Increasing Utilization of RESO Standards with the RESO Marketing Toolkit

Marilyn Wilson

2017 RESO™ TECHNOLOGY SUMMIT
ORCHESTRATING COLLABORATION & INNOVATION

SPEAKER

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#1 Broker Data Challenge

Most brokers have 5 or more systems that do not TALK to one another

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91% of Brokers believe Data Standards are critical

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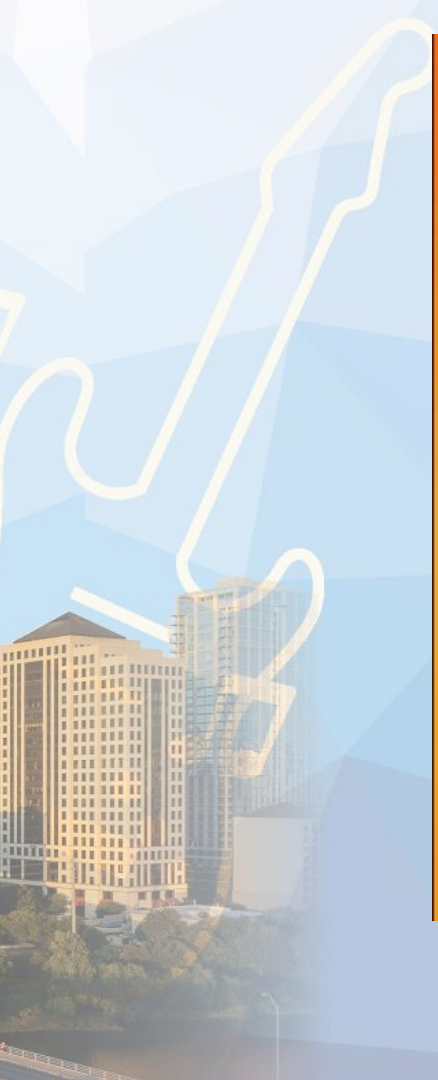

IT'S ABOUT HAVING A VOICE.

