



# Easier Input, Innovative Output: Our End-to-End Solution

Curt Beardsley, Vice President of MLS Partnerships



**2017**  **RESO™ TECHNOLOGY SUMMIT**  
**ORCHESTRATING COLLABORATION & INNOVATION**

**SPEAKER**

# Curt Beardsley

Vice President, MLS Partnerships  
Zillow Group

[Curt@zillowgroup.com](mailto:Curt@zillowgroup.com)





10 years ago...





Developing technology solutions to solve data management problems



Earning the trust of MLSs large and small



Pushing the envelope of what's possible with industry standards



Making sure the MLS remains the heart of the transaction









Let's talk about listing  
management.



# J. CLARENCE DAVIES, REAL ESTATE.

"DAVIES"  
REAL ESTATE  
MANAGEMENT  
OF  
ESTATES

HL PI

HERBERT HALL  
CONVEYANCE LAWYER

NOTARY PUBLIC

"DAVIES"  
REAL ESTATE  
MONEY TO LOAN  
ON  
BOND & MORTGAGE

L PHILLIPS

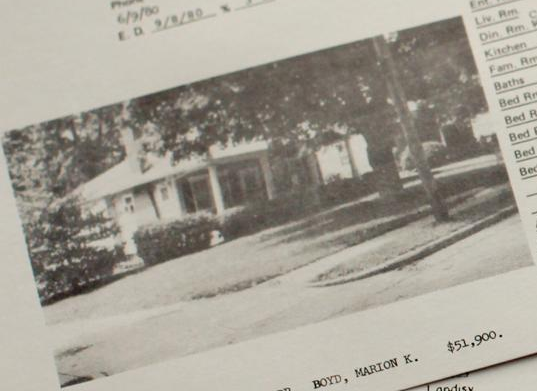
HERBERT HALL  
CONVEYANCE LAWYER

NOTARY PUBLIC



Listing made subject to errors, omissions, change of price, prior sale and withdrawal without notice.

LOCATION: 1044 Road 21  
345 EAST ARLAND RD  
DOYLESTOWN, PA  
BUCKS COUNTY, PA  
LISTING BROKER: WILLIAM MOUNT  
Phone: 345-0280  
E.D. 9/9/80 - \$ 3 TO SELLING BROKER



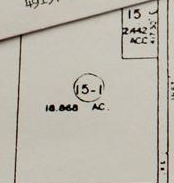
ROOMS	
Ent. Hall	
Liv. Rm.	25' x 25'
Din. Rm.	W/ FIREPLACE
Kitchen	X
Fam. Rm.	1
Baths	
Bed Rm.	11'7" x 9'7"
Bed Rm.	11'6" x 9'6"
Bed Rm.	11'4" x 8'3"
Bed Rm.	
Bed Rm.	

Attic STORAGE AREA  
Basement FULL WITH OUTSIDE ENTRANCE  
Laundry IN BASEMENT  
Reservations:  
Inclusions: CURTAINS & DRAPES, LAUNDRY TUB

REMARKS:  
CONTAINS 275 GAL. O  
TANK, FRANKLIN STC  
REFRIGERATOR, APP  
1000 SF LIVING A  
LARGE OPEN FROM  
UNIQUE LITTLE

Listing subject to change in p

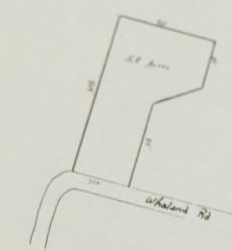
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Landisv



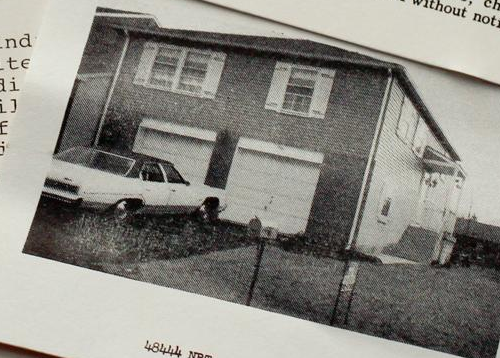
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Listing made subject to errors, omissions, change of price, prior sale and withdrawal without notice.



