



# Why RESO ?

Ira Luntz

# Why RESO?

RESO **sells houses.**

# RESO enables you to go bigger.



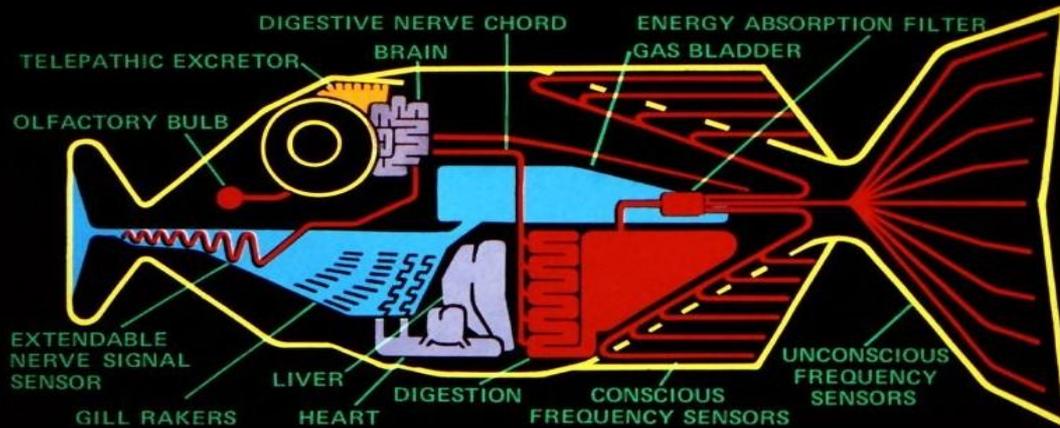
# We're not an island.

A wide-angle photograph of a small, sandy tropical island. The island is densely populated with tall palm trees and lush greenery. A person is standing on the right side of the island, looking out at the ocean. The water is a vibrant turquoise color, and the sky is a clear, bright blue with a few wispy clouds. The overall scene is idyllic and remote.

*Accurate data is your responsibility. Even if it lives here.*

# Why does RESO matter?

## The Babel Fish



The Babel fish is small, yellow, leech-like, and probably the oddest thing in the universe. It feeds on brain wave energy, absorbing all unconscious frequencies and then excreting telepathically a matrix formed from the conscious frequencies and nerve signals picked up from the speech centres of the brain, the practical upshot of which is that if you stick one in your ear, you can instantly understand anything said to you in any form of language: the speech you hear decodes the brain wave matrix. It is a universal translator which simultaneously translates from one spoken language to another. It takes the brainwaves of the other body and what they are thinking then transmits the thoughts to the speech centres of the host's brain, the speech heard by the ear decodes the brainwave matrix. When inserted into the ear, its nutrition processes convert unconscious sound waves into conscious brain waves, neatly crossing the language divide between any species.

# Why does RESO matter?

**Everything is easier** when the same standards and data dictionary are used to develop products and services, because everything works together and we're all talking the same language

No one else in the industry has **the depth and breadth of RESO**  
— RETS 1.8 and the Data Dictionary are the industry's best option to define and transport quality data for the future

# Why does RESO matter?

RETS and the Data Dictionary is the **foundation and wellspring** for the most innovative products, apps and services that will help the real estate industry thrive, regardless of market conditions

RESO is a **vibrant and powerful community** of expert developers and business partners to spur the adoption of RETS 1.8 and the Data Dictionary which results in better products and faster innovation

# Why does RESO matter?

When the community works together, **better products are built**,  
integrated and delivered to our ultimate customers: real estate  
professionals and consumers

RESO is a **fair and democratic organization**, and takes input  
from everyone involved in the transport of real estate data

# Why RESO?

**You** matter. Our **community** matters.

No matter who you are.



Wear it with pride. Take it to the streets.