88% of Brokers Want Representation in Data Standards Setting

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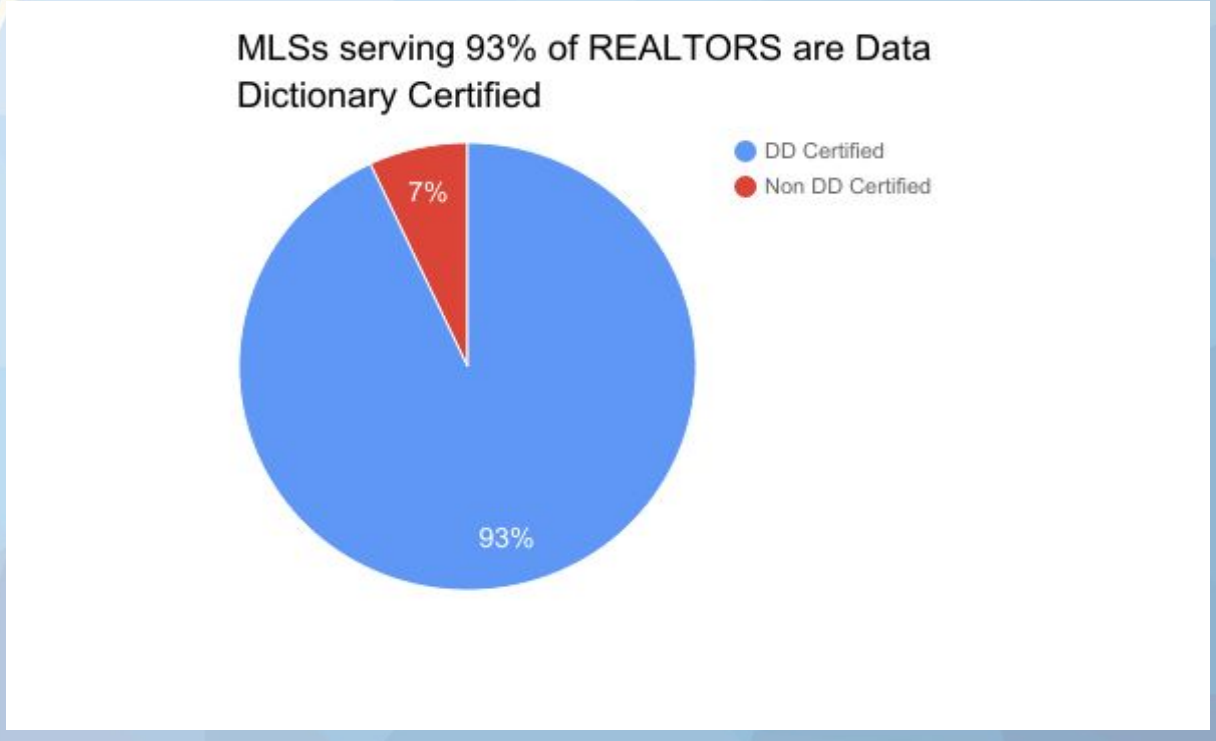
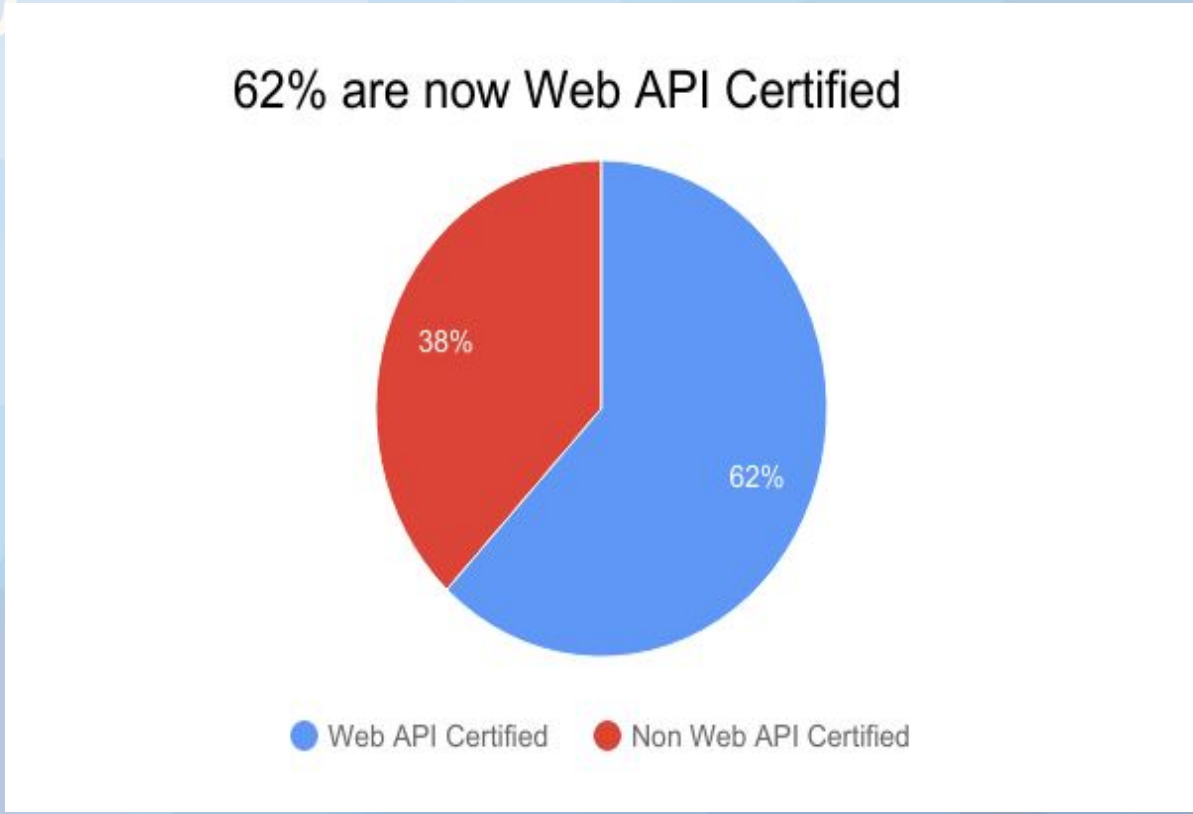
Data Dictionary Not Being Utilized