Listing made subject to errors, omissions, change of price, prior sale and withdrawal without notice.



Liv. Rm.	
Din. Rm.	
Kitchen	18 X 12
Fam. Rm.	10 X 12
Baths	X
Bed Rm-Master	9 X 8
Bed Rm.	2 Full
Bed Rm.	12 X 15
Bed Rm.	10 X 15
Bed Rm.	11 X 10
Workshop & Utility	X
Attic Storage	
Basement N.A.	
Laundry	

49444 NBT PHILLIPS, ALBERT S



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REMARKS: Lot 250' Frontage, 804' Depth, Average Width 275'. Rear Width 437'. Subdiv'n App'd. Below Mile from Route 309, Elevated Sand Mound Approved, \*16.1. Owner: Catharine M Whaland Box 83, Quakertown PA 18951

Robt Alderfer





**Vikram Deol**

The Deol Group, Bellevue, WA



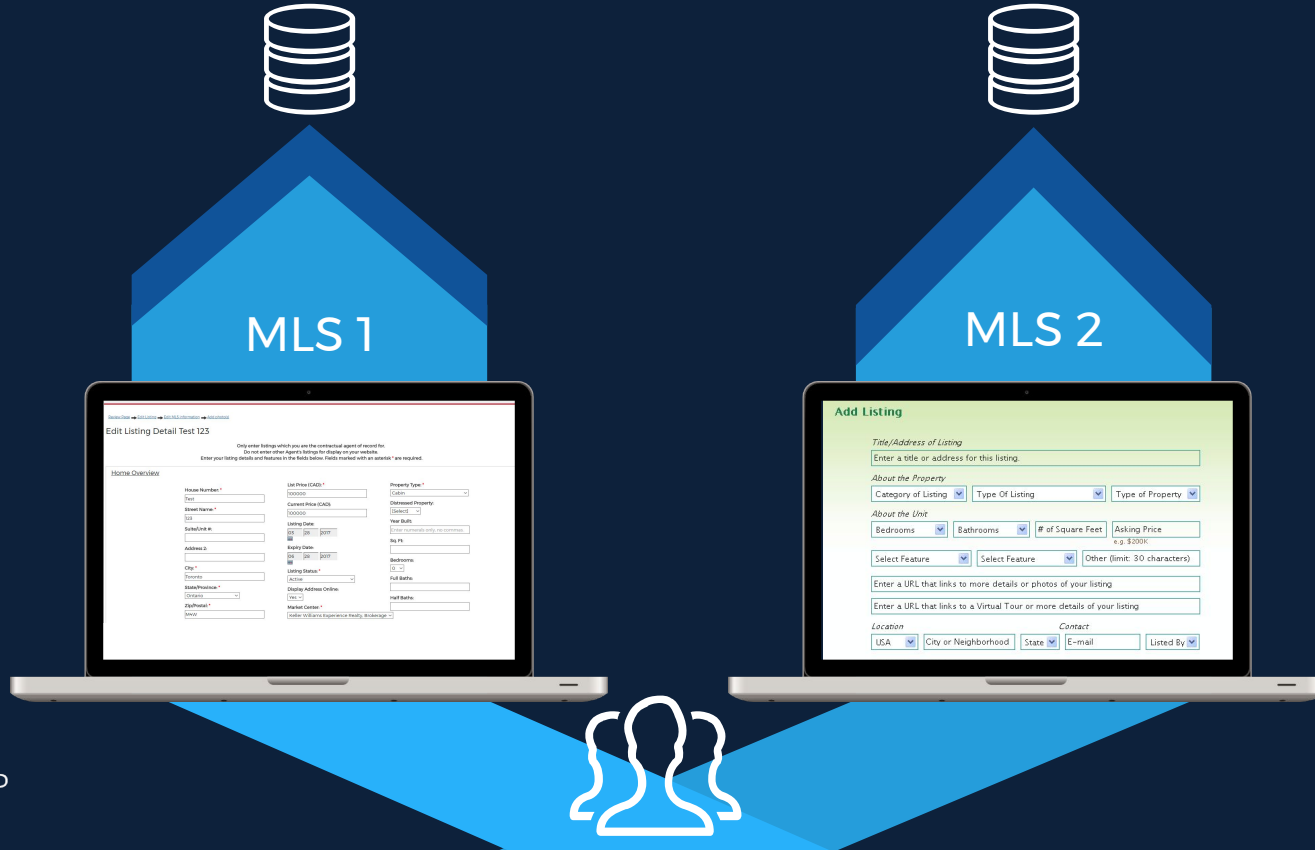




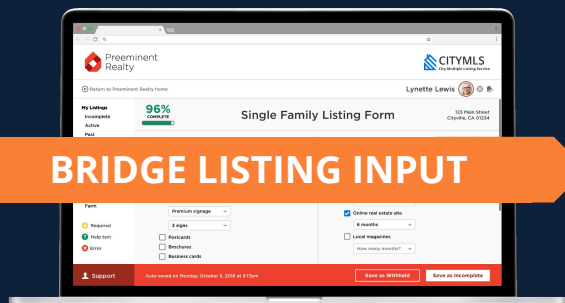
