

PUID = Property Unique ID

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»» WHY?

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, ...



»» SITUATION

- 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#)



QUICK PUID W/G HISTORY

If at first you don't succeed, ...

- **PUID = Country – State – County (FIPS) – Parcel # (APN)**
 - but parcel # reuse issue, etc.
- **PUID = $f(\text{GEO})$ – 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**

RESO PUID Repository

Current Focus:

- RESO approaching big tax data **aggregators**
- Looking for **99%+** coverage
- Considered smaller players, but would add complexity...

Where were 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! 😊



Basics

RESO PUID Repository:

- **National (USA)**, Canada not so much (\$) ...
- Hosted by **RESO**
- **(PUID,C) = GetPUID(ADR,GEO,TAX), C = confidence**
 - Not returning other data (**ADR,GEO,TAX**) – *KISS, licensing*
- **Implementation:** Database or thin API call ???



»» National Open-Data Address

DOT-Database 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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