Web API Not Being Utilized



Brokers are not aware of Data Dictionary Certification

MLSs are not actively promoting availability

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Introducing the RESO Marketing Toolkit

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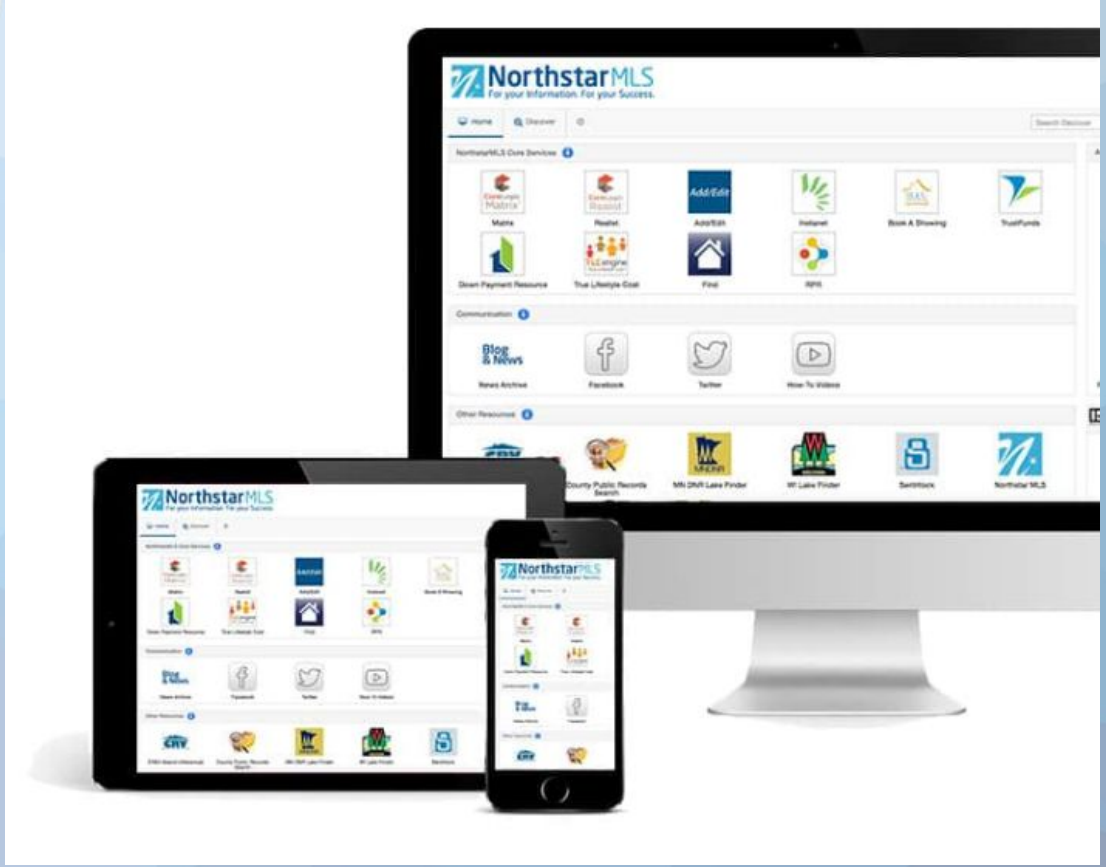
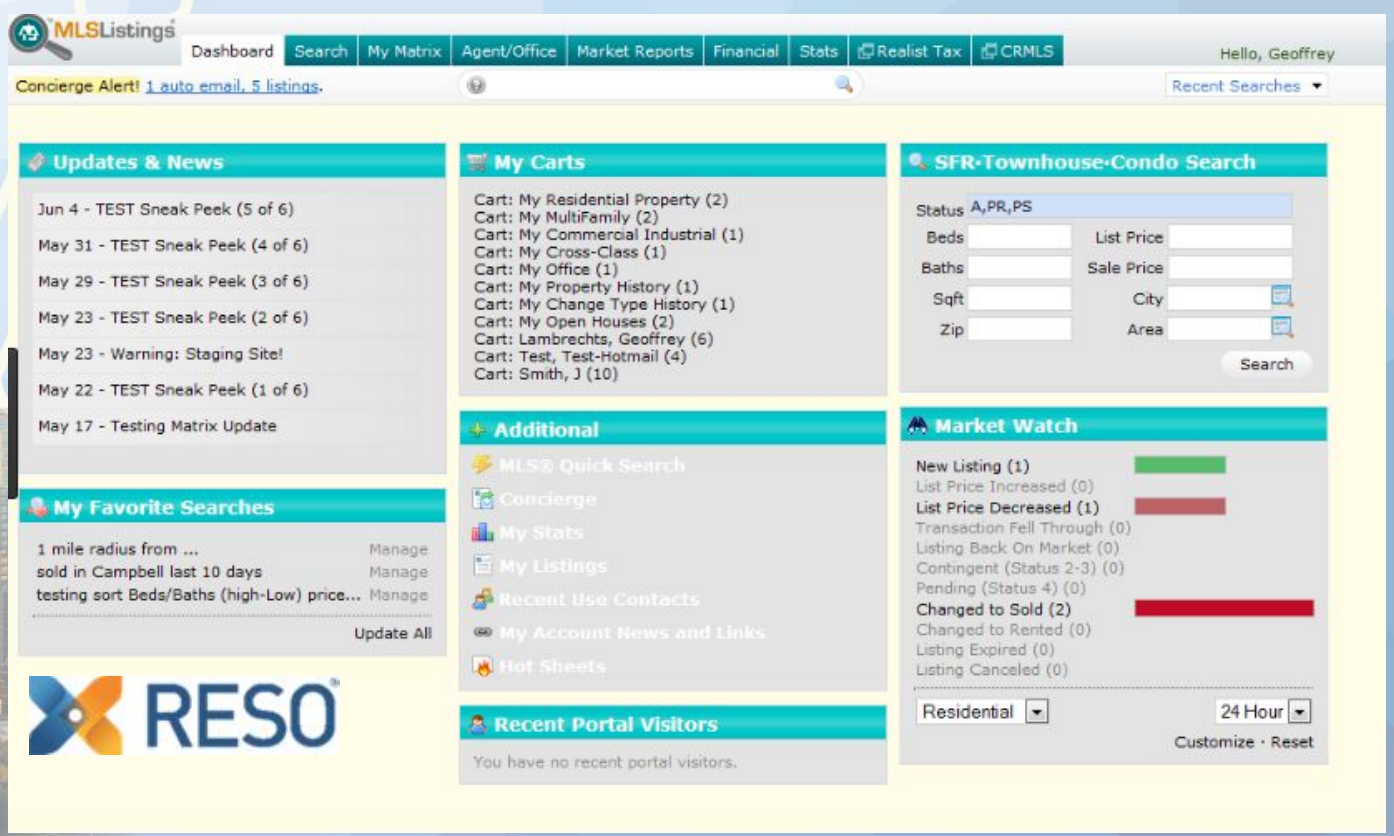
Promote Practical Marketing Value of RESO