# Challenge:

Entering into multiple MLSs & systems

# Challenge 1: Entering data into multiple MLSs







BRIDGE LISTING INPUT

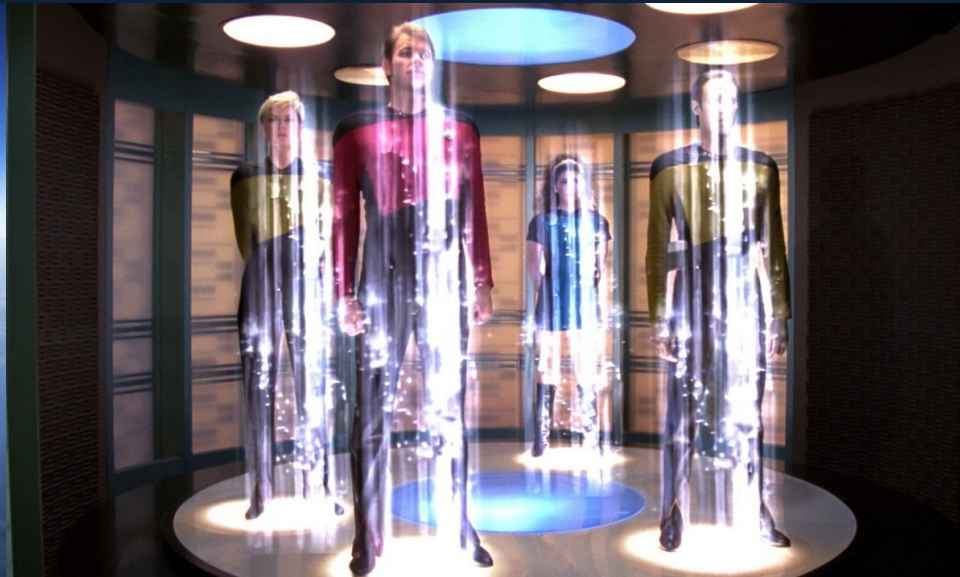


RETS Update

MLS 1

RETS Update

MLS 2







**Challenge:**  
Capturing custom broker fields

# Challenge 2: Capturing custom broker fields



MLS 1

A laptop screen displaying a form titled "Edit Listing Detail Test 123". The form has a "Home Overview" section with fields for "Private Member?", "Street Name", "Acre/Land in.", "Address 2", "City", "State/Province", and "Zip/Postal". There is also a "List Price (GAS)" section with fields for "Current Price (GAS)", "Listing Date", "Expires Date", "Listing Status", "Showing Address Online", and "Market Contact".

