Search is broken & Zillow can’t fix it. Keller Cloud will.

A look into search, data and the future of real estate.
Josh Team

Chief Innovation Officer
Keller Williams

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First steps of innovation are often very quiet.
This isn’t a new concept...
This isn’t a new concept...
This isn’t a new concept...
From transaction... to human.
Simple curated & personalized recommendations

Simple curated & personalized recommendations

Simple curated & personalized recommendations
Simple curated & personalized recommendations

Simple curated & personalized recommendations

Simple curated & personalized recommendations
**Simple** curated & personalized recommendations

Netflix

Amazon.com

Pandora
Simple curated & personalized recommendations

Netflix

Amazon.com

Pandora
This is ... transactional.
A human experience:

1. I love open white kitchens with a view.
2. A kid friendly, pet friendly home that’s not too far from work.
3. A home with character and good value.
A human experience:

1. I love open white kitchens with a view.
   - Computer Imaging Artificial Intelligence

2. A kid friendly, pet friendly home that’s not too far from work.
   - Intent mapping with Natural Language Processing

3. A home with character and good value.
   - Regression models with Machine Learning on Actives/Solds
Data Rich. Insight Poor.
**Keller Cloud:**

1. 18 months to build v1
2. Over $30m in Tech spend in 2016 and $41m in 2017
3. Sunset 2 data centers, 48 Databases, and Migrated TBs of data across multiple vendors into one connected Ecosystem
4. Deployed over 30 sets of APIs with micro-services to make innovation faster and easier with connected data “Keller Cloud”
5. Already have 5 production tools built on top of Keller Cloud with 7 more being developed
6. 3 large industry partners are currently working with us to integrate & build on top of Keller Cloud
7. Announced plans for our own AI initiative “Kelle” to build more human experiences.
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