



Property Unique Identifier

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What is a PUID?

- Property Unique Identifier
- A number (name) that lives with a property forever
- PUID is not about listings, is about the property

Why a PUID?

- Help de-duplicate listings on syndication channels
- Speed up the transaction
- Easily identify all information about a property
- Allows different bits of information about a property to be connected/associated

Stop speaking gibberish

Listing King



It's the circle of Life

- Starting with a parcel, every property gets an ID



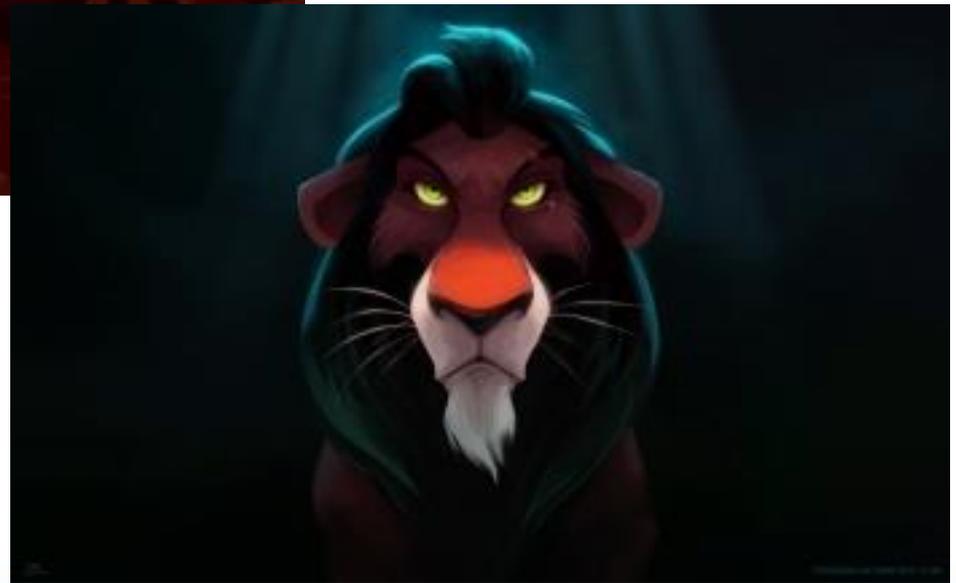
Simba Has a Journey



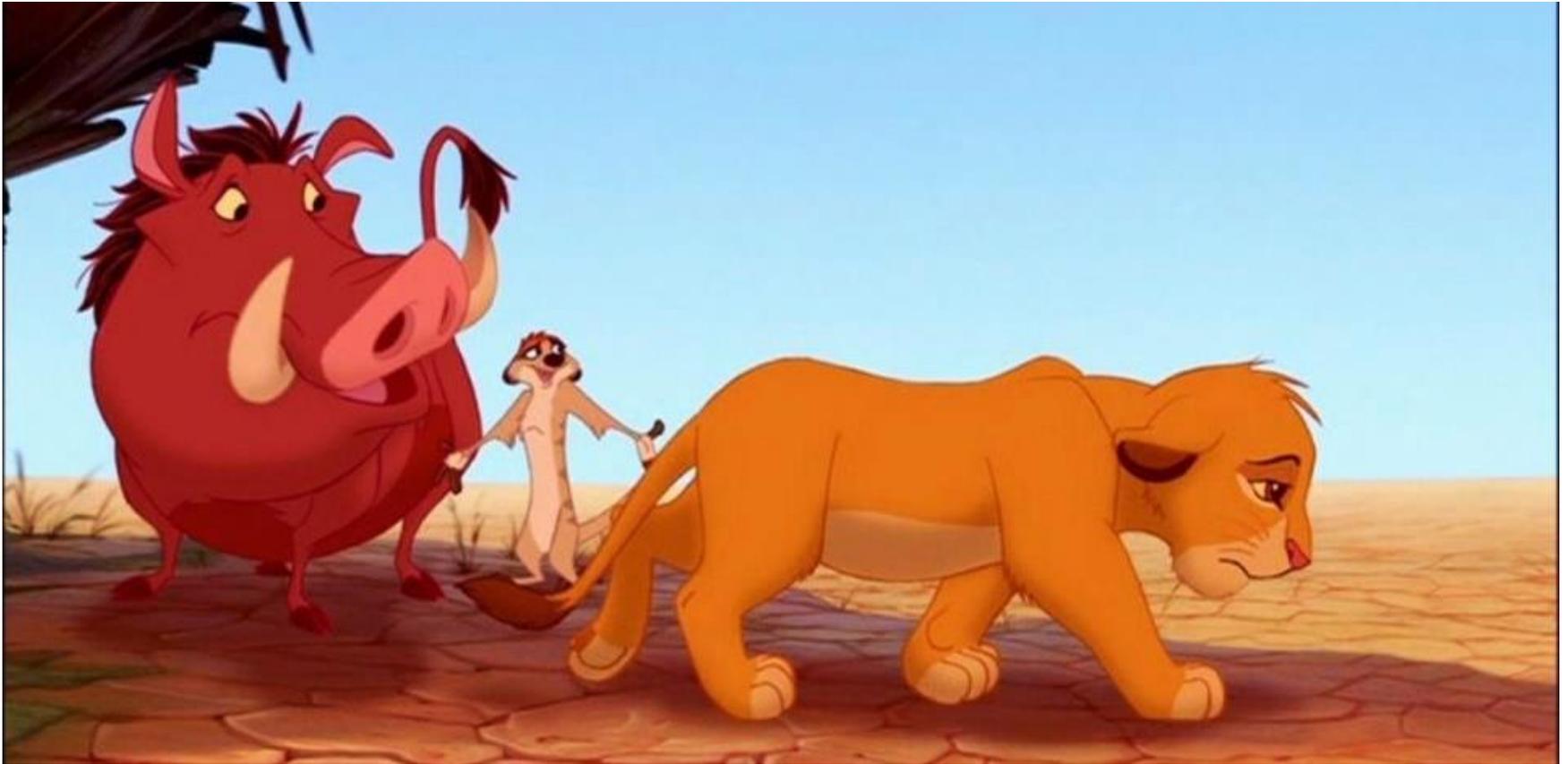
Simba keeps chugging along



There are obstacles



This makes Simba sad



Simba is the leader that brings us together



Even though Simba is King



He must look outside of his pride



Work with others for the common good



Questions?

THANK YOU!