RESO Syndication WG

Chair: James Martin
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Agenda

● Current Industry Usage
● Past 12 Months
  ○ Data Dictionary Alignment Exercise
  ○ Summer Hiatus
  ○ Fall Enhancements
● Next 6 months
  ○ Narrow the focus to online marketing of real estate data
  ○ Enhance data dictionary as required
Industry Usage

- Usage has remained stable
- ~100 million listings daily
- ~130 companies receiving RESO Syndication schema feeds

Includes:
- National publishers including most from the top 10
- Regional/Niche publishers
- Franchisers
DD Alignment Exercise

(387 Fields Total)

- Add from DD: 19 (5%)
- Rename: 46 (11%)
- Keep: 10 (3%)
- NoOp: 59 (15%)
- TBD: 82 (20%)
- Add to DD: 99 (24%
- Drop: 90 (22%)

Add to DD
Drop
TBD
NoOp
Rename
Add from DD
Keep
Past Six Months

● Summer 2013 hiatus
● Fall 2013 Enhancements
  ○ It’s been ~20 months since changes to the Syndication schema has been made
  ○ Lead routing additions
  ○ Listing status alignment with data dictionary
  ○ MLS logo addition
Next 6 Months

● Laser focus:
  ○ Online marketing of real estate data.

● Driver:
  ○ What do brokers, agents, MLSs, franchisors and other data providers care about when it comes to marketing real estate data online?

● How:
  ○ Create a new Syndication payload as a subset of the data dictionary 100% aligned where possible