

# The MLS of the Future



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

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**Michael Lane**

President, ShowingTime

**Michael Edlund**

VP, Interactive Media

Who's Who in Luxury Real Estate / [LuxuryRealEstate.com](http://LuxuryRealEstate.com)



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No franken-tech



No silicon valley dude disruption



No Wall Street dude disruption





Yes consumer disruption



MLS center-point of the real estate experience



MLS eye on the consumer











“New” technology

A vintage boombox is the central focus, held by a person wearing an orange sweater and blue jeans. The boombox is silver and black, with a large speaker on the right side. The person's hands are visible, one holding the top handle and the other near the bottom. The background is a blurred outdoor setting with rocks and foliage. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the text "Old school authenticity" in white. In the bottom left corner, there is a small white text credit: "Photo courtesy of gratisography.com".

# Old school authenticity



voice-based interfaces

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TREND

iOt = \$1 trillion/yr savings

2022

20% activities thru 1 of 7 digital giants

2021

30% web sessions without a screen  
2020

$\$1$  innovation =  $\$7$  execution

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2019



**i want**

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**AR-AI assisted consumer experience**

**Voice activated search**

**Algorithmic business impact**

**Blockchain-based businesses**

**Digital giant hegemony**

**\$1 investment needs \$7 in core execution**

**Internet of Things (IoT) savings/benefits**



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