Data Management Platforms of the Future

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Presentation Overview

- The evolution of real estate data

- The evolving world of data management

- Our collective opportunity

The Nature of Real Estate Data is Changing

- Homes are becoming data producers
  - IoT
  - Alexa
  - Tesla

= Fundamental changes in the nature of home data

- From snap shots in time to dynamic data streams

- From "house" data to "homeowner data"

APIs are Transforming Data Management

- Increasing data fluidity requires more security

- Increasing data sensitivity requires more accountability

- Increasing data complexity requires more responsive management

Realities of Today

Our data management system has worked well for many years, serving:

- Agents
- Brokers and franchises
- MLSs and Associations

BUT, as the value of data assets increases for:

- Consumers
- 3rd party vendors and media advertisers
- Fraudsters and cyberterrorists

The stakes are increasing for data asset managers

Fiduciary Duty Implications?

- Guiding our clients through the home transaction process is becoming more complicated

- Protecting and securing real estate data assets is becoming more difficult

As real estate data assets become more personally identifiable, more valuable, and flow more freely, we need to evolve the way we take care of our clients' data

Serving our clients' best interest

- Should (personally identifiable home) information be free?

- Should (personally identifiable home) information flow freely?

- Does our fiduciary "**Duty of Care**" apply to real estate data?

Our Collective Responsibility

✓ Promote homes to maximize value to sellers and buyers

✓ Protect homeowners' (increasingly personal) information

✓ Manage our clients' (increasingly valuable) real estate data with the highest standard of care

➢ Accountability is not a choice

And, breaching fiduciary duties can lead to personal criminal liability for business leaders

Why HomeServices of America supports Upstream

- ✓ Empowers real estate practitioners to manage their data assets in the best interest of their clients

- ✓ Assures the security of increasingly valuable AND vulnerable real estate data

- ✓ Reduces barriers to vendor-driven innovation

- ✓ Accountable to all industry stakeholders

Be Part of the Solution

We want everyone's voice…we need to make sure we meet everyone's needs

Expand input from stakeholders

- Diverse brokers of all sizes
- Associations of Realtors
- Multiple Listing Services

Increase technology participants from beta MLSs and vendors to:

- MLSs of all sizes
- MLS technology providers
- Broker and agent vendors

Quick Update

- Upstream is working
- MLS road map
  - Portland – live demonstration in May
  - Bay Area
  - Detroit
  - Austin
  - Minneapolis
  - Richmond VA
  - New Orleans
  - Phoenix
  - Pittsburgh
  - Memphis
  - Miami
- MLS Advisory Group
- Discovery on
  - Push API
  - 2-way synch w local MLSs leveraging the RESO web API
- MLS vendor discussions

It is Our Collective Future

We can manage real estate data responsibly

It is the right thing to do