



2017 Fall Conference

GETTING DOWN TO BUSINESS
UTILIZING DATA STANDARDS

The Technology Arms Race

Will You Win?



SPEAKER

BIO PAGE

Debra Schwartz CEO & Founder, RocketUrBiz | Realtor

As a 23-year veteran of the real estate industry, Debra is the consummate multitasker, loves improving processes, and serves as the voice of reason for her clients. As the technology landscape has evolved, the sheer volume of new tools for agents and brokers have made the real estate business more burdensome, not easier. Debra is passionate about partnering with the industry to bring new technology that gives agents and brokers more space to bring unique value to their clients. She believes that we can build a foundation that empowers agents and brokers to have better information, greater efficiencies, and the means to offer immense value to clients at lower costs, while staying ahead the competition.



www.RocketUrBiz.com

408-214-0494

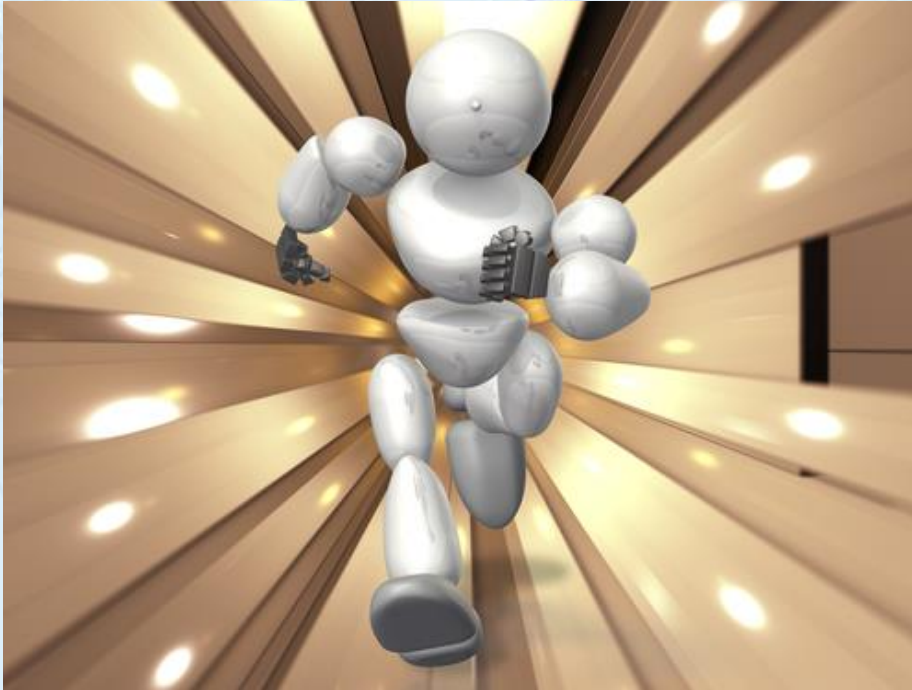
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 **RESO**[®]
2017 Fall Conference



The Technology Arms

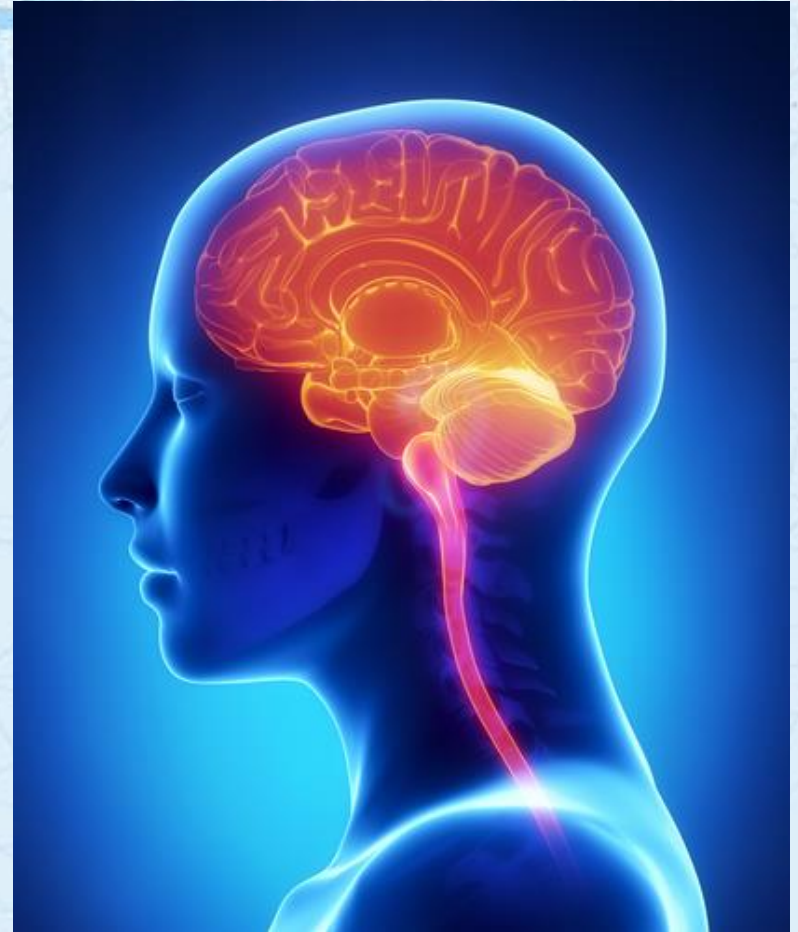
Is MLS Data Our Secret Weapon? Race



Or will rapidly changing technology render the value of this data obsolete?

Protecting Our Livelihood

Is focusing on what we value and what we perceive as a threat working for us?



