Agent Inbox

Transforming Your
Real Estate Communications

2017 RESO™ TECHNOLOGY SUMMIT

ORCHESTRATING COLLABORATION & INNOVATION

You already have the data - use it!

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Thank you for voting for us in Nashville!

BUSINESS NOW EXPECT CONSUMER-GRADE USER EXPERIENCES

CONSUMER PRODUCTS SET THE BAR

Business tools should leverage data to be equivalent

Intuitive Setup & Use
NOT COMPLICATED

Data Integration
NO DATA ENTRY

Personalized Experiences
NOT GENERIC

Reduce the friction, need for training, and burden on organizations

SUCCESSFUL BUSINESS UX

Easy Setup

Full Story
User Analytics

No Data Entry

SalesforceIQ (RelateIQ)
Enterprise CRM

Personalized

Google Apps
Office Productivity

Consequences of neglected business UX

Lack of usage

Disliked products

Lost business

HOW DOES THIS RELATE TO RESO?

IMAGINE IF WE HAD OUR USERS…

- ✔ Profiles, usernames & passwords
- ✔ Contact & brokerage information
- ✔ Work & transaction history
- ✔ Network of people they interact with
- ✔ Expertise, preferences, and more

Oh wait! That's what our data feeds give us!

Beyond powering search apps, how do we better leverage this data to improve agent experiences in our products.

REAL ESTATE USER EXPERIENCE

RESO Focus:

Developer UX

Data portability

Fundamentals of data standards

UX is still a problem in Real Estate software

Can we use these data resources to improve UX?

PRODUCT PHILOSOPHY

Leverage existing data to
make easy products for everyone

ZERO DATA ENTRY

FAMILIAR

NO TRAINING

CUSTOM EXPERIENCE

REDUCE FRICTION

FOCUS ON JOB

LESS OPTIONS

EXCEED EXPECTATIONS

WAYS TO LEVERAGE DATA TO ENHANCE THE USER EXPERIENCE

GET AGENT INTO YOUR SERVICE

Reduce friction at sign up and login

SHARED AUTH

Avoid Unique
MLS Vendors' Auth
oAuth2, SAML, Encrpyted

PRE-FILL

Feed has everything
Sign Up Process
Constructed URLs

Mobile Access

All Platforms
Download Link
Magic Email

Easier to integrate in any MLS vendor & rapidly on board agents

NO ASSEMBLY REQUIRED

Network On Day 1

Message Any Agent,
Any listing, Anywhere

Organized By Data

Property & Agent Data
Tied To Audit Trail

Routing Showings

Instant travel times
and optimized routes

Avoid data entry and keep the tasks focused

GIVE AGENTS BETTER SERVICE

Custom paths and personalized interactions

CUSTOM ON BOARDING

- Every Agent is different: full-time, part-time, broker, rentals, luxury, top agent, etc.
- Jobs to be done are unique
- Personalized setup and on boarding at scale

SUPPORT PROFILES

- Agent Inbox Helpdesk, fully augmented by MLS RETS data
- Transparent, simple profiles
- Load up into external helpdesk if not

Using the RETS data feeds, this is all plug-and-play

USE YOUR DATA

RESO = UX

↓

UX = Every Product

↓

Future is connectivity & specialization

↓

Shared data creates new products

↓

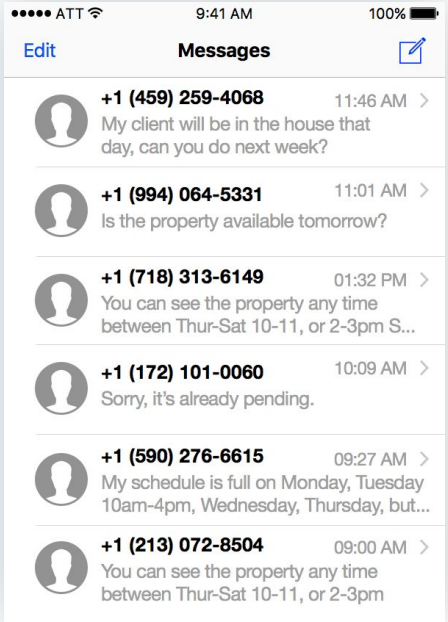
Lower friction & remove user burden

↓

Accelerate adoption & improve UX

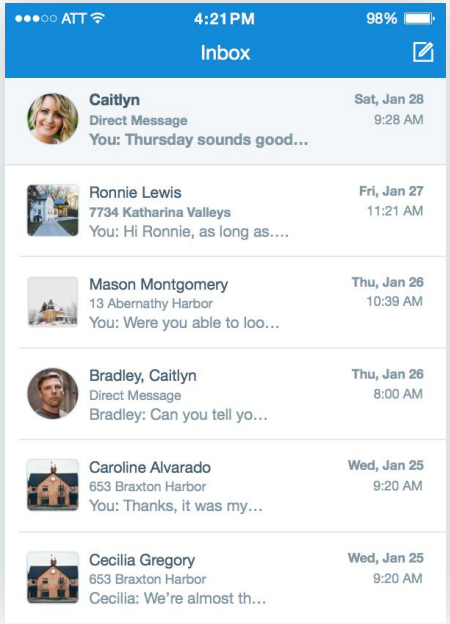
AGENT INBOX PLATFORM

Old Inbox



VS

Agent Inbox



- ✔ Agent shift to messaging
- ✔ MLS-wide messaging system
- ✔ Directory, transparent, & simple
- ✔ Direct, Listings, Showing, & Private
- ✔ Team, Brokerage, & MLS
- ✔ Integrate it into anything!

LET’S BUILD BETTER PRODUCTS TOGETHER

We are happy to share
integrations, UX patterns, and our experience !

Let us know how we can help you!

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