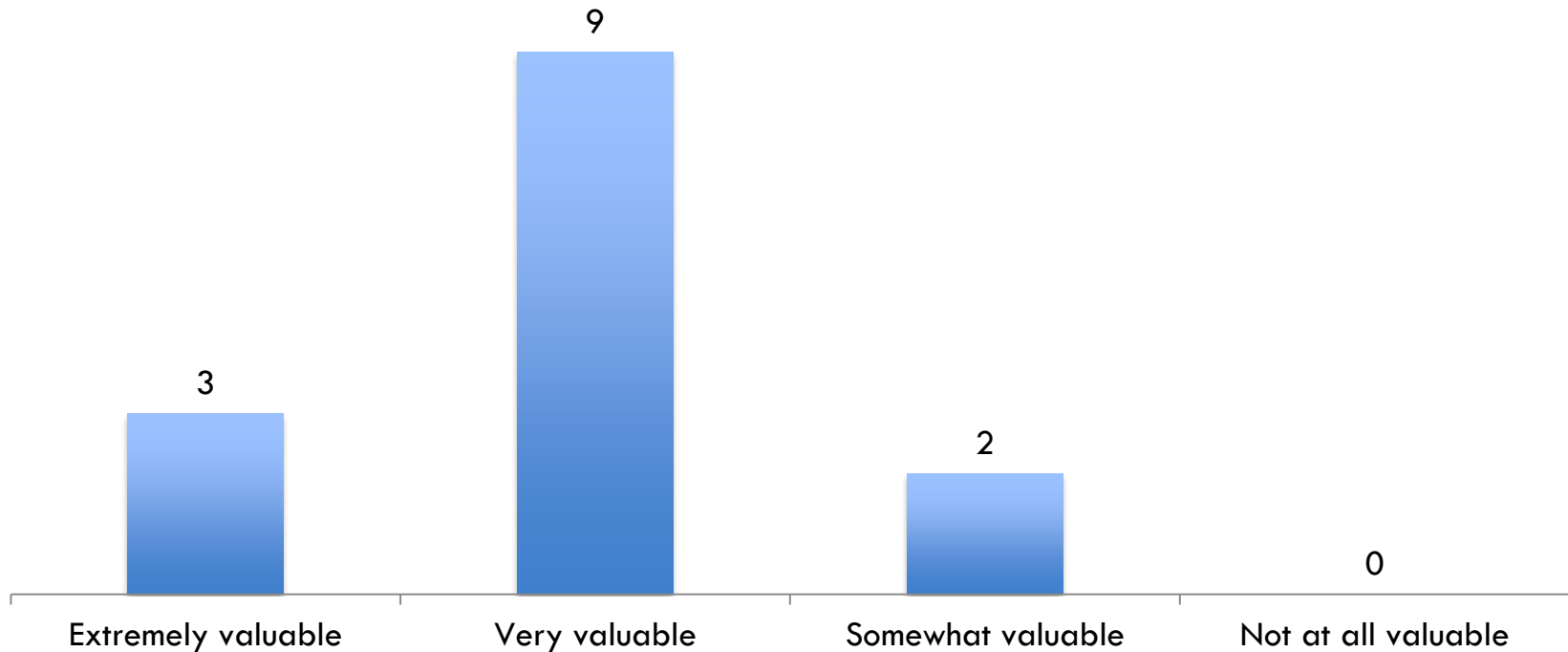
Broker workgroup involvement has tripled in 2 years

Are you or anyone in your company involved with any RESO Workgroups?