MLS 2

A laptop screen displaying an "Add Listing" form. The form has sections for "Title/Address of Listing", "About the Property" (with dropdowns for "Category of Listing", "Type Of Listing", and "Type of Property"), "About the Unit" (with dropdowns for "Bedrooms" and "Bathrooms", and input fields for "# of Square Feet" and "Asking Price"), "Select Feature" (with dropdowns and a text input for "Other (limit: 30 characters)"), "Enter a URL that links to more details or photos of your listing", "Enter a URL that links to a Virtual Tour or more details of your listing", "Location" (with dropdowns for "USA", "City or Neighborhood", "State", and "E-mail"), and "Contact" (with a "Listed By" dropdown).

Franchise/  
Broker Back Office

A laptop screen displaying a login form for "S&J Smith & Johnson Realty". The form has a "Log In" button and fields for "Username" (with "admin" entered) and "Password".

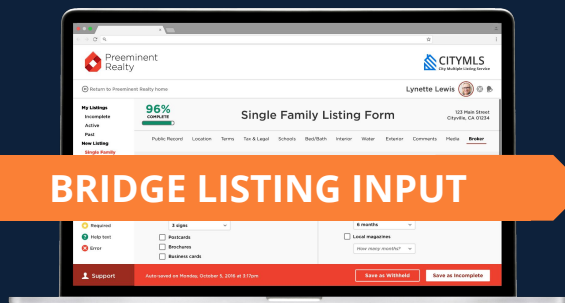
# Bridge listing input

The image shows a laptop screen displaying the 'Single Family Listing Form' on the Preeminent Realty website. The form is for a 'Single Family' listing and is 96% complete. Two circular callouts highlight specific sections of the form:

- Left Callout:** Focuses on the 'What will you need for your open house?' section. It shows a list of items with checkboxes: 'Lock box' (checked), 'Signage' (checked), 'Premium signage' (dropdown menu), '3 signs' (dropdown menu), 'Postcards' (unchecked), 'Brochures' (unchecked), and 'Business cards' (unchecked).
- Right Callout:** Focuses on the 'Where would you like your listing published?' section. It shows a list of publication options with checkboxes: 'Newspaper' (checked), 'Online real estate site' (checked), and 'Local magazines' (unchecked). Each checked option has a dropdown menu for duration: '6 months' for Newspaper and '6 months' for Online real estate site. There is also a dropdown for 'How many months?' for Local magazines.

The main form includes a sidebar with 'My Listings' (Incomplete, Active, Past) and 'New Listing' (Single Family, Multi Family, Lots & Land, Commercial, Residential, Rentals, Farm). The top navigation bar includes links for Public Record, Location, Terms, Tax & Legal, Schools, Bed/Bath, Interior, Water, Exterior, Comments, Media, and Broker. The bottom navigation bar includes a Support link, an auto-save timestamp, and buttons for 'Save as Withheld' and 'Save as Incomplete'.





