



2017 Fall Conference

GETTING DOWN TO BUSINESS
UTILIZING DATA STANDARDS

CMLS Best Practices: From Standards to Best Practices in Action. How do green data and data distribution fit in?



SPEAKER

BIO PAGE

Meg Garabrant | NEREN

Meg is the Director of Marketing & Communications for the NEREN® MLS serving all of NH and VT with listings and members also in MA and ME. Meg oversees third party integrations, product, and member training & education. She is responsible for ensuring RESO field compliance and she has been greening the MLS since 2008. Meg is Chair of the CMLS Green Section Council.



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SPEAKER

BIO PAGE

Laura Stukel | Consultant

Laura is a change management expert in the real estate, energy efficiency, and technology industries over the past 25 years. She is a third-generation REALTOR with L.W. Reedy Real Estate. Laura serves in national and local roles for the National Association of REALTORS®, including as lead developer for the CMLS Green Data Best Practices Guide.



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Why create a Green Best Practices guide?



**Consumer
Expectations**



**Housing
Inventories**



**Trend has become
mainstream**



**10 years of
tools**



**Valuable for sellers,
buyers, agents**

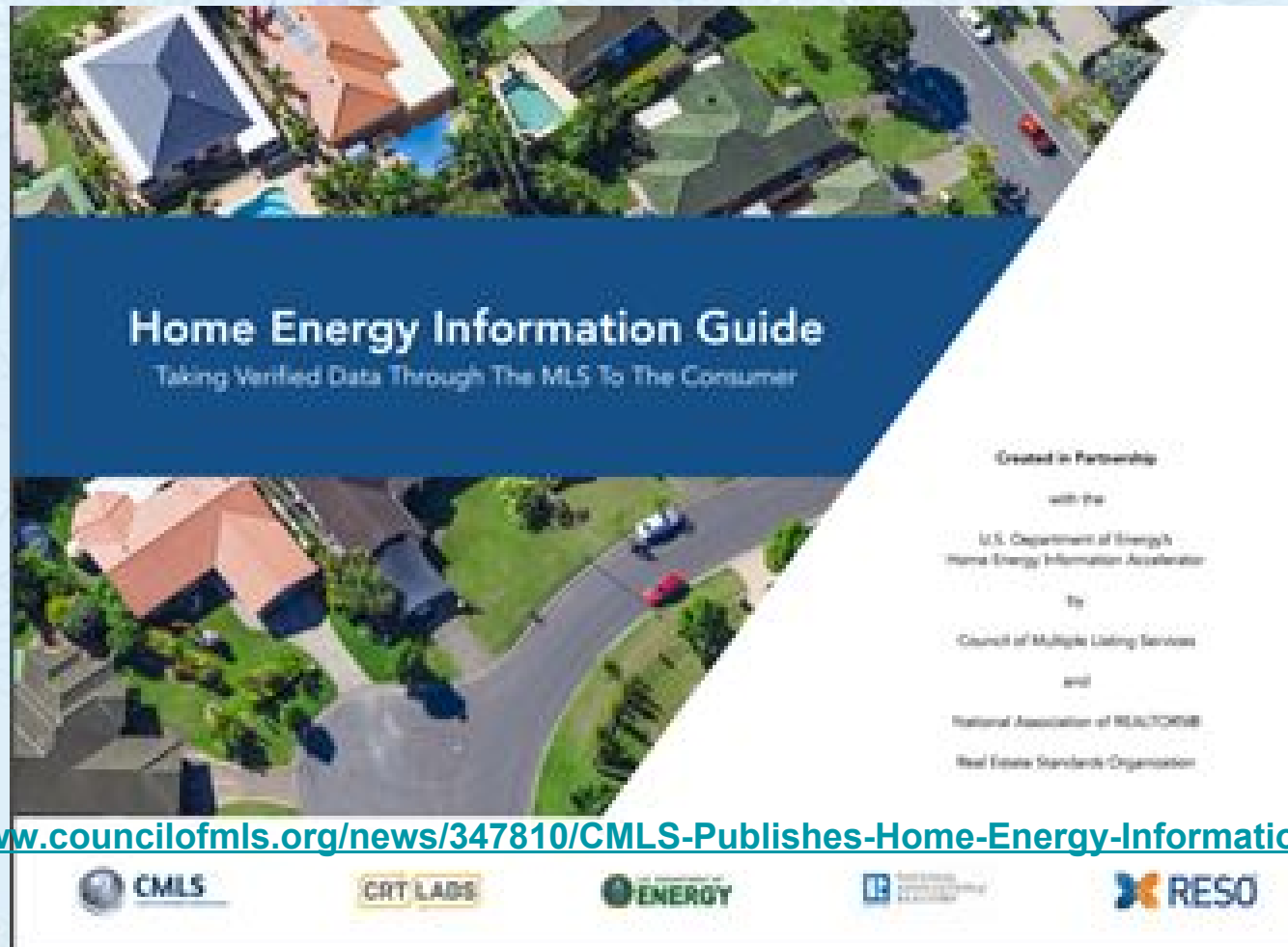
Connections are Key



Rooted in:

