



## 2013 FALL MEETING

SALT LAKE CITY, UT  
OCTOBER 15-17, 2013



# RESO Syndication WG

Chair: James Martin

Vice Chair: Paul Stusiak

**October 16, 2013**

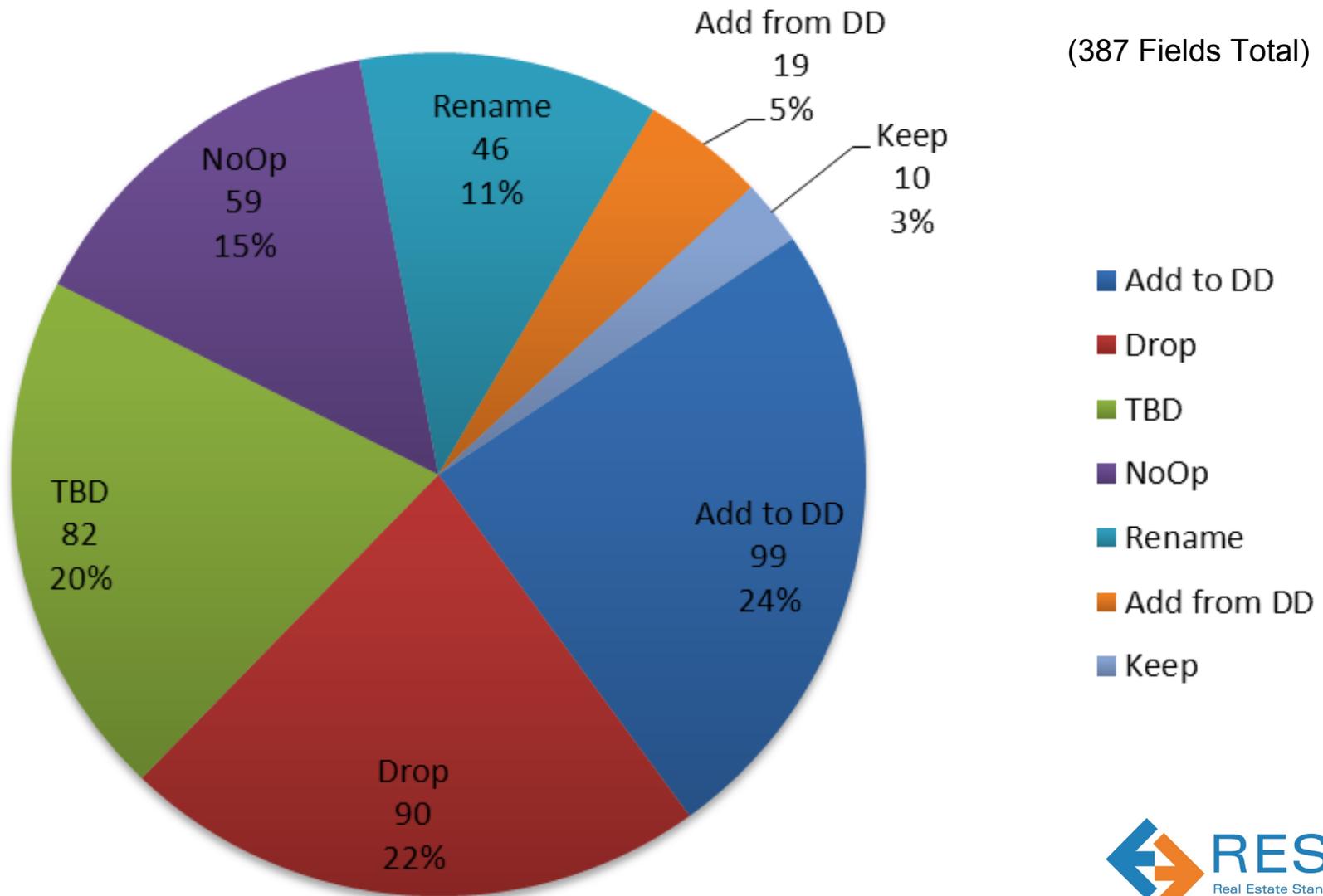
# Agenda

- 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



# 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