Why should an MLS or Real Estate Association join RESO?

The mission of the Real Estate Standards Organization (RESO) is to create and promote the adoption of standards that drive efficiency throughout the real estate industry. RESO has more than 835 active members, including NAR, multiple-listing services, real estate associations, real estate brokerages and industry technology providers.

What can RESO mean to your organization?

Real world problems, solutions shared
Industry standards provide a vital component to drive real estate technology innovation that will directly benefit your MLS or Association and its members. Every real estate technology that interfaces with MLS data – IDX websites, apps, marketing technology, CRM programs and more — all benefit from the efforts of RESO.

As part of the standards making process, your MLS or Association can help ensure accurate property listing data and syndication.

More importantly, MLS firms and Associations often share similar data-specific challenges that can be alleviated through peer discussions, a major benefit that comes from your RESO involvement.

Real estate leaders today know that data is our destiny, and MLS and Associations can play a direct role in helping shape new data standards. But to do that, you need to join RESO to share your points of view. That’s why RESO membership for MLS firms is not an option: It is an industry necessity.

By joining RESO, your MLS or Association can make sure your leaders and members stay well informed about technology standards and help steer where the real estate industry is heading next!

Join today!
Multiple Listing Service firms and Associations can join RESO online at: http://www.reso.org/join

Real Estate Standards Organization
PO Box 10824
Raleigh, NC 27605
P: 919.504.9898 | info@reso.org