- 10 years of inventory stats and consumer demand
- 10 years of tools
- Value for sellers, buyers, agents
- A trend is now mainstream!

Moving from standards to utilization.



www.councilofmls.org/news/347810/CMLS-Publishes-Home-Energy-Information-Guide.htm

Foundation in RESO Standards

CMLS Green Data Best Practices Guide based on core RESO tools including:

- Data Dictionary
- Silver Certification fields and enumerations
- RESO Wiki
- Web API

New Linkages Coming Soon

Checklists for implementation:

- Based on Data Dictionary/RESO Wiki
- Core Green Checklist
 - Green Verification Collection
 - Power Production Collection
- Energy Star Checklist
 - <25 core fields related to resource efficiency
 - TBD - With input from USDOE Home Energy Information Accelerator partners

Core Green: Verified Home Energy Info

Home Energy Information Guide

Taking Verified Data Through The MLS To The Consumer

Created in Partnership

with the



Browser tabs: - l.reedystukel x Wed10T_Easy Being Gree x Web Mail Messages x HEIGFINAL

Address bar: ddwiki.reso.org/display/DDW16/PropertyGreenVerification+Collection

Navigation: Spaces Browse

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RESO Data Dictionary Wiki v1.6 / RESO Data Dictionary Wiki v1.6

PropertyGreenVerification Collection

Created by Robert Gottesman on May 27, 2017

Data Dictionary Wiki Version: **1.6**

Properties can have a number of different performance ratings applied to them. This PropertyGreenVerification Collection include the following:

- [GreenBuildingVerificationKey Field](#)
- [GreenBuildingVerificationKeyNumeric Field](#)
- [GreenBuildingVerificationType \(PropertyGreenVerification\) Field](#)
- [GreenVerificationBody Field](#)
- [GreenVerificationMetric Field](#)
- [GreenVerificationRating Field](#)
- [GreenVerificationSource Field](#)
- [GreenVerificationStatus Field](#)
- [GreenVerificationURL Field](#)
- [GreenVerificationVersion Field](#)

Core Green: Photovoltaics

Capturing the Sun:

*A Roadmap for Navigating Data-Access Challenges
and Auto-Populating Solar Home Sales Listings*

Laura Stukel, Ben Hoen, Sandra Adomatis, Craig Foley, Laura Parsons

Lawrence Berkeley National Laboratory

LBNL-1006628



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U.S. Department of Energy

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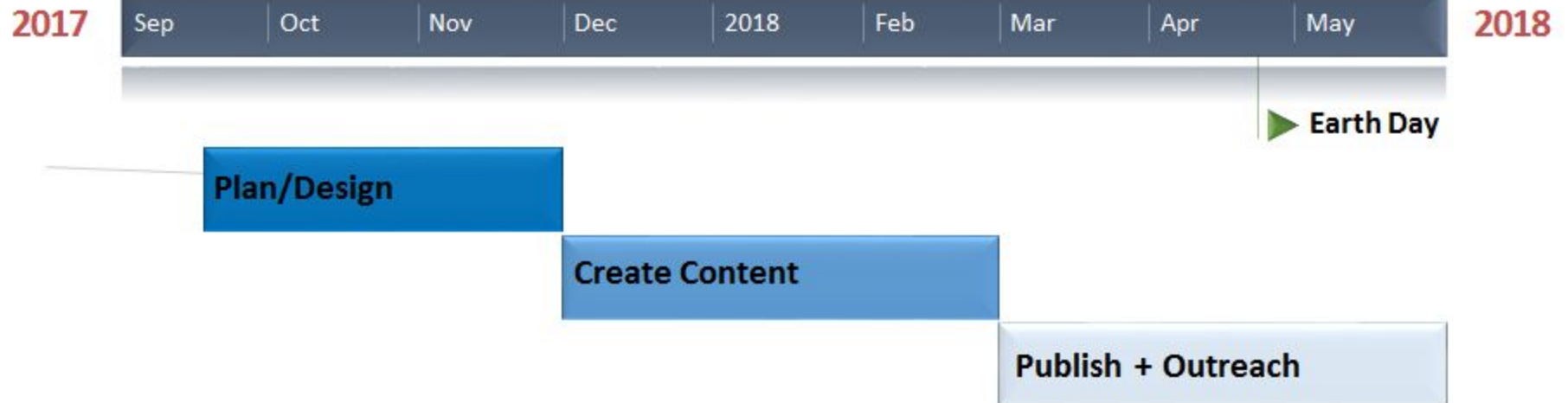
ollection

