PUID = Property Unique ID

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Business Cases:

• **Deduplication** - DB (MLS, Vendors, Listing Websites, etc.)
• **Aggregation** – Multiple sources (mash-up: green data)
• **Quick Find** – Property info (mishmash of online searches)
• **Fraud Prevention** – Uniqueness of mortgage contracts
• **Prop History Report / CDOM** – Even with address ‘typo’
• **Internet Tracking Value (?)** - To MLS, Vendor, Broker, Agent, ...
Multiple proprietary ‘dedup’ solutions with own PUID
These silo PUIDs only work internally (DB key)

Goal:
- Uniquely identify real property
  - House on a lot, condo unit, farm acreage, etc.
  - Can be for sale, rent, timeshare, bus. opp., etc.
  - Not a Listing ID: 2 listings can reference the same PUID
- Provide a global PUID allowing property info to flow more easily and effectively (less errors) in r. e. transaction
  - Dealing with liens, mortgage info, contracts, forms, etc.
- Add to RESO DD (Property, Open House, etc.) Resources
Focus on RESO DD Fields

DD fields at hand:

- **ADR**: Address fields (i.e. StreetNumber, StreetName, Country)
- **GEO**: Geographic fields (i.e. Latitude, Longitude, Elevation)
- **TAX**: Tax fields (i.e. Country + State + County + Parcel#)
If at first you don’t succeed, ...

- **PUID = Country – State – County (FIPS) – Parcel # (APN)**
  - but parcel # reuse issue, etc.

- **PUID = f(GEO) – Latitude, Longitude, Elevation**
  - but need military GPS precision (condo), tricorder

- **ComparePUID(ADR,GEO,TAX) – Use info at hand (MLS)**
  - but did not provide a global unique ID for all to share...

- **PUID = HASH(ADR,GEO,TAX) – but too tricky, not really feasible...**

- **PUID = GetPUID(ADR,GEO,TAX) from RESO PUID Repository**
Current Focus:
- RESO approaching big tax data aggregators
- Looking for 99%+ coverage
- Considered smaller players, but would add complexity...

Where were we at:
- Discovery phase:
  - What data fields and APIs are provided?
  - Quality of data, normalized, regularly cleaned, etc.
- Delays: Fields are TOP SECRET proprietary things (NDA)
  - Patience required! 😊
RESO PUID Repository:

• National (USA), Canada not so much ($) ...

• Hosted by RESO

• \((\text{PUID}, C) = \text{GetPUID(ADR, GEO, TAX)}\), \(C\) = confidence
  • Not returning other data \((\text{ADR, GEO, TAX})\) – KISS, licensing

• Implementation: Database or thin API call ???
DOT - NAD for short: PUID W/G reached out to...

- Based on the **UK Open Address** crowd-sourced proof-of-concept, now stalled ($)
- **Issue** is often licensing & privacy laws (i.e. CENSUS data)
- **44%** coverage (municipalities / counties with data) / **15** states
- **911** Next Gen Emergency Call Routing should increase coverage
- **Goal**: National level **geocoder** (would be cool for real estate industry)
- **Target**: End of 2016

- Limited usefulness for the RESO PUID
- But potential synergy in actual **PUID value** itself!
PUID Questions?

Thank you!

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