



# RESO<sup>®</sup>

## Why Attend a RESO Conference? Workgroups, Networking + More

**RESO Conferences** in 2018 include the RESO Fall Conference in Milwaukee, WI at The Pfister Hotel, October 15-18 and in 2019 the RESO Spring Technology Summit in Boise, ID at the Boise Centre, April 29-May 2. For Real Estate Brokerages, MLSs, MLS Technology Partners and Real Estate tech firms, RESO Conferences have become a must attend event.

### What does your MLS get out of attending?

**Face-to-face meetings in one place** – Key executives and technical leadership come together from leading Brokerages, MLS firms, MLS technology partners, and the hottest real estate tech firms that interact with listing data at RESO Conferences. Attending opens up new opportunities to learn about emerging business and technology issues, fostering collaboration and future business development.

**Workgroups give you a seat at the table** – MLSs have the opportunity to shape future of new standards by having a seat at the table. Workgroups meet at RESO Conferences, allowing you to connect with your data partners and customers face-to-face to help create new standards that help solve pressing industry problems and challenges.

**Standards are vital** – With more than 1,000 different real estate data sources, most of them MLSs, standardization gets everyone on the same page. Organizations that utilize the RESO standards pave the way to easily share information, allowing partners to focus more on using the data rather than getting the data.

**Get an inside look at what's coming next** – You'll learn at RESO conferences about new standards (and trends they create) before they are ever released, often from your peers at other MLSs. RESO Conferences offers insight you won't find at other real estate meetings.

**Access to the best minds in the business** – RESO Conference attract the brightest and the best minds in the business, giving you exceptional networking opportunities that you won't find at most real estate conferences because of RESO Conferences are more intimate, fueling more one-on-one conversations.

**Remarkably affordable** – You can register for both RESO Conferences for the price of registration at just one typical major conference.

### What makes a RESO Conference different?

**Size** – While the number of attendees has grown rapidly over the years, total RESO Conference attendance is fewer than 500 professionals. These conferences feel more intimate, are easier to navigate, and facilitate more social interaction.

**Focus:** Data standards are king at a RESO conference and they impact every segment of the real estate industry. This focus makes it easier for MLS executives to take away actionable items to bring back with them to their MLSs.

**Onsite Certification** – RESO Conferences provide opportunities for Certification onsite. You can ask questions, meet with your technology partners, scout potential tech solutions and adopt RESO standards all at a Conference!

**Real world problems, solutions shared** – RESO Conferences don't ask presenters to sugar coat their presentations: We like presenters who roll up their sleeves, show what's under the hood, take all the hard questions and share solutions.

### Have you registered?

MLS executives and technology leadership can learn more and register for the **RESO Spring Technology Summit** at: <http://www.reso.org/spring-mtg>



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