HOW RESO IS SPARKING BROKER SUCCESS

Supporting Broker Expansion, Efficiency and Productivity
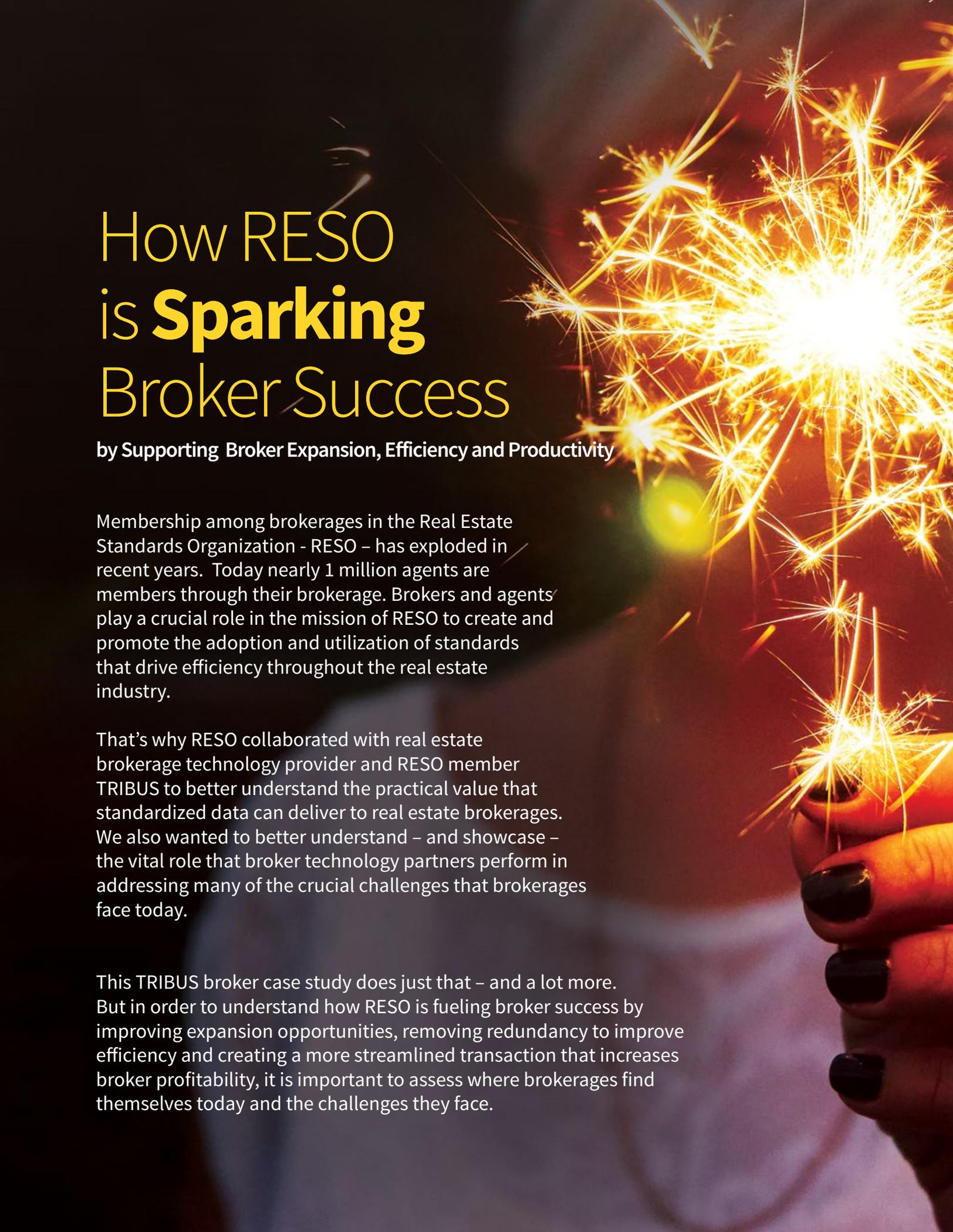
How RESO is **Sparking** Broker Success

by Supporting Broker Expansion, Efficiency and Productivity

Membership among brokerages in the Real Estate Standards Organization - RESO – has exploded in recent years. Today nearly 1 million agents are members through their brokerage. Brokers and agents play a crucial role in the mission of RESO to create and promote the adoption and utilization of standards that drive efficiency throughout the real estate industry.

That's why RESO collaborated with real estate brokerage technology provider and RESO member TRIBUS to better understand the practical value that standardized data can deliver to real estate brokerages. We also wanted to better understand – and showcase – the vital role that broker technology partners perform in addressing many of the crucial challenges that brokerages face today.

This TRIBUS broker case study does just that – and a lot more. But in order to understand how RESO is fueling broker success by improving expansion opportunities, removing redundancy to improve efficiency and creating a more streamlined transaction that increases broker profitability, it is important to assess where brokerages find themselves today and the challenges they face.