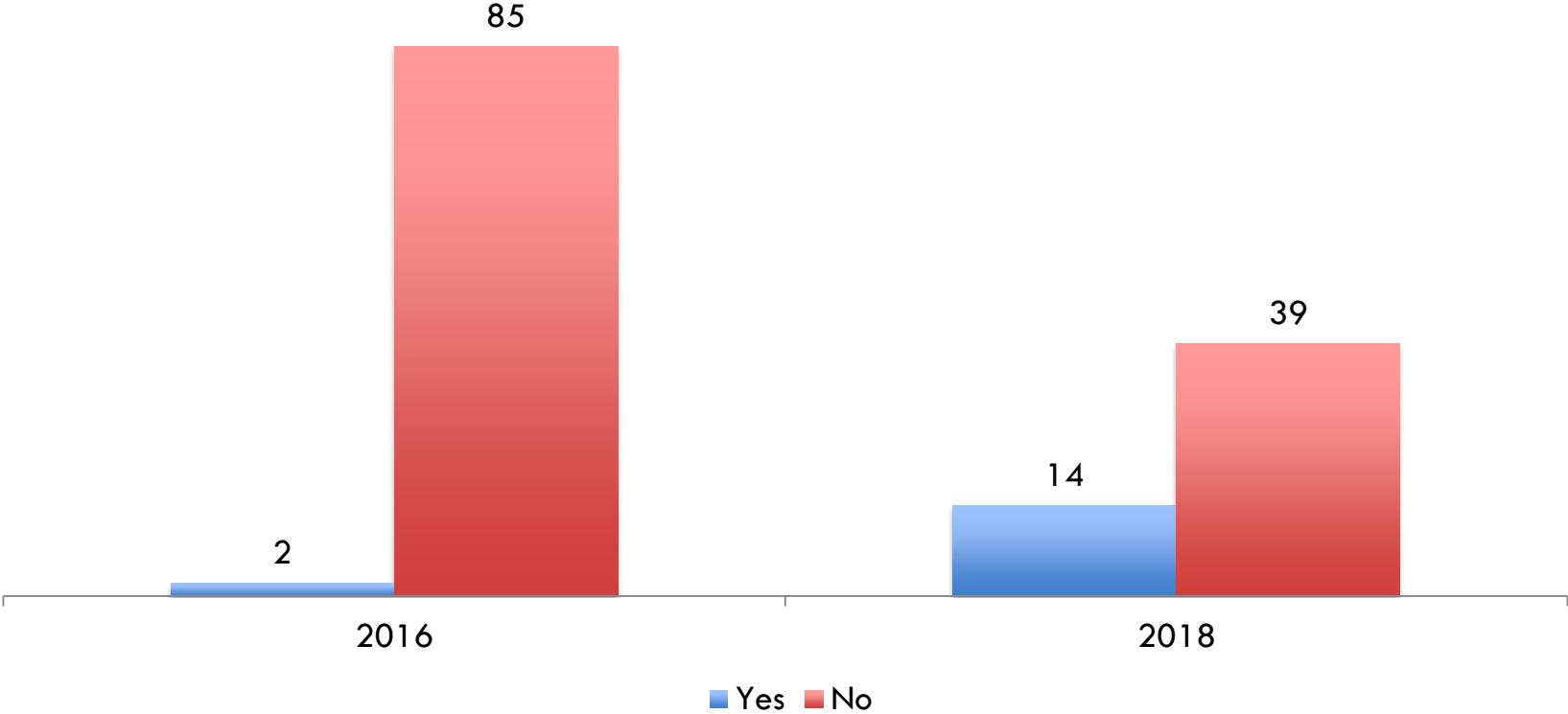
Workgroup engagement is worth the time

How valuable is the focus/activity of the RESO Workgroup(s) you or your company is involved with?



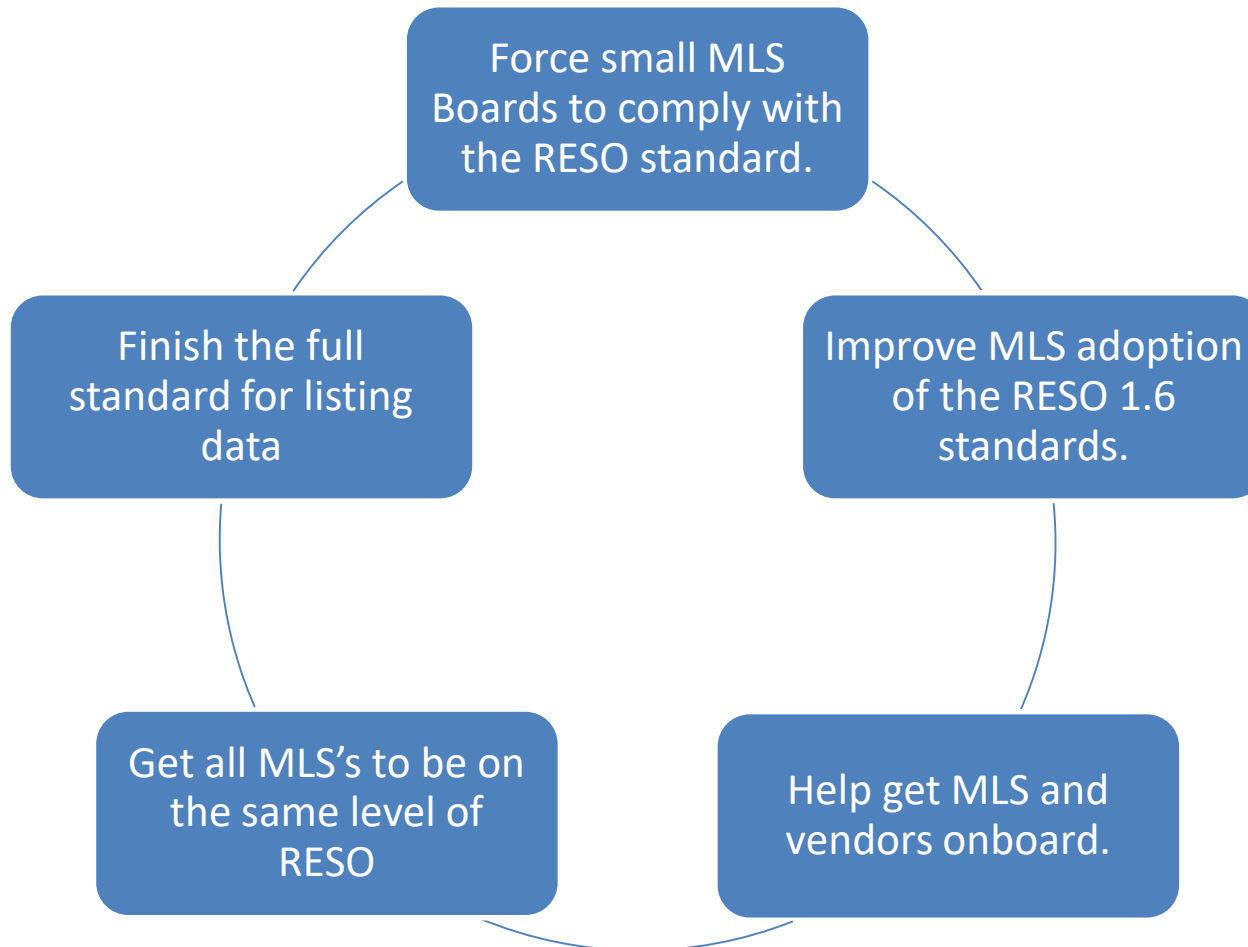
Broker RESO Conference attendance has increased significantly

Have you attended a RESO Conference?



Largest request – Get MLSs fully onboard and supportive of RESO

What is the one thing that the RESO organization could do to help you most with your data management challenges?



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