Marketing
Analysis
Differentiation
Innovation

Feature on your SSO Dashboard



Feature on MLS System



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Feature Video Training

Videos

Videos Playlists

[CRMLS Webinar] Agent 101

6 weeks ago

RETechnology.com; Unleashing the Marketing Power of RESO for Brokers

2 months ago

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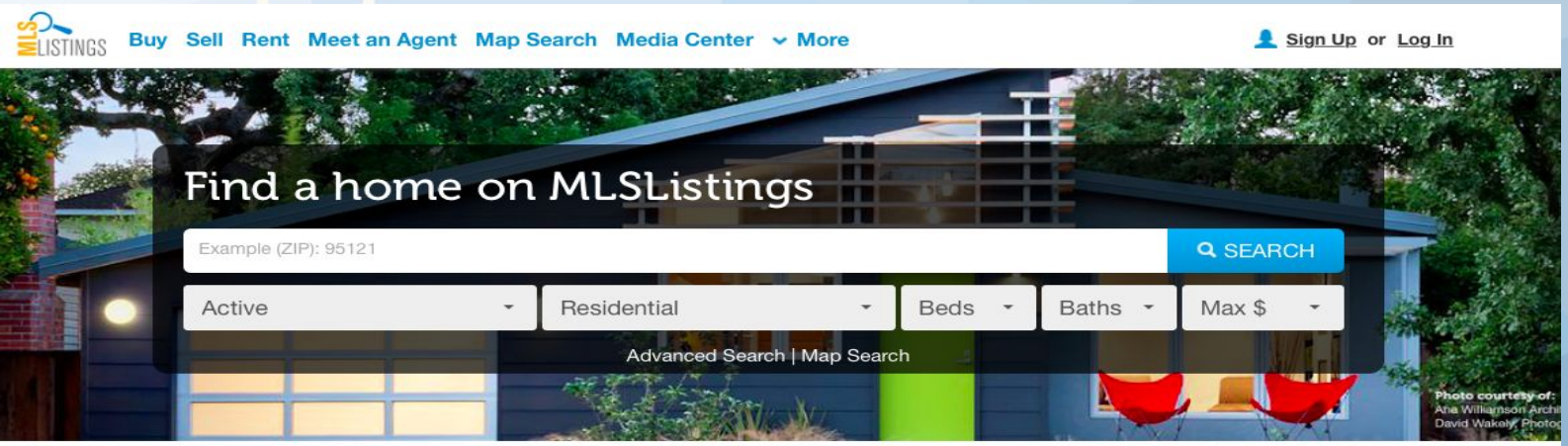
Feature RESO on Your Website



About Us

- About MLSListings
- Leadership Team
- Board of Directors
- Careers
- Contact Us
- RESO Certifications

MLSLISTINGS INC.

RESO Certifications

MLSListings is an industry leader in data standards

MLSListings is an industry leader in data standards, being the only MLS to earn both RESO server certifications and data dictionary certification for data distribution. Headquartered in Silicon Valley, MLSListings is one of the first MLSs in the country to have earned the RESO data dictionary certification.

Earning RESO certifications ensures fewer errors as data is moved between systems, lower maintenance costs, and faster innovation. MLSs, brokerages, and technology vendors are able to experience common standards without the need to create complex workarounds in core data fields.

MLSListings is at the forefront of industry excellence and committed to the national standard for data integrity. The company is a valued participant in numerous RESO working groups, driving the development of real estate industry standards.

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RESO Banner Ads

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Content for Tech Companies/Leaders

- What is the RESO Data Dictionary and Why is it Such a Big Deal
- Quarterbacking the Adoption of the Data Dictionary
- A Peek Into the New RESO Data Dictionary Wiki
- The New RESO Web API Standard: 3 Reasons You Should Implement
- RESO Makes it Free: Are you RESO Web API Certified?
- Real Estate Standards Organization Releases Free Web API Tools For Developers

Taking Credit for RESO Certification

BCAR

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Posted by: Mike Bates on Monday, April 3, 2017

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BCAR like many other MLS's and other source providers gather data, but what good is it if the data cannot be shared or understood? By complying with RESO's Data Dictionary standards it ensures that the our MLS system "speaks" the same language as other MLS's and provides consistency for our IDX feeds to be utilized by 3rd parties in our industry. It is the common standard that defines real estate data in consistent terms and data structures; a template data providers follow to format MLS common fields. The BCAR MLS received the Data Dictionary 1.4 Silver certificate award for the April 2017 - April 2018 period.