WHAT FORCES ARE **CHALLENGING** BROKERS TODAY?

While the real estate market is healthy today, brokers are facing many downward pressures on profitability.

Increasing Pressure for Technology Investment

In 2018, just about every franchise and large brokerage announced that they were pivoting away from being a brokerage and focusing more on becoming a technology company. These announcements outlined technology investments in the hundreds of millions[1]. To compete for the attention of agents and consumers today, brokerages are pouring money into their technology solutions. They are quickly realizing the most effective technology suite needs to be scalable, integrated and flexible.

Margin Compression

The broker business model is under siege. Margin compression continues to accelerate, dropping from 22.4% in 2012 to under 15% in 2017, according to REAL Trends[2]. A lack of inventory has put downward pressure on commission rates because some consumers believe that homes will "sell themselves." This trend does seem to be lightening up as days on market have started to expand, especially with luxury homes, but it has had a big impact on market dynamics for the past couple of years. According to the REAL Trends Study the average commission is now 5.08%, down from 5.4% just five years earlier.

Explosion of "Instant Sales" Alternatives

Third, the explosion of iBrokers in the past 18 months from companies like Opendoor, Offerpad and recent entries Zillow Group and Redfin, are starting to pull consumers away from agent relationships and draw them toward "instant" sales, siphoning off a portion of the residential sales business away from traditional brokerage operations.

Ever-Increasing Marketing Costs

Today, property owners expect a suite of online marketing technologies to sell their home. Because of ever-increasing consumer expectations, demand and commensurate costs for online marketing tools are increasing significantly.

As an example, in the second quarter of 2018, the amount of money Zillow Group advertisers spent was more than $5,000 per month, growing 47% year-over-year, and revenue from Premier Agent advertisers, who have been on the Zillow Group platform for more than one year, grew 33% year over year.

HOW ARE TECHNOLOGY COMPANIES AND RESO **HELPING BROKERS** TO ADDRESS THESE PRESSURES?

Brokers are responding to these profitability pressures by finding new ways to strengthen their business, including expansion, efficiency and productivity. The standardized data definitions that have been built by the Real Estate Standards Organization are available to help brokers restore profitability and remain vital for the long haul. The smart companies like TRIBUS that support brokers are embracing these standards to open up opportunities for innovation and speeding time to market.

EXPANSION

Many brokers are rapidly expanding into new markets with acquisitions and organic expansion. According to the 2018 RESO Broker Survey, 79% of large brokers are either considering or actively expanding into new MLS regions.

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Many brokerages are also expanding their service offerings including mortgage, title, home improvement, insurance, and other home services.

Acquisitions
Because many brokerages are stronger financially than they have been for some time, the level of acquisition activity has increased as well. Brokers are moving into new MLS regions locally and across the country. Several of the largest independents like Northwood, Ebby Halliday, and most recently Pacific Union, are being acquired and rolled up, expanding their footprint and their underlying MLS regions. Some franchise groups are providing funding to acquire businesses as well. There is a buying spree happening and a fair amount of broker consolidation happening.

EFFICIENCY

The market upturn has also provided brokerages with the luxury of examining their business operations and identifying ways to automate their marketing processes. They are also actively working on ways to improve efficiency by eliminating the need for redundancy and data input. Since most brokerages, on average, offer at least ten technology solutions, according to the RESO 2018 Broker Survey, there is a movement now to find ways to seamlessly integrate all of these tools.

The explosion of business analytics and business analytics tools is helping brokers find ways to more closely target their recruiting efforts, evaluate their businesses strengths and weaknesses and identify ways to expand into new geographies, price points and property types.

PRODUCTIVITY

Brokerages are also looking at better ways to attract and retain agents with more effective methods of improving agent productivity by providing agents with client relationship management systems that are integrated with online lead generation systems. The best brokerages are providing constant training on the best ways to increase professionalism and provide extraordinary service to increase customer satisfaction and referral rates.

WHAT ROLE IS **RESO** PLAYING IN HELPING BROKERS
with **Expansion, Efficiency and Productivity**?

Addressing many of the broker challenges outlined requires a commitment to technologies fueled by real-time real estate information. RESO data standards make it faster, easier and less expensive to expand into new markets, ingest real-time real estate data for analytics and arm their agents with insights to make them local real estate experts.

The Real Estate Standards Organization, or RESO, made up of over 800 member organizations including brokerages and nearly one million agents has been hard at work providing opportunities to enable technology companies to support brokerages with richer data, making it easier to seamlessly integrate technologies to allow brokers to pick the best of breed solutions that work for their unique needs.

