Broker Technology Powered through RESO Standards

Michael Gartner
KW Agent Focus

1. The agent’s brand matters most.
2. We route Internet leads back to the listing agent.
## KWRI Numbers

<table>
<thead>
<tr>
<th>HQ</th>
<th>Regions</th>
<th>Offices (Market Centers)</th>
<th>Associate / Agents</th>
<th>Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>34</td>
<td>699 (98%)</td>
<td>+120k</td>
<td></td>
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</tbody>
</table>

How many home buyers/sellers are in the US and CA?
This is our IT challenge:
Building scalable systems to support our products, partners and vendors.
Current Real Estate: Who knew 10 years ago...
Vision: Future of Real Estate
Agent Focus on - Systems That Create Leverage

- Generate Leads
- Get Appointments
- Manage Business
- Win New Business
- Service Clients
- Close Transactions
- Get Repeat and Referral Business
Systems That Create Leverage

Generate Leads

Get Repeat and Referral Business

Get Appointments

Manage Business

Close Transactions

Win New Business

Service Clients

Get Repeat and Referral Business

Get Appointments

Manage Business

Close Transactions

Win New Business

Service Clients
Systems That Create Leverage: Generating Leads

- Lead Generation Network
- Driving Leads to our Agents
- Agent websites
- Education

KW.com
KWCommercial.com
KWCanada.com
KWLuxuryHomes.com
Market Center Sites
Agent Profile Pages featured on every site
Systems That Create Leverage

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- Get Repeat and Referral Business
- Service Clients
- Close Transactions
- Win New Business
- Manage Business
- Generate Leads
- Get Appointments
Systems That Create Leverage: Get Appointments

- Collection of Leads
- Mobile
- Marketing
  - Building Relationships
  - Converting Buyer/Seller leads
  - Creating Brand Awareness (12)
  - Customization of Marketing Pieces to match Agent Brand
  - Leveraging Technology Into Marketing Strategies
- Education
Systems That Create Leverage

Generate Leads

Get Repeat and Referral Business

Get Appointments

Manage Business

Win New Business

Close Transactions

Service Clients

Get Repeat and Referral Business

Generate Leads

Get Appointments

Win New Business

Manage Business

Close Transactions

Service Clients
Systems That Create Leverage: Win New Business

- Buyer and Listing Presentation Materials
- Mobile Listing Search Apps
- Education

We didn’t build one app, we built one for every single agent!
Systems That Create Leverage

- Generate Leads
- Get Appointments
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- Service Clients
- Get Repeat and Referral Business

Generate Leads → Get Appointments → Manage Business → Close Transactions → Win New Business → Service Clients → Get Repeat and Referral Business
Systems That Create Leverage: Service Clients

- IDX Property Search
- KWLS
- Single Property Websites
- My Listings, My Leads
- Marketing
- kwVideo
- Education
Systems That Create Leverage: Service Clients

KWLS

KW Connector powered by ListHub

MLS

Syndication channels

See full list at www.listhub.com
Systems That Create Leverage

- Generate Leads
- Get Repeat and Referral Business
- Get Appointments
- Manage Business
- Win New Business
- Service Clients
- Close Transactions

Manage Business

Win New Business

Service Clients

Win New Business

Get Appointments

Get Repeat and Referral Business

Generate Leads
Systems That Create Leverage: Close Transactions

Providing a streamlined compliance tool that has security in mind.
Systems That Create Leverage

- Generate Leads
- Get Repeat and Referral Business
- Manage Business
- Close Transactions
- Service Clients
- Get Appointments
- Win New Business
- Get Repeat and Referral Business
- Manage Business
- Close Transactions
- Service Clients
- Generate Leads
Systems That Create Leverage: Get Repeat & Referral Business

- Marketing Campaigns

- Agent to Agent Referral Systems
Systems That Create Leverage

Generate Leads

Get Repeat and Referral Business

Get Appointments

Close Transactions

Win New Business

Manage Business

Service Clients
Systems That Create Leverage: Manage Business

- Agents Business – Email, business apps, and collaboration tools
- Team tools – Lead Generation, Contact Management, Accountability, Team Management, Business Reporting, Coaching
- Leadership training and tools
  - Retention and Recruiting, building a business
- Technical support
- Training – online, webinars, onsite instructor lead courses
Standards at KWRI

- We strongly believe in standards and systems – Business Systems and Product Systems
- This is how we have successfully grown our business
- This makes adopting Data Standards a “no brainer"
- We view this as a way to manage another process – the process of using data for our business – internally and with our partners
RESO Standards at KWRI

As we increase the amount of data that we push into Data Warehouses (usage metrics, saved searches, favorites, etc.) – the need to reduce the difficulty of managing any of our data feeds is essential. Our feeds include:

- +10 Outbound vendor listing feeds
- +5 Outbound Agent and Org data feeds
- 24 recently deprecated data feeds (volatility of business)
- +20 MLS feeds
RESO Standards at KWRI (continued)

KWRI recognizes

- The need (and benefit) of updating all relevant feeds
- That work is also needed at an infrastructure level to support this effort
- This is a long game - we do not expect industry change to stop

RESO participation (new members)

- Workgroups: Data Dictionary, Internet Tracking, R&D, Transport
- RESO Board
A Closing Note

An observation:

RESO (in the US) vs World Standards

Creating workable standards

Standards challenged