



## Why should an MLS or Real Estate Association join RESO?

The mission of the [Real Estate Standards Organization](http://www.reso.org) (RESO) is to create and promote the adoption of standards that drive efficiency throughout the real estate industry. RESO has more than 725 active members, including NAR, multiple-listing services, real estate associations, real estate brokerages and industry technology providers.

### How does an MLS or Association benefit?

**Certification is a Member Benefit** - Certification is included with your membership, and RESO Certification Program is the real estate industry's seal of data excellence as it ensures the correct implementation of RESO data standards. For MLS and Associations, data standardization delivers benefits to your members, making certain they are providing consumers with the information they seek.

**Deliver value to your members** – By joining RESO, MLSs and Real Estate Associations gain an inside track on future industry changes, affording you the ability to keep your members compliant with all rules and regulations. Plus, you'll join other industry top execs to share key issues, concerns, and ideas that specifically relate to data issues.

**Get better connected to your customers** – Key executives and technical leads from the nation's top brokerages are RESO members and attend RESO conferences. At RESO Conferences you'll have more opportunities hear about crucial business needs directly from these key decision makers.

**Get a seat at the table** – MLS firms and Associations need to have a seat at the table to help shape future of new standards. By participating in one a RESO Workgroup, your voice is heard both through in-person Workgroup meetings at RESO Conferences and online/call-in monthly meetings.

**Interact with key MLS Technology Vendors** – Data standards help support your software vendors, unleashing their ability to create more innovative applications for your members. At RESO Conferences you can meet in person with some of the industry's most knowledgeable experts about what your MLS or Association can do to deliver more member value through better technology and implementing the newest RESO Standards.

**Access the best minds in the business** – Joining RESO means lower cost RESO Conferences, which attract the brightest and the best minds in the business.

### 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 alleviate through peer discussions, a major benefit that comes from your involvement in RESO.

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**

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