Today, RESO offers its Data Dictionary which provides over 3,000 standardized fields and values brokers can use in their online marketing tools, marketing automation software, back office solutions and business analytics. When a brokerage works with companies that are all using the standardized fields from the RESO Data Dictionary, it is significantly easier to seamlessly pass information from one system to another. As an example, a brokerage
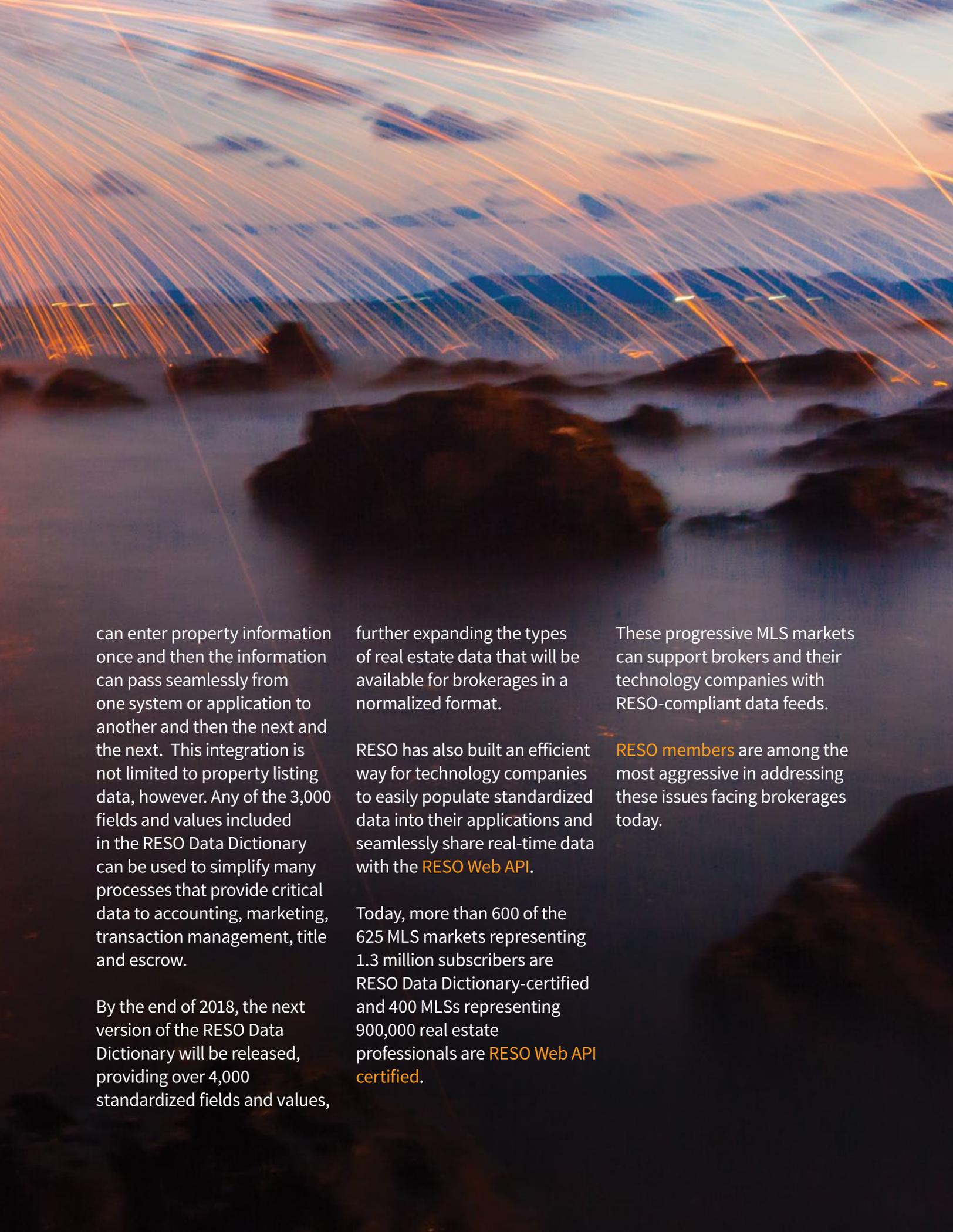
can enter property information once and then the information can pass seamlessly from one system or application to another and then the next and the next. This integration is not limited to property listing data, however. Any of the 3,000 fields and values included in the RESO Data Dictionary can be used to simplify many processes that provide critical data to accounting, marketing, transaction management, title and escrow.

By the end of 2018, the next version of the RESO Data Dictionary will be released, providing over 4,000 standardized fields and values, further expanding the types of real estate data that will be available for brokerages in a normalized format.

RESO has also built an efficient way for technology companies to easily populate standardized data into their applications and seamlessly share real-time data with the RESO Web API.

Today, more than 600 of the 625 MLS markets representing 1.3 million subscribers are RESO Data Dictionary-certified and 400 MLSs representing 900,000 real estate professionals are RESO Web API certified.

These progressive MLS markets can support brokers and their technology companies with RESO-compliant data feeds.

RESO members are among the most aggressive in addressing these issues facing brokerages today.

How can Technology Companies help **Increase Broker Profitability** by supporting Expansion, Efficiency and Productivity?

