



RESO[®]

Why should an MLS Technology Partner or Tech Firm 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 a Technology partner 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 real estate brokers, industry data standardization can help reduce future technology costs and speed up your ability to help clients expand into new markets.

Get the inside track on what's coming next – By joining RESO, MLS Technology partners and real estate tech firms gain an inside track on future industry changes, affording you the ability to gain a competitive edge. You will hear directly from MLSs execs their key issues, concerns, ideas, and business needs that specifically relate to data issues.

Get connected – Key executives and technical leads from the nation's leading MLS firms and top brokerages are RESO members and attend RESO conferences. At RESO Conferences you'll have more opportunities to meet with these key decision makers because RESO meetings are more intimate, fueling more one-on-one conversations

Get a seat at the table – MLS Technology partners and Real Estate Tech firms – including start-ups – can get a seat at the table to help shape future of new standards by participating in one of several RESO Workgroups. Your voice is heard both through in-person Workgroup meetings at RESO Conferences, and virtual monthly meetings.

Improve your knowledge and your technology – Peer learning is powerful. By joining RESO you can tap some of the industry's most knowledgeable experts about what your firm can do to improve what you are doing through better technology and implementing the newest RESO Standards.

Access to the best minds in the business – Joining RESO exposes you and your leadership to a deeper understanding of important data trends and rules.

What can RESO mean to your company?

Real world problems, solutions shared. Industry standards provide a vital component to drive real estate technology innovation that will directly benefit your clients. 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.

More importantly, MLS Technology partners and other tech firms often share similar challenges in dealing with MLS data, challenges that can be alleviate through your involvement in RESO.

Real estate leaders today know that data is our destiny, and your firm 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 Technology partners, real estate tech firms – including start ups that intersect with MLS data – is now an industry imperative.

By joining RESO, your company can gain a competitive advantage by staying well informed about technology standards and help steer where the real estate industry is heading next.

Join today!

MLS Technology partners and Real Estate Tech firms can join RESO online at <http://www.reso.org/join>.

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