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

Curt Beardsley, Vice President of MLS Partnerships
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.
Initial soil tests indicate a strong probability of an onsite septic system along Landi Road frontage. Owner will divide to no less than $10,000 per acre. Written agreement contingent on department and building.
Vikram Deol
The Deol Group, Bellevue, WA
Challenge:
Entering into multiple MLSs & systems
Challenge 1: Entering data into multiple MLSs
Challenge: Capturing custom broker fields
Challenge 2: Capturing custom broker fields
Bridge listing input

- **Lock box**
- **Premium signage**
- **3 signs**

**Broker Information**

What will you need for your open house?

- Lock box
- Premium signage
- 3 signs

Where would you like your listing published?

- Newspaper: 6 months
- Online real estate site: 6 months
- Local magazines: How many months?
Challenge: Managing photos
Unlimited high resolution photos
What else?
Congratulations!

123 Main Street
Cityville, CA 01234
has successfully been updated

Add more listing info

See all my listings
Challenge: Data output
Distribution rules engine

- MLS
- RETS / Data Dictionary
- RESO Web API
- Retsly API
Common format for MLS data

Tech Vendors & CMAs

MLS

MLS 2

MLS 3

RETSLY API

CRM
Common format for MLS data

- MLS
- MLS 2
- MLS 3

RETSLY API

Broker Websites

Third Party Vendors
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
Don't forget to take the session survey in the conference app!