BRIDGE LISTING INPUT



RETS Update

MLS 1

RETS Update

MLS 2

API

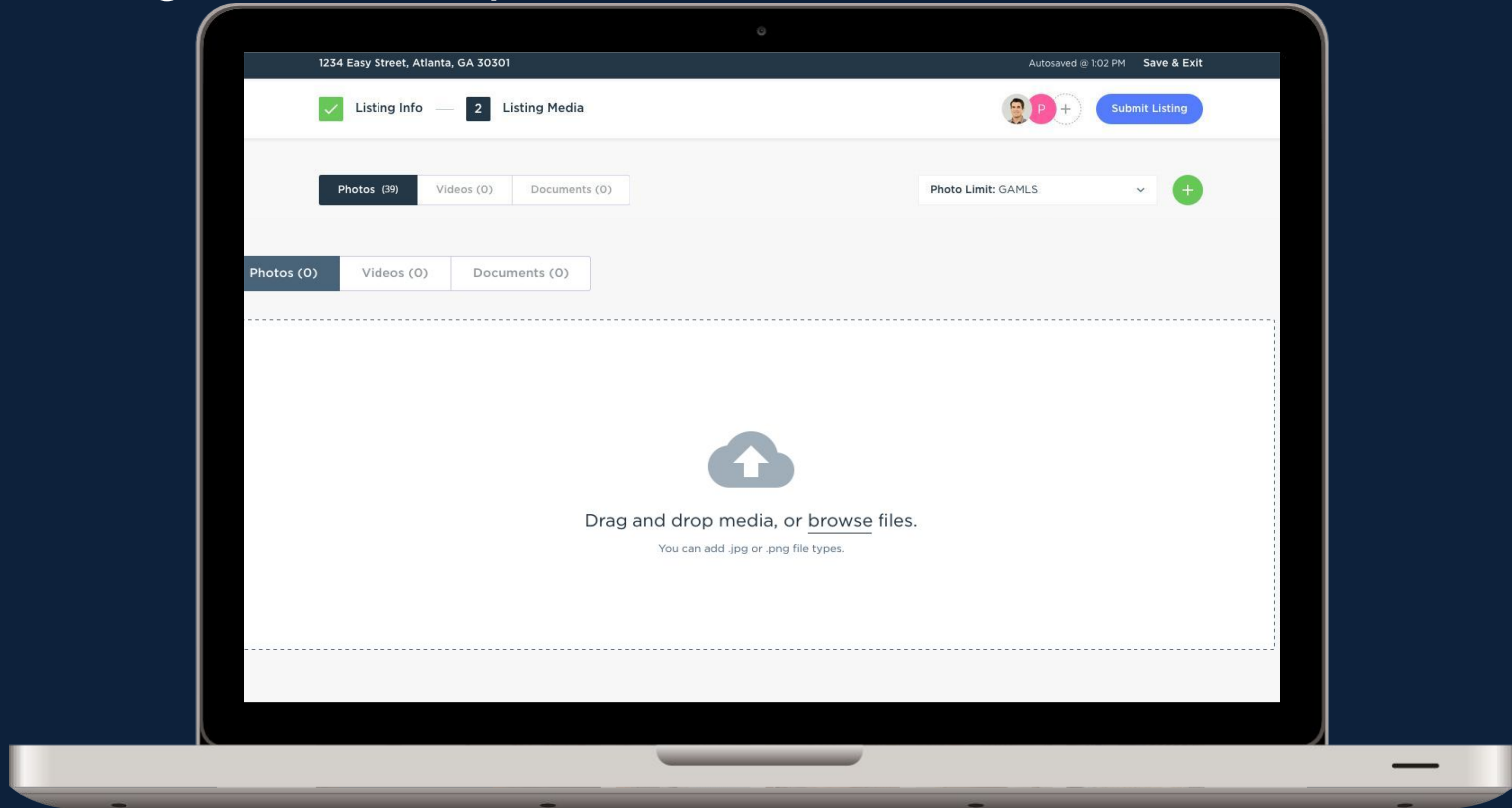
Franchise/Broker Back Office



