

## Template Letter to send to your MLS

Date

Dear (MLS Executive and Board President),

As you may know every MLS in the U.S. is required to implement the RESO Data Dictionary by 1/1/16 and the RESO Web API by 6/30/16 and stay current by adopting new RESO standards within one year of ratification according to changes that NAR made to the IDX rules in November 2014 at the NAR national meetings. You can demonstrate compliance with the NAR policy mandates through RESO Standards Certification.

First, let me add my support and commitment to your focus on this important initiative. Second, if you have any questions, I'm happy to share with you why I believe the RESO Data Dictionary and Web API is vital to the success of my brokerage.

You are likely already aware that brokers and the industry as a whole spend significant resources in normalizing data so that it can be displayed on websites, utilized in marketing tools, and accurately presented to buyers across the country. This work is not easy. It takes time and money away from my efforts to train and support my agents. It taxes the budget I can invest in technology, tools and marketing programs to help my agents be more successful.

By adopting the RESO Data Dictionary and the RESO Web API in our local MLS, you will make it easier for me to focus my resources on efforts that will move my business forward.

I am encouraging all of my technology partners to adopt the RESO Data Dictionary and Web API. When everyone is using the same data standard, it will make it easier for me to work with a

multitude of exciting tech companies, large and small, that are going to help me provide a unique set of services to my agents and our clients.

From what I understand, most of the MLS technology providers are supporting their MLSs in this effort, but MLS technology companies cannot start or complete the process themselves. Before they can begin their work, each MLS must contact their respective MLS vendor to start the process and also apply with RESO to be certified in order to demonstrate. Once the application has been submitted, RESO will work directly with you and your MLS technology provider to ensure correct adoption of RESO Standards and publish your awarded certifications on <http://www.reso.org/certificates>.

To get started visit:

<http://www.reso.org/n-a-r-mandated-standards-adoption>

If you have any questions, feel free to give me a call.

Sincerely,

Broker Name Here