RESO 2012 Fall Meeting

Syndication Working Session

September 5, 2012

Presented by

James Martin
Vice Chair, Syndication Workgroup
Sr Software Engineer, Move, Inc - ListHub
Agenda

1. Workgroup Overview
2. Industry Adoption
3. Current Work - Short Sale Indicator
4. Convergence with Data Dictionary WG
5. Future Interests
   a. Rental Fields
   b. Commercial Property (Sub) Types
   c. Global Location/Address Taxonomy
WG Overview - People

- **Chair**: Paul Stusiak, Falcon Technologies
- **Vice Chair**: James Martin, Move Inc - ListHub
- **Regular participants**:
  - Alex Parr, Trulia
  - Alex Wingeier, CLRSearch
  - Andrew Matheny, Move Inc - ListHub
  - Charlie Rowland, Real Net Services
WG Overview

- **Charter**: ...focus on creating a standardized listing data and transport specification that makes it easy for brokers to syndicate their listings to multiple sites...

- **Goal**: ...create a limited or compact schema based on and compatible with the full RETS Schema, with the required fields necessary to post relevant data to consumer oriented listing web sites...
WG Overview

● For the at least past 3 years, efforts have been concentrated around enhancing the Syndication XML payload

● Meetings via phone conference on the second Wednesday of each month

● Google group: http://groups.google.com/group/rets-syndication
Industry Adoption

- Today, RETS Syndication XML listing feeds are used by or on behalf of 120+ companies
- Of those, the most recent version (2012-03) is in use for at least 80
- Why is adoption going so well?
  - Additions and enhancements are justified with industry use cases
Industry Adoption - Confusion

- Confusion with RETS

- What is the official name of the Syndication schema?
  - RETS Syndication Schema
  - RETS Syndication
  - RESO Syndication
  - RETS Syndication XML
  - RSS XML
Current Work - Short Sale Indicator

● What's the difference between:
  ○ "Yes"
  ○ "Short Sale/Subject to Lender Approval"
  ○ "Approved Short Sale"
  ○ "Possible Short Sale"

● Yes?, No?, Maybe?
● Yes example - property is listed for less than the amount owed
● No example - property is listed for more than the amount owed
Current Work - Short Sale Indicator

- Maybe example - what if the seller and/or lender are willing to entertain offers that may be for less than the amount owed, regardless of the current list price?

- What if an MLS gives an agents either option in a picklist? Do they mean two different things?

- Let's discuss!
Convergence with Data Dictionary

● Overlap example
  ○ DD: KitchenAppliances
  ○ Syndication: Appliances

● "Vacuum System" is an enum value in Syndication

● A central "Vacuum System" may not be isolated to the kitchen

● Would it be an interior feature in the DD?
Convergence with Data Dictionary

● Syndication specific fields not present in DD

● Example: LeadRoutingEmail
  ○ Email address to use for lead management.
  ○ The email address to which the authorizing provider of the listing expects all electronic communications be directed.

● This value may vary per listing per publisher per property type per whatever
Convergence with Data Dictionary

- Other notable Syndication fields that are absent from the DD, but may be a current TODO:
  - Open House Information
  - List Brokerage Contact Information
  - Franchiser Contact Information
  - WhatOwnerLoves - A description of what the owner loves about the property.
### Differences in Listing "People"

<table>
<thead>
<tr>
<th>DD</th>
<th>Syndication</th>
</tr>
</thead>
<tbody>
<tr>
<td>ListAgentXyz</td>
<td>ListingParticipants container element with 1 or more Participant subelements</td>
</tr>
<tr>
<td>CoListAgentXyz</td>
<td></td>
</tr>
<tr>
<td>BuyerAgentXyz</td>
<td>Each Participant has a Role with respect to the listing</td>
</tr>
<tr>
<td>CoBuyerAgentXyz</td>
<td></td>
</tr>
<tr>
<td>OwnerXyz</td>
<td></td>
</tr>
</tbody>
</table>
## Feature Differences

<table>
<thead>
<tr>
<th>DD</th>
<th>Syndication</th>
</tr>
</thead>
<tbody>
<tr>
<td>PorchAndPatioFeatures</td>
<td>HasPatio, HasPorch</td>
</tr>
<tr>
<td>SecurityFeatures</td>
<td>HasGatedEntry, HasDoorman, Intercom, HasSecuritySystem</td>
</tr>
<tr>
<td>RoomsList + detailed fields for individual rooms</td>
<td>Rooms (names only)</td>
</tr>
</tbody>
</table>
Convergence with Data Dictionary

- Given the industry adoption of the Syndication schema in live production environments, which WG should make the change?
- Hybrid approach?
- Let's discuss!
Future Interests

● More Rental Fields
● Commercial Property (Sub) Types
● Global Location/Address Taxonomy
● Let's discuss!