RESO interviewed TRIBUS, one of its forward-thinking members, to better understand the practical value that standardized data combined with standardized methods for accessing data can deliver to real estate brokerages and their technology partners. TRIBUS believes that RESO is the foundation of success for broker tools that depend on real estate data.

TRIBUS builds custom software for real estate brokerages, including consumer-facing websites and tools for brokerages, agents and staff like Intranet, lead and transaction management, email marketing and more.

According to Katie Ragusa, VP Product Development for TRIBUS – "Real estate data runs through literally every aspect of what TRIBUS builds - From listing search and market stats on broker websites, to the agent's ability to enhance their MLS listings with better photos, to automated listing alerts for consumers, and even in our Coach product where agents can track their production and set sales goals."

TRIBUS BELIEVES STANDARDIZED DATA IS HELPFUL TO ITS BUSINESS AND WILL BE EVEN MORE HELPFUL IN THE FUTURE

The move to RESO standardized field definition does take some work for technology companies that support brokers, but TRIBUS believes this move is well worth it.

Katie says, "Standardized data allows TRIBUS to anticipate details about listings that we should be receiving, even when we're working with a brand-new MLS where we haven't previously had data coverage.

To put it into context, TRIBUS currently manages data feeds for well over 100 MLSs, and our pace right now is adding anywhere from one to five new markets per month. Standards allow us to scale quickly and keep our import process clean."

Why did TRIBUS become RESO Compliant?

TRIBUS strongly believes that building technologies in tune with RESO Standards make all the difference for them.

"We have huge respect for what RESO has done for our industry – from the obvious benefits associated with adopting data standards to the expertise they have with real estate data as a whole; so, we knew official RESO Certification was the logical step to take," according to Katie.

How has RESO Helped TRIBUS Address Broker Needs for Expansion, Efficiency and Productivity?

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TRIBUS supports many of their customers that are interested in expanding into new markets either by organic growth or acquisition.

TRIBUS LEVERAGES RESO TO HELP CLIENTS WITH EXPANSION

According to TRIBUS, "As brokers expand into new MLS markets or acquire additional businesses, the process of aggregating and normalizing real estate information from multiple markets can become a daunting task. Before RESO, it was very difficult to expand into new markets because every market described its real estate data differently. When an MLS provides us with a RESO-compliant data feed, tapping into standardized data makes the process of expanding from one market to many merging in data from one brokerage to another much simpler."

Brokers that are expanding into new markets need technology partners that can help merge data from multiple markets quickly and easily.

TRIBUS says, "We work with large brokerages, who are members of many MLSs (sometimes 10 or more). Data standards alleviate many of the normalization challenges and make it much simpler to co-mingle data from multiple markets into one feed."

RE/MAX RESULTS SUPPORTS ACQUISITION STRATEGY WITH RESO AND TRIBUS

RE/MAX Results is a stellar example of the value that RESO delivers to brokerages looking to expand. One of the most successful RE/MAX franchises in the country, it is focused on expanding its business with brokerage acquisitions. When the company launched its program with TRIBUS, the company was operating in four markets. RE/MAX Results quickly reached into six MLS markets. Brenda Tushaus, COO of RE/MAX Results, told us, "When we were looking for a new technology partner to help us take our business to the next level, we were keenly interested in someone that knew how to help us expand into new markets quickly. We looked for a company that had proven knowledge of how to leverage RESO Standards and knew

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how to commingle data feeds and normalize information across markets from a variety of states. TRIBUS' expertise in this area makes it easier for us to expand quickly. We can continue to aggressively explore acquisitions because we know we have a partner that can ingest new markets and get us up and running quickly."

TRIBUS put its RESO expertise to work to help RE/MAX Results ingest information from several new markets when they acquired multiple new offices. RE/MAX Results was already committed to a July 2017 launch with TRIBUS when they acquired their Superior and Duluth offices mid-April of 2017. This meant that TRIBUS needed to connect up to their three newest markets (Duluth Area Association of Realtors®, Superior Area Association of Realtors® and Range Association of Realtors® fast. TRIBUS was able to obtain approvals and map in the data from all three new boards by May 5th, with plenty of time to spare before launch.

Later RE/MAX Results acquired yet another office, Mankato, just one month before their TRIBUS website was scheduled to launch, requiring TRIBUS to add the Realtors® Association of Southern Minnesota market. RE/MAX Results gave TRIBUS a heads up prior to the planned June acquisition on May 26th, and TRIBUS was approved and had data importing for that MLS by June 5th.

Fast forward to 2018, and DAAR announced their merger with SAAR (to become LSAR), requiring TRIBUS to merge two boards into one with just one month of advance notice from the MLS. Without good mapping and import processes, this could have been a nightmare of a task. However, their infrastructure allowed us to update, test and import the new data feed and seamlessly replace the formerly separate feeds.

You can see the multi-market websites that TRIBUS built for RE/MAX Results here using standardized data. *https://results.net/*

EFFICIENCY

The brokerage business model has very tight margins. To survive for the long haul, smart brokerages are finding ways to become more efficient.

