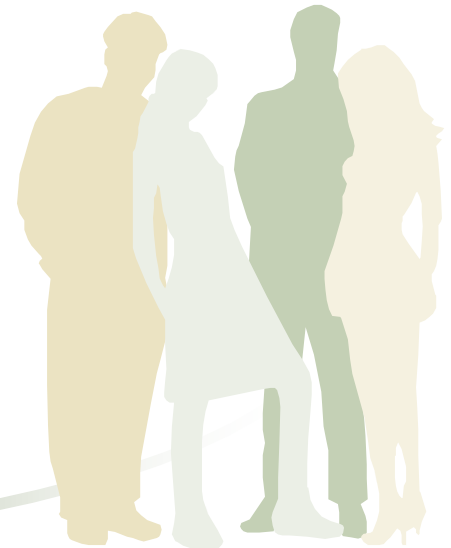# Let me introduce myself

Robert Gottesman

RESO, Executive Director

bobg@voyinfo.com

Mobile: 818.209.6075

Twitter: @RESO_RETS

# Primary Objectives / Areas of Focus

- First Tier Objectives
  - Design, construct and deliver Real Estate Standards as dictated by RESO leadership
    - *'Plug & Play'*
  - Promote adoption of RESO Standards throughout Real Estate Industry
  - Grow RESO membership

- Second Tier Objectives (supporting first tier)
  - Define value propositions for all parties concerned
  - Create compelling marketing and branding strategy
  - Implement Compliance program tied to branding
  - Understand and tackle migration issues

- *Create a sense of urgency!*

# RESO Work Habits

- Keep committees and work groups motivated and productive
  - Well defined goals and timelines (metrics)
  - Accountability
  - Closely monitor progress with metrics

- Two Way Communication
  - Reach out to current members, future members and influencers
  - Keep RESO transparent
  - Use social media and rets.org to transmit/gather information

- Report Cards
  - Continuous assessment
  - Realignment when necessary

# Behind the Scenes

- Executive Director's Personal Foibles
  - He is not a perfectionist
  - Guaranteed to make mistakes
  - Cannot possibly make 'everybody' happy
  - Has a propensity of moving forward at all costs
  - Sense of humor is sometimes questionable

- Executive Director's Strengths
  - Has a pretty good track record on delivering key projects
  - Understands the mechanics of volunteer work groups
  - Will strive for a consensus before moving forward
  - Is not shy in expressing opinion but will bend to the majority

# State of the Standard

- Targeting in on a 'Plug & Play' Environment
  - Payload
  - Transport
  - Interoperability
  - UUID for easy identification and universal data fingerprinting
  - Tie in Event Models

# RESO Updates

- Data Dictionary
  - 1.1 Ready for Release

- Transport
  - Recommendation on transport foundation later today!

- Syndication
  - Merge with Data Dictionary effort

- R&D
  - Cleaning up backlog / Focus on High Value Projects

- Compliance
  - Compliance and Certification on RETS 1.8 in the works

- Authentication & Authorization
  - Chair Person Acquired; Seeking members

# WE'RE ALL TAKING THIS JOURNEY TOGETHER ...