Real Estate Standards Organization, or RESO, actively develops, adopts and implements open and accepted data standards and processes across all real estate transactions. It provides an environment for the development and implementation of data standards and processes. Those processes facilitate software innovation, ensure portability, eliminate redundancies and obtain maximum efficiencies for all parties participating in real estate transactions.

BCAR's membership with RESO helps ensure our members have access to the best MLS service available. RESO was incorporated in November 2011 as an independent, not-for-profit trade organization that was previously a section of the National Association of REALTORS®. RESO has more than 150 active members, including NAR, multiple-listing services, real estate associations, brokerages and

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Content for Brokers

- Why Brokers Should Care About Data Standards
- How can RESO make brokers money in 2017
- Why do Standards Matter for Real Estate Brokers?
- Unleashing the Marketing Power of RESO for Brokers
- The RESO Revolution - Brokers Win Big with Data Compliant Vendors
- The Drive Towards Data Standards

Testimonials

Broker Forums

Presentations

RESO Ambassadors

Why Join RESO Flyers

Why should a Real Estate Broker join RESO?

The mission of the Real Estate Standards Organization (RESO) is to create and promote the adoption of standards that drive efficiency throughout the real estate industry. RESO has more than 500 active members, including NAR, multiple-listing services, real estate associations, real estate brokerages and industry technology providers.

How does a Brokerage benefit?

You get a seat at the table – Brokers can help shape future of new standards that impact their businesses directly by participating in one of several RESO Workgroups. This allows your voice to be heard both through in-person Workgroup meetings at RESO Conferences, and virtual monthly meetings throughout the year.

Brokers become an industry insider – Key executives and technical leads from top MLS firms, leading MLS vendors, and the hottest real estate tech firms that interact with listing data attend RESO Conferences. You can share as well as listen to key issues, concerns, ideas, and business needs that specifically relate to real estate brokerages data issues.

Improve your technology – Brokerages overall lag in deploying current data standards, like the RESO Data

What can RESO mean to your brokerage?

Real world problems, solutions shared
Industry standards are a vital component to drive real estate technology innovation that will directly benefit your brokerage. Every real estate brokerage technology that interfaces with MLS data – your IDX websites, your apps, your marketing technology, your CRM — all benefit from the efforts of RESO.

More importantly, real estate brokerages often share similar challenges in dealing with MLS data,

RESO Certificaion Fact Sheets

How RESO Certification Can Help Technology Vendors

RESO Certification The Real Estate Standards Organization's Certification Program is the real estate industry's seal of data excellence that ensures MLSs and Technology Vendors have correctly implemented RESO data standards. It is awarded to Technology Vendors for RESO RETS Clients/Servers and to MLSs for RESO RETS Clients/Servers and RESO Data Dictionaries that conforms to current RESO Standards.

Help for MLS Leadership

Quality Stamp of Approval – RESO Certification provides independent validation that your MLS system's functions meet or exceed professional industry-wide standards. It may satisfy MLS contracts that require tools to comply the latest RESO RETS requirements.

Enhance Your Marketing –When an MLS says they are "RESO Certified," it says everything about their system's interoperability. Everyone is assured that their MLS software will work with all certified RESO RETS and RESO Data Dictionary platforms. When

More Certification Details on RESO.org

Visit www.reso.org/certification for more information on the RESO Certification processes and testing tools for RESO RETS 1.7.2 or 1.8 Clients/Servers and the RESO Data Dictionary.

Here you can find:

- An introduction to the Certification process.
- Instructions to download and use the RESO testing tools
- Online application forms to begin the process

Getting the Utilization Going

- Meeting with Top Brokers, Top Data Suppliers in your local market
- Presentation describing value of RESO
- Invitation to Join RESO and Workgroups
- Guide to Certification
- Sample Language to include in Technology RFP's

Webinar for Technology Companies

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Webinar for Brokers

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How to get your FREE RESO Marketing Toolkit

Go to RESO Registration DESK

Complete the Marketing Toolkit Request Form on the RESO Conference App. with the Materials You're looking for

RESO Representatives will work with you to implement your marketing program

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Don't forget to take the session survey in the conference app!

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