Supporting automation

TRIBUS told RESO about a case where smart brokerages are implementing automation tools to manage client relationships, the development of marketing materials and the processing of transactions. All of these programs work best when real-time real estate data flows seamlessly from the MLS database into these important broker differentiators.

The launch of the RESO Web API makes it much easier for brokers and the tech companies that support them to access, ingest and even replicate information to populate broker tools with rich, real-time data that makes the tools much more powerful.

Seamless integration

Brokers are looking for ways to eliminate the need to input the same data into multiple systems. WAV Group estimates that in some brokerages, property owner data can be implemented in as many as 50 different locations within a brokerage, wasting hours of work and costing thousands of dollars every year.

When a brokerage works with companies that are all using the standardized fields from the RESO Data Dictionary, it makes it significantly easier to seamlessly pass information from one system to another. As an example, a brokerage can enter property information once and then the information can pass seamlessly from one system or application to the next and to the next. This integration is not limited simply to property listing data, however. Any of the 3,000 fields and values included in the current RESO Data Dictionary can be used to simplify many processes that provide critical data to accounting, marketing, transaction management, title and escrow.

Smarter operations

With the explosion of business intelligence tools, brokers have a much better ability to monitor the strengths and weaknesses of their business. Real estate data can be ingested into these systems to evaluate market share, revenue and profitability trends, lead conversion, online marketing effectiveness and a whole host of trending analysis to help a brokerage make informed decisions about strategy, investments, recruiting and technology selections.

RESO supports the broker's ability to fully leverage business intelligence tools by making it easy to ingest standardized data sets from multiple MLS markets.

Standardized data definitions simplify challenges with overlapping market disorder

RESO is also helping to eliminate the inevitable data breakdowns caused by operating in multiple MLS markets where listings are promoted in MLS systems in more than one contiguous market. The organization is providing specifications for a simple way to assign a unique identification number to every property in America today, called the UPI or Universal Property Identifier. This protocol makes it much easier to "de-dupe" listings in different MLS markets that may be shown with different price points or even a slightly different address. It also makes it much easier to do historical analyses. Even when a property changes hands, agents or brokerages, the Universal Property Identifier stays the same, making it easy to track property value, financing, renovations and even disastrous events like damage from a fire, earthquake or flood.

Faster time to market
Standardized data empowers brokers to move faster. Whether it be launching a new website with data from multiple markets, installing a new accounting system or launching a completely new brokerage, RESO helps make the process of gathering and distributing data much easier and faster. Simplifying these processes allows the brokerages to take resources previously dedicated to data normalization and breakage, and re-deploy them to technologies, training, support and marketing that helps the brokerage focus on business growth and profitability instead of spending additional resources.

PRODUCTIVITY

Keeping agents at the center with better preparedness
Companies like TRIBUS that are fully leveraging RESO Standards make it easier for brokerages to position their agents as local experts. By making it easy to incorporate the full MLS data set and merging it with other types of data as well, brokers can bring new insights to consumers that can help nurture relationships with prospects and help maintain long-term relationships with clients. By providing comprehensive, accurate and real-time updates on market conditions and pricing trends with the support of standardized data, RESO is helping brokers to ensure that consumers continue to use real estate professionals and demonstrate they ARE the local experts who provide the best data available to consumers.

Fueling sales discipline and sales success
RESO Standards also help agents be more productive by integrating rich, real-time property and customer information into client relationship management systems. Because of the ease of use of RESO Data Dictionary, RESO Web API and other APIs, TRIBUS is integrated with hundreds of technologies and the number is growing every day. RESO is the foundation that allows brokers to completely customize the suite of solutions they offer to their agents, making them as productive as they can be.

Are Brokers REALLY Asking for Standarized Data Feeds?

While all of the benefits outlined here SOUND really good, the common belief among MLSs and tech companies is that brokers are not yet asking for RESO-compliant data feeds. While a move from irregular, market-specific property definitions to one simplified Data Dictionary is, in actuality, not very difficult,many are avoiding the inevitable move. The truth is, however, there is a gap in effort. Nearly half of brokers (45%) are asking for RESO data feeds according to the 2018 RESO Broker Survey, yet less than half -- 45% of MLSs -- are making brokers aware of the availability of RESO standardized feeds to date from their individual MLS.

Today, RESO broker members include nearly every major brand. These data leaders include REALOGY, Sotheby's, Century 21, Coldwell Banker, RE/MAX, Keller Williams, eXp Realty, Redfin, NextHome, Long & Foster, Home Services of America, Windermere, Leading Real Estate Companies of the World and many of the nation's largest independent brands, including Sibcy Kline, Crye-Leike, Cressy & Everett, The Group, Hunt and many others. Together, these more than 900,000 agents are RESO members through their brokers.

