Transforming Your Real Estate Communications
You already have the data - use it!

Thank you for voting for us in Nashville!
BUSINESS NOW EXPECT CONSUMER-GRADE USER EXPERIENCES
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
Leverage existing data to make easy products for everyone

- ZERO DATA ENTRY
- REDUCE FRICTION
- FAMILIAR
- FOCUS ON JOB
- NO TRAINING
- LESS OPTIONS
- CUSTOM EXPERIENCE
- EXCEED EXPECTATIONS

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.
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

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<thead>
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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, Encrypted

**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
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 onboarding 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
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**

- +1 (459) 259-4068  11:46 AM  
  My client will be in the house that day, can you do next week?

- +1 (994) 064-5331  11:01 AM  
  Is the property available tomorrow?

- +1 (718) 313-6149  01:32 PM  
  You can see the property any time between Thur-Sat 10-11, or 2-3pm S...

- +1 (172) 101-0060  10:09 AM  
  Sorry, it’s already pending.

- +1 (590) 276-6615  09:27 AM  
  My schedule is full on Monday, Tuesday 10am-4pm, Wednesday, Thursday, but...

- +1 (213) 072-8504  09:00 AM  
  You can see the property any time between Thur-Sat 10-11, or 2-3pm

**Agent Inbox**

- Caitlyn  4:21 PM  
  Direct Message  
  You: Thursday sounds good...

- Ronnie Lewis  11:21 AM  
  7794 Kahrina Valley  
  You: Hi Ronnie, as long as...

- Mason Montgomery  10:39 AM  
  13 Alenathy Harbor  
  You: Were you able to loo...

- Bradley, Caitlyn  8:00 AM  
  Direct Message  
  Bradley: Can you tell yo...

- Caroline Alvarado  9:20 AM  
  663 Baxton Harbor  
  You: Thanks, it was my...

- Cecilia Gregory  9:20 AM  
  663 Baxton Harbor  
  Cecilia: We’re almost th...

**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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Agent Inbox
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