The Amazon Experience

- Incredible Choices
- Great Pricing
- Amazing Delivery System

amazon.com



The Amazon Experience

What about the tactile experience of shopping?



Who is our enemy?

Is it tech – savvy online brokerages?

Is it industry technology providers?

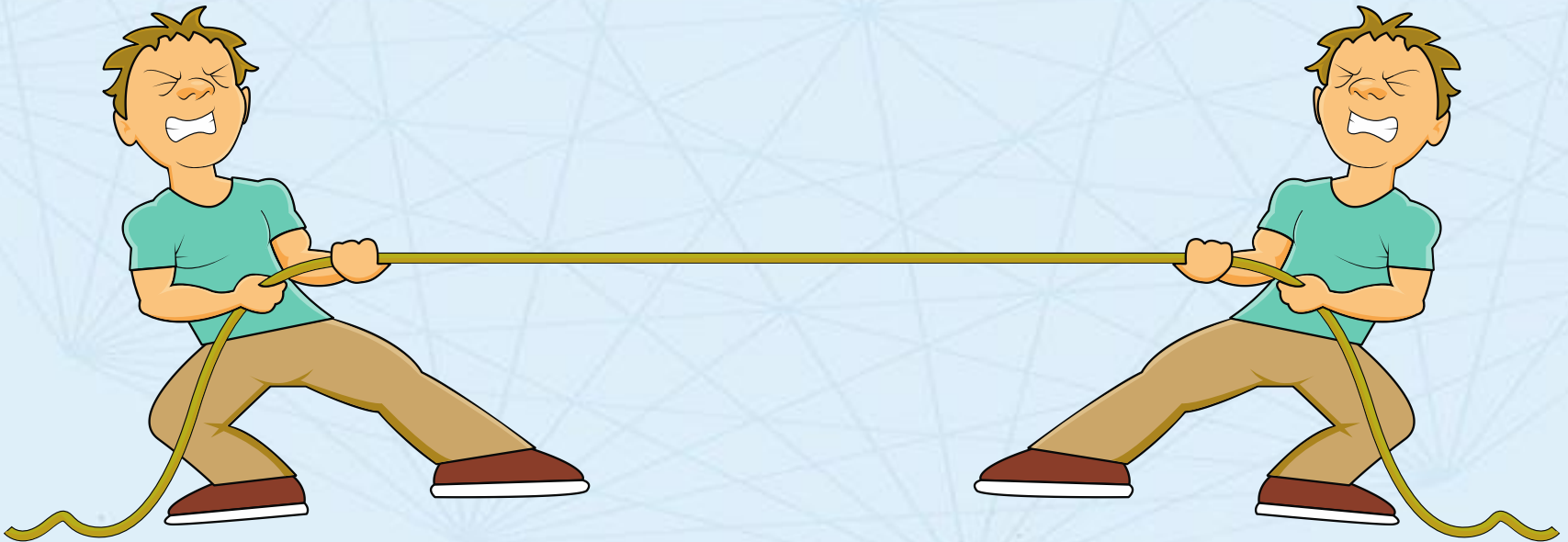
Or is it...

Godzillow?



Or have we met the enemy...

And he is us?



Let's Call a Spade a Spade!



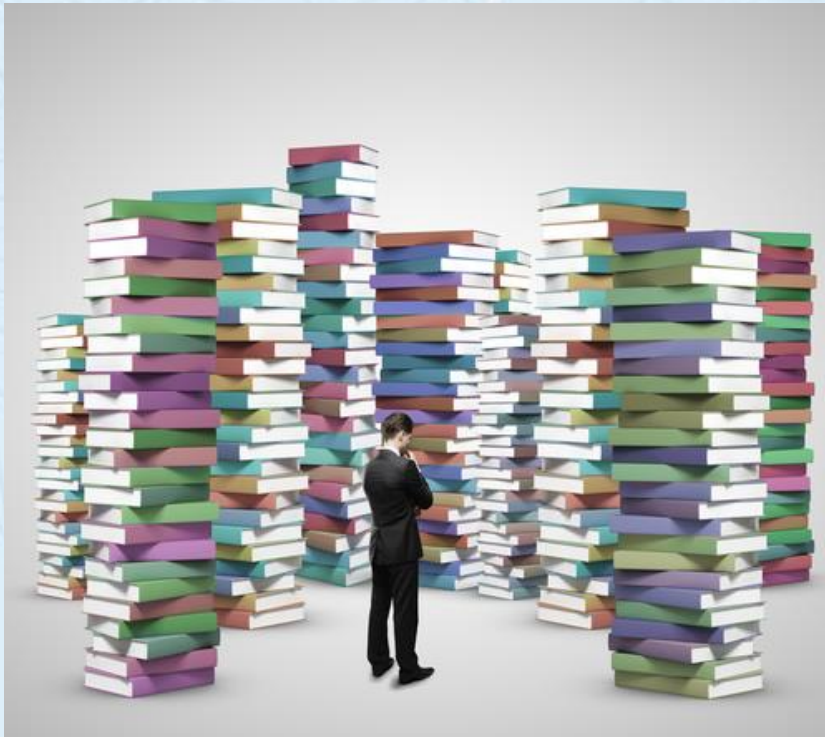
**Client Acquisition
and Retention**

Sensory Overload

Deterioration of Mindshare



Information Overload



And the illusion
of knowledge

MLS data should not be our value proposition.



What sets you apart and creates unique value?

Beyond MLS Data

- Real estate agents as knowledge workers
- Knowledge grafting TM



Innovation

InKNOWvation™

Winning Partnerships



- Embracing differences
- Resonating values
- Powerful InKNOWvation™

Our Future is Bright