# Challenge:

Managing photos

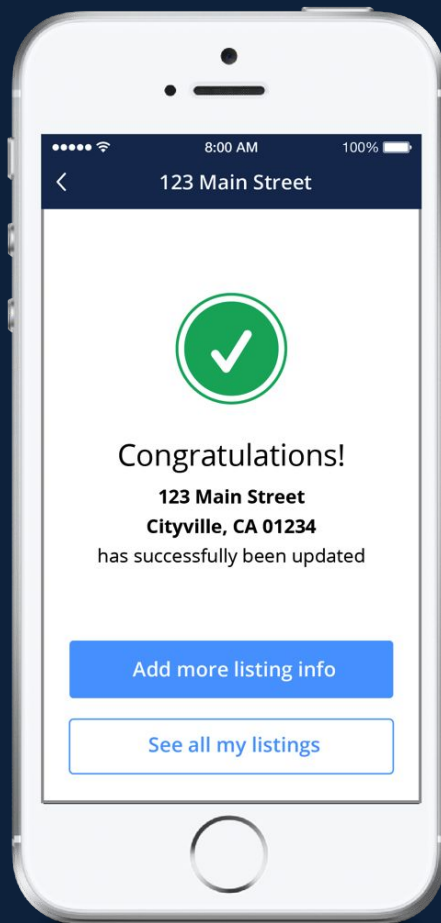
# Unlimited high resolution photos

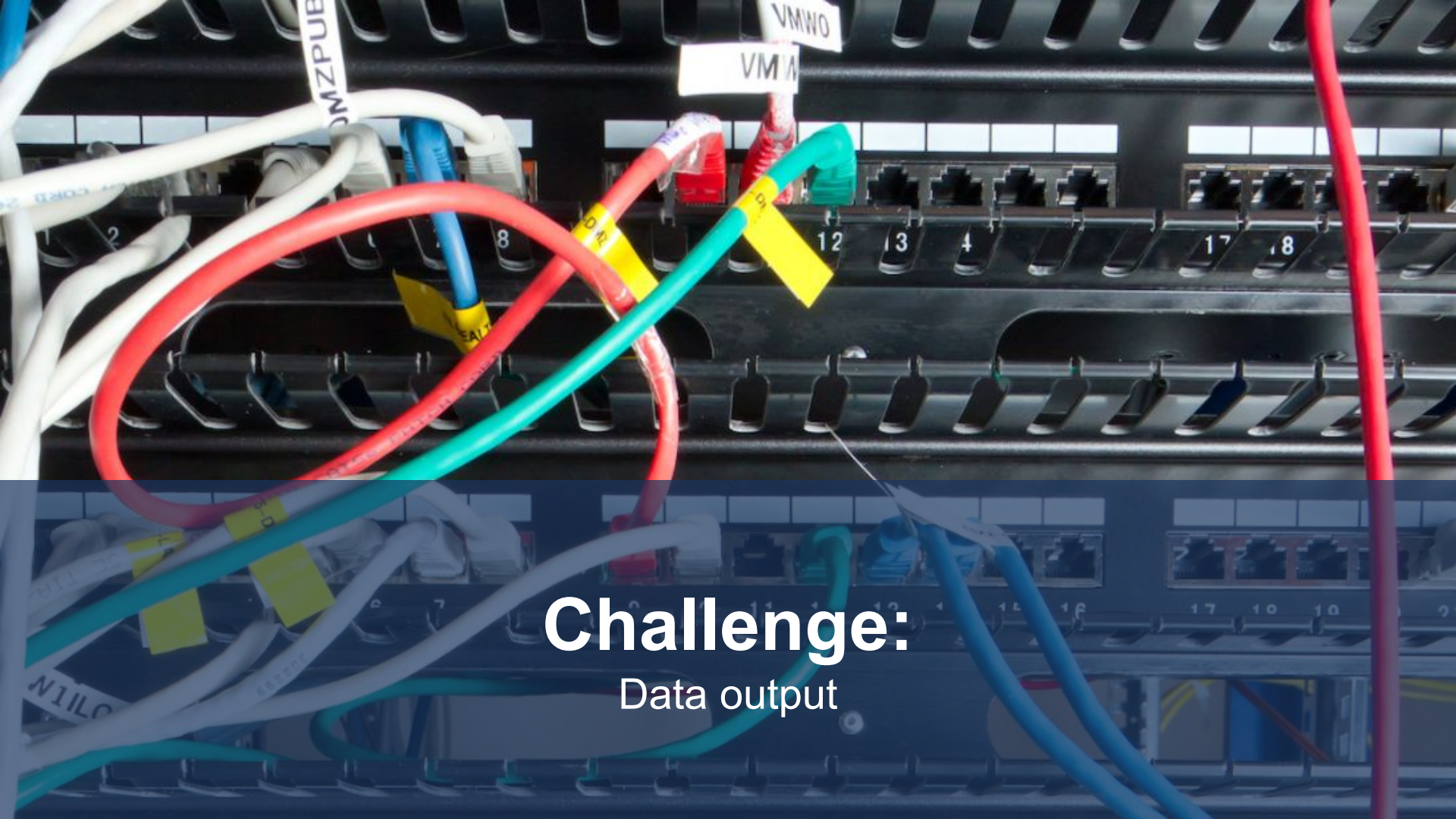






What else?





