



 RESO™

2015 FALL CONFERENCE

OCT 27-29, 2015



**Get You up to Speed on all
things RESO!**

**Jeremy Crawford
Executive Director**

Real Estate Standards Organization

RESO Corporate Overview

Our Vision: A streamlined real estate technology industry.

Our Mission: To create and promote the adoption of standards that drive efficiency throughout the real estate industry.



RESO Corporate Overview

- RESO History
- Driving Force: Creating efficiencies and fostering technological innovation through standards creation, implementation and adoption



RESO Corporate Overview

- Non-Profit Organization
- Membership based organization with member categories for N.A.R., Technology Vendors, Brokers, AORs/MLSs, and non-profit entities
- Volunteer driven Committees, Workgroups & Thank Tanks
 - Like minded souls working for the benefit of the community



Membership Classes and Board Seats

- Class A –National Association of REALTORS®
 - Two RESO Board of Directors seats
- Class B
 - Any vendor, consultant, company or technology partner providing services to the real estate industry
 - Dues based upon revenue
 - Four RESO Board of Directors seats
- Class C
 - Any REALTOR® Association or Multiple Listing Service
 - Dues based upon membership
 - Six RESO Board of Directors seats



Membership Classes and Board Seats

- Class D
 - Any real estate brokerage firm, broker, or agent
 - Dues based upon number of licenses
 - Two Board Appointed Board of Directors seats
- Class E
 - Any other association or standards group
 - Dues based upon membership
 - Requires RESO Board of Directors approval
- Additional Board of Directors Information
 - Two additional Board appointed Board of Directors seats
 - Reserved seats



RESO Membership Benefits

- Membership Benefits apply to the entire Organization
 - Employees of the Organization Class A-C, E
 - Employees, Brokers and Agents of Class D
- Full access to the standards development community and works in progress
- Workgroup participation and voting
- Board of Director's election voting
- Eligibility to sit on the RESO Board of Directors
- Discounted Conference Fees
- Discounted Certification Fees



RESO 2015 Board of Directors

- Mark Lesswing – Chair
- Art Carter – Vice-Chair
- Robert Overman – Treasurer
- Richard Renton – Secretary
- Chad Curry
- Ethan Bailey
- Michael Wurzer
- Justin LaJoie
- Rebecca Jensen
- Jeff Young
- Brian Donnellan
- Stuart White
- Craig Cheatham
- Mark Wise



RESO's Work Product

- RESO = Standards for Real Estate
- RESO Standards are free to use and open to the public (Open Source)
- RESO's work product are primarily technical data standards



RESO's Work Product

- Technical Data Standards
 - Data Transport – RETS 1x, Web API
 - Data Dictionary
- Standards are not MLS Business Rules or MLS Rules & Regulations
- MLS Best Practices



Benefits using RESO Standards

- **MLS Benefits**

- Share Data with Confidence & Consistency
- Data transmitted/received as intended
- Reduced staff time and costs
- MLS Members get better choices

- **Vendors**

- Allows for easier product growth and geographic expansion
- Reduced maintenance overhead & expense
- Reallocate resources towards innovation
- Faster time to market