With this explosion of membership, the broker voice has increased dramatically in the formation of RESO Data Standards. Brokerage RESO Workgroup participation alone has tripled in the past two years and RESO has added a Broker Advisory Group to even further expand the efforts addressing brokerage needs.

And here's a very important point: Nearly half of the largest brokers are now including a question probing RESO compliance, certification and standards experience when they submit request for proposals (RFPs) for new technology selections.

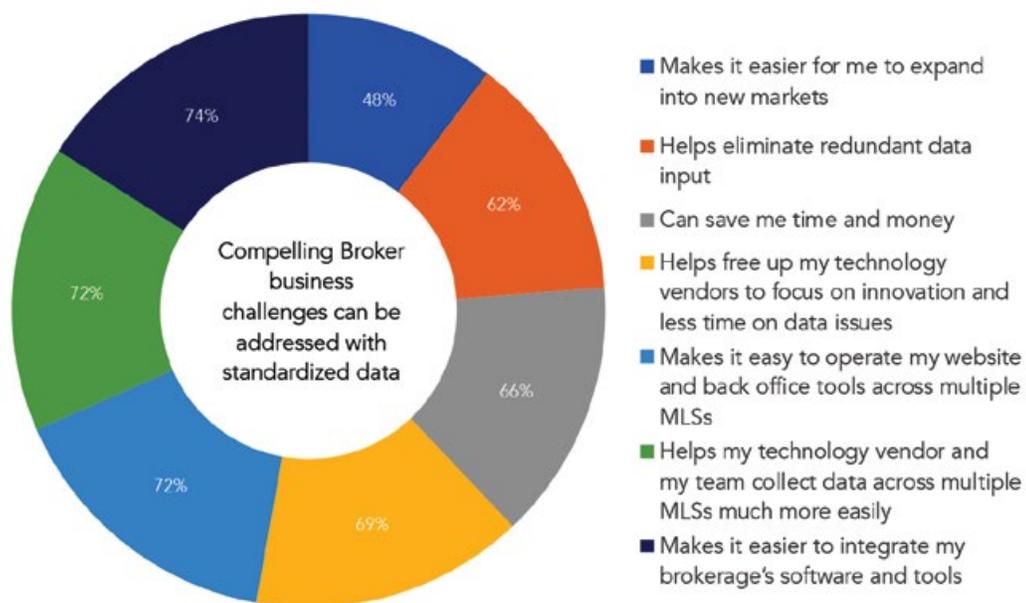///

Brokers recognize many advantages that come from leveraging standardized data in their applications. According to the 2018 RESO Broker Survey, brokers clearly understand the many advantages of leveraging standardized data in their applications.

Leading broker technology companies have recognized brokers' growing interest in efficiency and are taking the time to map their applications to the new RESO Data Standards. Katie Ragusa, from TRIBUS, talks about their highly profitable move to standardized data. "More and more of the most progressive brokers in the country are asking us in-depth questions about our expertise leveraging standardized information. For those brokers that operate in more than one MLS market and looking to expand further, our in-depth knowledge of RESO Standards has helped us greatly!"

What do you believe is the value of RESO standards to your business?

Compelling Broker business challenges can be addressed with standardized data

48% — ■ Makes it easier for me to expand into new markets

62% — ■ Helps eliminate redundant data input

66% — ■ Can save me time and money

69% — ■ Helps free up my technology vendors to focus on innovation and less time on data issues

72% — ■ Makes it easy to operate my website and back office tools across multiple MLSs

72% — ■ Helps my technology vendor and my team collect data across multiple MLSs much more easily

74% — ■ Makes it easier to integrate my brokerage's software and tools

Here's a recent case in point: Vin Socci, COO at William Pitt and Julia B Fee Sotheby's International Realty recently kicked off a project with TRIBUS. Their company currently operates in nine MLSs in the Northeast (many small markets with unique fields, multiple states, and many luxury listings in their portfolio). Since they have so much data, the consistency of data fields across multiple markets was crucial to them and weighed heavily on their decision about which technology platform they would partner with.

Specific fields like Elementary School Name are extremely important to them.

Katie Ragusa detailed that during a scope of work meeting (prior to them signing up with TRIBUS), she was able to confirm that TRIBUS could definitely satisfy that search requirement. In less than 30 seconds, Katie was able to show that Elementary School Name was already included in the RESO data standard by pulling up the *Data Dictionary Wiki*. Second, she was able to prove that every one of the markets they operate in is RESO certified by pulling up the *RESO MLS Certifications page*. She believes that TRIBUS's engagement with RESO, in addition to the quality of their solution, helped them secure a new contract with one of the largest brokerages in America. Wm. Pitt and Julia B. Fee Sotheby's International Realty is scheduled to launch with TRIBUS in the second quarter of 2019.

What **Business Advantages** do Technology Companies Receive from Becoming RESO-certified?

In addition to clients of technology companies starting to stand up and take notice of those companies that are positioning them well for the future, there are other advantages of aligning your applications with RESO Data Standards, which are now available in most MLS markets across the United States and even in Canada.