 **RESO Data Dictionary Wiki v1.6 / RESO Data Dictionary Wiki v1.6**
PropertyPowerProduction Collection
Created by Robert Gottesman on May 25, 2017

Data Dictionary Wiki Version: **1.6**

A property might have a number of means of producing power. Whether different systems or separate resource allows for the relation of multiple power production systems to a single property.

- [ListingId \(PropertyPowerProduction\) Field](#)
- [ListingKey \(PropertyPowerProduction\) Field](#)
- [ListingKeyNumeric \(PropertyPowerProduction\) Field](#)
- [ModificationTimestamp \(PropertyPowerProduction\) Field](#)
- [PowerProductionAnnual Field](#)
- [PowerProductionAnnualStatus Field](#)
- [PowerProductionKey Field](#)
- [PowerProductionKeyNumeric Field](#)





MLS Green Fields Deliver

Today's hottest buyer trends include:

✓ COMFORT ✓ SAFETY ✓ AFFORDABILITY

More homes deliver than ever before.

MILLIONS OF HOMES



MLSs provide the tools to support this valuable niche.

900,000+
real estate professionals have access today!



**GREENER
HOMES
ARE
BETTER
HOMES**

✓ Higher client satisfaction

✓ Sell faster

✓ Sell for more money

Ask your MLS about green fields today!

For more information:
Visit booth #4315 or
nar.realtor/topics/sustainability



CMLS
Council of Multiple Listing Services

NATIONAL ASSOCIATION of REALTORS®

QUESTIONS?

 **RESO[®]**
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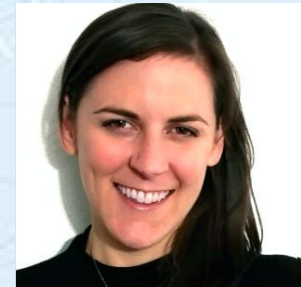
SPEAKER

BIO PAGE

Joshua Lopour



Betsy Hanson - CMLS



Dan Woolley - W + R Studios



BEST PRACTICE

- Google doesn't answer everything!
- Education on all sides of the table.
 - What is cool tomorrow doesn't exist today.
 - Proliferation of Buzz Words.
 - AI, AR, VR, BlockChain, ICOs.
- This is a Best Practice **NOT** policy
- We've made an effort to simplify the conversation and understand that edge cases do exist.

DEFINITIONS

- Definitions for Dummies.
- The industry throws around these terms loosely because we're all in on the joke.
- Educate the New Kids on the Block.
- Don't get lost in translation.

DEMAND API USAGE

- APIs changed the way developers built software.
- RESO pushed MLS adoption and now the MLS should push industry adoption.
- The more vendors who start relying on APIs the better the services will become.
- There are limitations - but demand will drive innovation.

EDUCATE THE MLS

- The API is more than just policy... It's TECH!
- Understand how an API works and why it drives business decisions.

Desire to Discover

- Buzz Words.
- Understand how technology changed another industry before it changes yours

DELIVERING THE DATA

- Delivering the right data.
- IDX vs VOW vs Back Office
- Both sides need to ask the right questions.

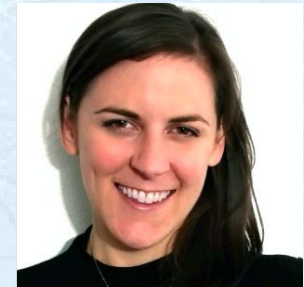
DEMAND ACTION

- A fast NO is better than a LONG maybe.
- Be responsive!
- Developers and Startups are resourceful.
 - They have a limited timeline and if they don't get an answer from you they'll find their answer somewhere else.

SPEAKER

BIO PAGE

Betsy Hanson - CMLS



Dan Woolley - W + R Studios



THANK YOU EVERYONE