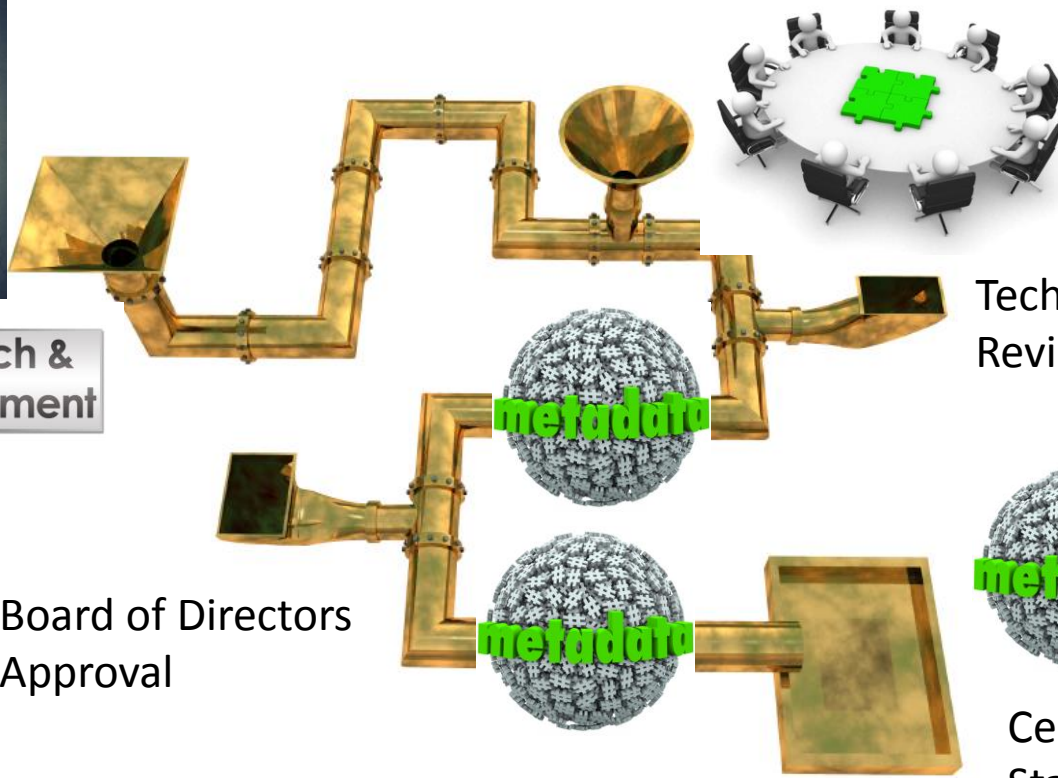


Benefits using RESO Standards

- **Broker**
 - Less investment interfacing with multiple MLS
 - Faster time to market with products such as broker back office systems, lead generation platforms and statistics
 - Consistent data & displays across platforms & market areas
- **Agent**
 - New Software and updates available in days (vs. months)
 - Provides a more Uniform Consumer Process
 - Greater Software Selection



The RESO Standards Process

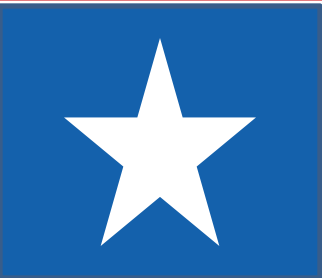


Data Dictionary
Workgroup

Technical Committee
Review

Board of Directors
Approval

Certifiable Ratified
Standard



2015 Workgroups & Committees

- Research & Development – Greg Moore
- Data Dictionary – Rob Larson
- Internet Tracking – Chris Lambrou
- Transport – Scott Petronis
- RETS 1x – Paul Stusiak
- Property Unique ID – Paul Desormeaux
- Technical Committee – Chad Curry
- Certification Committee – Greg Lemon
- Marketing Committee – Jeremy Crawford



2015 Workgroups

- Research & Development – Greg Moore
 - The RESO Funnel
 - Solicit and review submitted business cases from the real estate community and identify how RESO can contribute to the benefit of that business process
- Data Dictionary – Rob Larson
 - Serve as a non-RETS guideline for a national standard for the fields and lookups (enumerations) in the MLS.
 - A common center for all expressions of fields and enumerations in the RETS standard



2015 Workgroups

- Transport (Web API) – Scott Petronis
 - Maintain and update the Web API standard based on current needs, changes involving security, certification and data dictionary.
 - Provide technical processes for analyzing extensions to transport methods in current and future versions of the Web API specification
- RETS 1x – Paul Stusiak
 - Maintain and update the RETS 1x standard based on current needs, changes involving security, certification and data dictionary



2015 Workgroups

- Internet Tracking – Chris Lambrou
 - Internet Tracking data is a key component for any modern day data set. True analytics that show value are now expected and commonplace in the software industry.
 - This workgroup will propose recommended standards for tracking activity, including the MLS listing, events, behaviors and possibly product usage.
- Property Unique ID – Paul Desormeaux
 - Build the "definitive" standard for the Universal Property Identifier to be used by the real estate industry.
 - The benefits of a Universal Property Identifier include: easier identification of parcels across market boundaries, unification of public records from multiple sources in one display, faster updates to physical property characteristics.



2015 RESO Committees

- Technical Committee – Chad Curry
 - Provide collaboration between the RESO Board of Directors, workgroup chairs and the Executive Director.
 - The committee is chaired by a RESO Director who is a liaison facilitating communication and ensuring transparency and consistency between the workgroup chairs, the RESO Board of Directors and the Executive Director.
 - The committee reviews each individual workgroup activity and the chair assists the progress of workgroup approved motions through the RESO Board of Directors in conjunction with the Executive Director when applicable.



2015 RESO Committees

- Certification Committee – Greg Lemon
 - Maintains the RESO Certification Process
 - Reviews technical testing rules of each certifiable standard
- Marketing Committee – Jeremy Crawford
 - Provides oversight and guidance into the marketing activities of RESO
 - Provides industry trends and recommendations for RESO's marketing efforts



RESO Fall Conference

- Who's attending
- What to expect
- Where to get help
- Agenda Review
 - General Session
 - Business Tracks
 - Technical Tracks
 - PlugFest
 - Receptions



N.A.R. MLS Policy Statement 7.90 (“RETS”)

The integrity of data is a foundation to the orderly real estate market. The Real Estate Transaction Standards (RETS) provide a vendor neutral, secure approach to exchanging listing information between the broker and the MLS. In order to ensure that the goal of maintaining an orderly marketplace is maintained, and to further establish REALTOR® information as the trusted data source, MLS organizations owned and operated by associations of REALTORS® will implement the RESO Standards including: the RESO Data Dictionary by January 1, 2016; the RESO Web API by June 30, 2016 and will keep current by implementing new releases of RESO Standards within one (1) year from ratification. Compliance with this requirement can be demonstrated using the Real Estate Standards Organization (RESO) compliance Certification Process. (Amended 11/14)



RESO Strategic Positioning



*Rebecca Jensen
RESO Director
Chief Executive Officer
Midwest Real Estate Data, LLC.*



*Michael Wurzer
RESO Director
President & Chief Executive Officer
FBS*



Get Involved with RESO!

- How Can you get involved?
- Join RESO workgroups & participate
- Support RESO efforts through local, state and national involvement including partnerships, technology initiatives and policy

- **Contact Information:**

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