Katie Ragusa from TRIBUS shares these additional benefits:

1. It allows TRIBUS to stand out during a broker's new vendor selection process

2. We save time mapping in data, which allows us to launch new brokers in less time (we can go from weeks down to a few days for each MLS)

3. We have much greater confidence in imported data being accurate

4. There's much lower likelihood of data import and/or normalization errors

5. We can make changes more efficiently; since many MLSs follow the same data standard, it's less likely that we have to update each of our MLSs individually

6. Standards help with employee happiness; I don't have to put my specialists from product development and innovation on to tedious legacy RETS-based data import tasks

7. We end up with more time to build interesting features

Reduces Mapping Time from 5 to 10 Hours to
5 to 15 Minutes

RESO asked TRIBUS if they realized a time/cost savings by having the same set of data in more than one market instead of having to map new fields during every deployment.

TRIBUS told RESO that they were able to reduce the time investment in mapping MLS data from 5 to 10 hours down to 5 to 15 minutes!

* Before: 5 to 10 hours per MLS (can vary based on number of classes to map, number of custom fields, and how logically fields are named)

* Now: 5 to 15 minutes per MLS, with potential to improve even more.

For Platinum MLSs, it's down to about 60 seconds (basically as fast as you can plugin the MLS access credentials and launch the importer)

What's the Bottomline for Broker Technology Companies? Is it Worth Moving to RESO Data Standards and Leveraging the RESO WEB API?

RESO asked TRIBUS whether they believe the move to RESO has been worth it for them.

Katie Ragusa says, "Yes, it is definitely worth the effort to move to the RESO Data Dictionary and RESO Web API. It cuts way down on errors and wasted time. You end up with less technical debt because there are fewer things being done wrong which you just haven't identified yet. Many technology companies like to hope there are few to no errors, but without Data Dictionary, it's really difficult to have monitoring in place for every single scenario."

TRIBUS Strongly Recommends All Technology Companies Build Against RESO Standards.

TRIBUS believes that all data-dependent technology companies will be better off once they evolve to the RESO Data Dictionary and preferably RESO Web API. Katie Ragusa says, "If you're looking to begin working with RETS data, building your importer based on RESO's specifications is a must."

"For those with existing standard RETS importers, the goal would be to get over to the Web API as soon as possible, which has a much smaller scope than building a RETS importer. If going directly onto the Web API isn't practical for you yet (that's our situation, since not all MLSs we work with are

Web API compliant yet), the benefits described above definitely surpass the time it took for us to rebuild our RETS importer."

What Materials are Available to Become RESO Compliant?

According to TRIBUS, "RESO does a good job of explaining the main benefits of RESO along with a ton of support materials to help move to RESO Standards. We are also listed as one of their officially certified technology companies and RESO provided us certification logos that we can use to promote our certification on our own website and in marketing materials. There are also tons of support resources to help you make the move to RESO compliance."

Value of RESO Workgroups and Conferences

Katie Ragusa and many members of her team have been actively engaged in RESO Workgroups for many years. When asked about why her company dedicates time to Workgroups she says,"The RESO Workgroups are pretty intimate and everyone shares ideas. It's nice to be in a group where everyone is as passionate about consistent data practices as we are. And they allow us to continue to improve on the standards."

In addition to participating in RESO Workgroups, TRIBUS has attended several RESO conferences. According to Katie, "TRIBUS has both attended and presented. Honestly, it's probably the most interesting conference of the year for me and my team. There are lots of innovative and thought-provoking projects to learn about and practical ideas of how to better use data in our industry. At other real estate conferences, I walk away wanting more depth in the sessions, but RESO's definitely not lacking there."

RESO Advice From one Technology Company to Others

In final comments, Katie provided advice for other technology companies thinking about making the move to RESO. "Give it a try, and you'll see the value very quickly! RESO offers free data access for developers, so you can try it out for yourself and understand the scope of a project like that before you commit to making a change.I can guarantee that calling data via RESO's Web API will be easier to build than building a RETS data importer (i.e., 'Data Dictionary'), but the decision really comes down to which MLS(s) you need to connect to because the certification type and certification level will vary."

RESO documentation is also public, so you can review that to understand which data points are considered part of the current standard from their website (note that there are differences between Data Dictionary and Web API fields). RESO also offers free data importers to make it faster to implement the API. Links to the free data importer and many other resources are included in the Resources section at the end of this paper.

Lastly, get involved! RESO has a number of Workgroups that host monthly calls. These groups allow you to hone in on the topics you care about most, and they give you a voice to suggest new data fields and necessary updates to standards. Don't think of standards as restrictive, because they're always improving based on feedback from these Workgroups."

What Can YOU Do to Help Realize the Potential of RESO?