# Challenge:

Data output



# Distribution rules engine



## Common format for MLS data



# Common format for MLS data





# The Retsly API helps your MLS:



Eliminate database  
replication



Simplify data access for your  
brokers



Better understand how your services are  
used by members



Quickly bring new technology to  
market



# Distribution rules engine





**Entering data into more than one MLS**

**Capturing broker specific fields**

**Managing unlimited media files**

**Mobile listing input**

**Accessing listings in a common format**





**Your MLS data fields**



**Your MLS business rules**



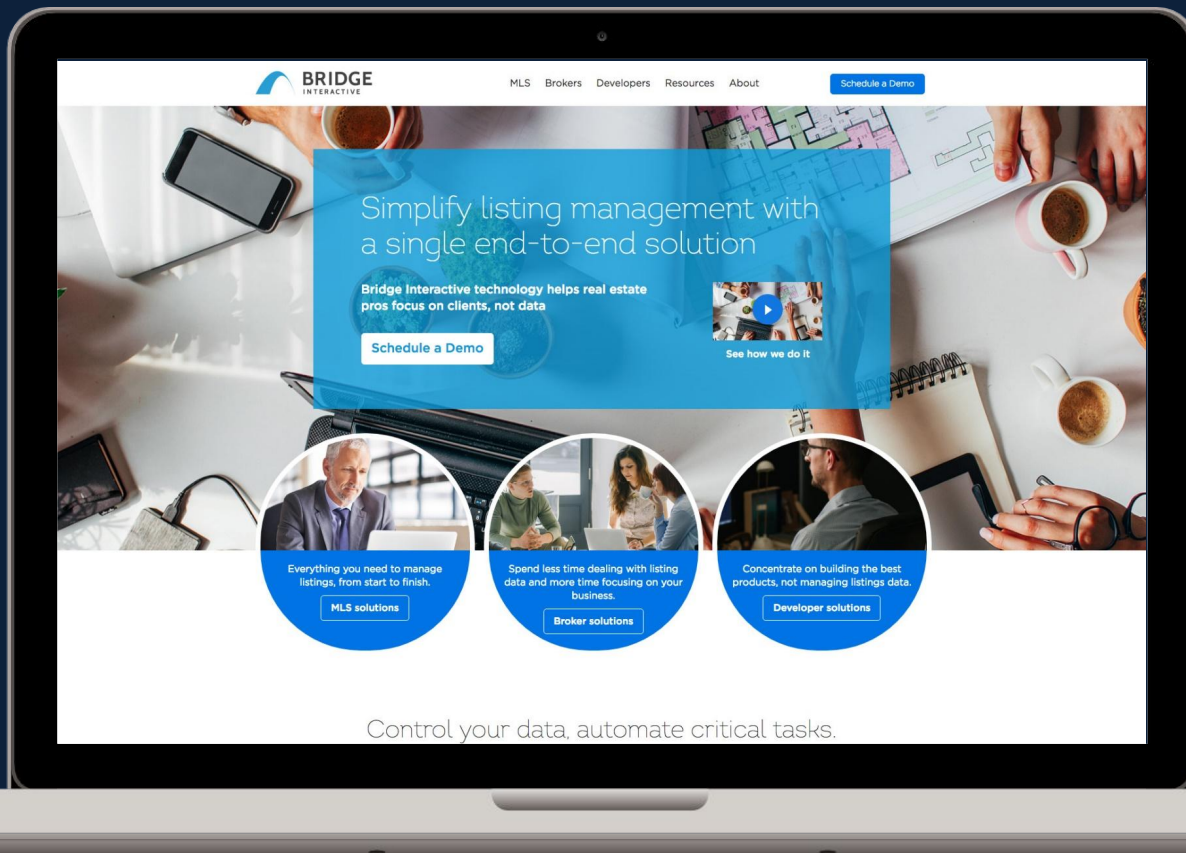
**Technology available today**





Your fields, rules and MLS...  
...better, with Bridge

# Visit BridgeInteractive.com to learn more



[illegible]

Curt Beardsley | Curt@zillowgroup.com



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conference app!**