For MLSs

Many MLSs say nobody is asking for feeds in their local markets based upon RESO Standards. Instead of waiting for innovation to knock on your door, actively promote and take credit for implementing RESO Data Standards and securing your official RESO Certification. Let your brokers know they have access to standardized data, making it easier to operate in multiple MLS markets and seamlessly integrate their technologies. All of this is possible because their MLS did the hard work to offer data feeds that are compliant with the RESO Data Dictionary and RESO Web API.

Use the FREE RESO Marketing Toolkit at to actively promote how your brokers can leverage the power of their local MLS data offered in a standardized format. Just like all technology innovators, it is the MLS's job to help your customers know WHY they should move to your local RESO compliant data feeds.

The next time you have a Broker Forum, include a short conversation about how RESO Standards can help brokers create efficiencies in their technology stack. There's a FREE short RESO presentation that you can easily pull slides for.

Just download the RESO Marketing Toolkit.

We have to work together to drive demand of RESO Standards to move our industry forward.

For Technology Companies

If you want to capture the attention of large brokers and help them go to market more quickly while saving your team the time and frustration of using non-standardized data, there are three suggested actions for you.

1. Become a Member of RESO/FREE RESO Certification
Becoming a member of RESO will give you access to all of the RESO development resources, discounts for conferences, and importantly, the ability to contribute to the formation and prioritization of RESO data standards.

With your membership, you can also become RESO Certified FREE of CHARGE saving yourself hundreds or even thousands of dollars!

2. Attend RESO Conferences
The RESO Conferences are filled with smart and passionate technology leaders more than willing to help any company get up and running with RESO Standards. At the conferences you learn about the scope and progress of each of the RESO Workgroups, get exposed to real world RESO implementations and learn from some of the best and brightest about the latest trends in technology.

3. Gain a Marketing Advantage! Get RESO Certified!
More and more brokers are including the requirement to be RESO Certified to their technology selection criteria. Get ahead of this wave and get certified today. There are tons of development resources available to you to help you get started. If you would like which technology companies are already RESO-certified, click on this link.

For MORE Information
For more information about the Real Estate Standards Organization, please go to https://www.reso.org.

If you would like to contact RESO, please send an email to info@reso.org and be rest assured you will have a quick response to your inquiry!

If you would like to contact a RESO staff member, you can go to https://www.reso.org/staff.

2018 RESO Broker Survey
If you would like to review the entire 2018 RESO Broker Survey, click on the link.

RESO Conference Information
If you're interested in learning more about attending RESO conferences you can click here.
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RESO Case Studies

If you would like to read about other success stories using RESO data, click on the links below:

RESO is lighting up $1 billion in savings for the Real Estate Industry
https://www.reso.org/wp-content/uploads/2018/04/RESO-Homes.com-Study-20.pdf

RESO Standards: Are they a Fairy Tale or the Future?
https://www.reso.org/reso-case-studies/

A Bold Move: How RMLS converted all of its IDX feeds to RESO Data Standards
https://www.reso.org/bold-move-rmls-converted-idx-feeds-reso-data-standards/

The Short and Simple Road for an MLS to Offer ONLY RESO-Compliant IDX Feeds
https://www.reso.org/the-short-and-simple-road-for-an-mls-to-offer-only-reso-compliant-idx-feeds

Looking for Job Security? Brokers are Looking for THIS!
http://www.wavgroup.com/2017/09/05/looking-for-job-security-brokers-are-looking-for-this/

RESO Development Resources

Data Dictionary v1.5 Wiki
http://ddwiki.reso.org/display/DDW/RESO+Data+Dictionary+Wiki+v1.5

Data Dictionary v1.6 Wiki
http://ddwiki.reso.org/display/DDW16

RESO Web API v1.0.3
https://www.reso.org/reso-web-api/

RESO Collaboration System
http://members.reso.org/login.action

RESO FAQ
https://www.reso.org/faqs/

RESO Developer Resources
https://www.reso.org/developer-resources/
https://www.reso.org/web-api-tools/

RESO Best Practices
https://www.reso.org/reso-best-practices/

About RESO

The mission of the Real Estate Standards Organization (RESO) is to create and promote the adoption and utilization of standards that drive efficiency throughout the real estate industry. RESO was incorporated in November 2011 as an independent, not-for-profit trade organization that was previously a section of the National Association of REALTORS®. RESO has more than 775 active members, including NAR, multiple-listing services, real estate associations, brokerages and industry technology providers. For more information, visit www.reso.org. Contact RESO staff at www.reso.org/staff/. © Copyright 2018 Real Estate Standards Organization

About Tribus https://www.TRIBUSgroup.com

TRIBUS provides medium and large brokerages around the world with custom websites, intranet, email marketing, transaction management, and CRM systems. Through their open API, TRIBUS Source, the system connects brokerages' listing, agent, and consumer data with numerous of other tools like marketing, back office, accounting, lead generation and more; where and when the brokerage needs it. Katie Ragusa can be reached at katie.ragusa@tribusgroup.com.

About the Author

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