AdWriter: Impact of RESO data dictionary on Real Estate Advertising



From Curb to Contract.....

The fastest path in Real Estate Advertising & Listing Management





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Xerox and the Paperless Office



AdWriter – founded in news media industry

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RESO & Ad Writing

Current State @ AdWriter
Benefits of adopting RESO data dictionary







Red Estate

- In business for over 40 years
- Online secure solution (small to large brokerages)
- Only source of 100% of listing-related data
- MLS database now SUPER-charged
 - High-resolution listing photos
 - Agent database (full info & photo)
 - Feature set not found in MLS
 - Automatic generation of listing description
 - Listing scheduling
 - Down-selection process
 - Advertisement "costing" and tracking
- Expert page composition resources







Adwriter How AdWriter Works





Seller data



Listing data



Listing data



Agent Data & Office Data (feed)
Hi-res Listing Photos (upload)

MLS Import scripting

Establish Secure User Login

Publication setup



Automatic creation of listing description specific to ad space

ZIP file of advertisement content

Integration with Adobe InDesign composition tools

Advertisement audit & tracking reports

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AdWriter database



Basic MLS data plus additional fields (customer-requested)

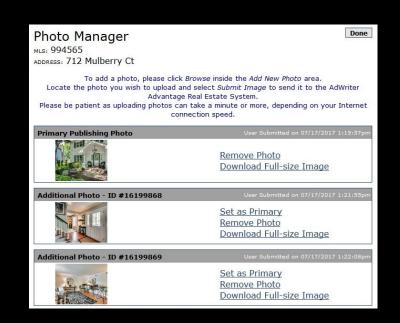
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Real Estate

AdWriter database(s)



Hi-res photo database



Agent database

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AdCopy Module

Engine that drives the natural language processing

Why?

- Agents get writer's block and repeat "similar" listings
- /
- Aggregators like Zillow.com don't like what gets submitted
- /
- Features mean something different in different markets
- /
 - MLS features often don't give clues to "lifestyle" e.g. childproofed, workroom garage, appliance brands







Adwriter AdCopy legacy



AdWriter founder Hal Douthit develops Palm Pilot app



AdVantage PAF (Property Assessment Form) MISH City, ST Zip: List S: County: Year built: School district Subdivision Category ' Condition ' Low-end Price Mid-priced Older Prestige Newer Prestige Upper Midrange Top of the Line Very large Large Mid-sized Immaculate Freshly Decorated Rental Condominium Very small Duplex Updated Rehabbed Three-Story (TM) Solit-Entry (SE) Stilted (ST) Four-Story (FS)

Mid-Rise (MR)

High-Rise (HR)

Split Plan (SP) Loft (LO) Studio (SO) Penthouse (PH 2-1/2 Story (TH) Bay Front (BA)
Beach Front (B)
Canal Front (CF) □ Near Bay (NA)
□ Near Beach (NB)
□ Near Gulf (NG)
□ Near Lake (NL)
□ Near Ocean (NO) ☐ Pond Side (PS)
☐ Ravine (RV)
☐ River Front (R)
☐ Rural (RU)
☐ Sound Front (SF)
☐ Stream (S)
☐ Von Souluded (SE Hilltop (HT)
Historical District (HD) Canyon (CA) Intracoastal (IC) Creek Front (CR)
Desert (D)
Exceptional Views (V)
Foothills (F) □ Island (I)
□ Lagoon (LA)
□ Lake Country (LC)
□ Lake Front (L) Ocean Side (O) Stream (S)
Very Secluded (SE)
Ski Area (SK) On Fairway (FA)
On Green Belt (GB) Water Front (WF) Panoramic Views (PM) Woodland (W) Gulf Front (GF) General Features Quiet Street (124) Bank Owned (137) Public Transport (114) Expandable (107) Brand New (101) Immed. Available (108) In-Town (133) ■ Near Recreation (113) Timeshare (108) Near Schools (110) Tree-Lined Street (125) Corner Lot (122) Twin house (139) Underground Util. (119)
Wooded Lot (126) Large Yard (120)
Level Lot (128) Nearly New (103)
On a Cul-De-Sac (123) Double Lot (121)

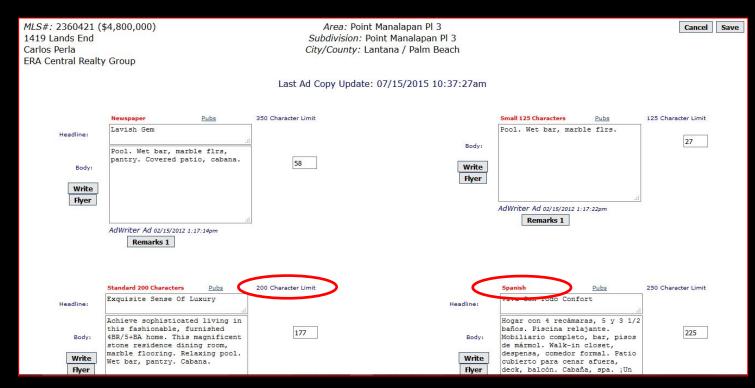


Limited Feature Descriptions Often misinformed by seller AdWriter's enhanced listing descriptions Electronically-fillable form PDA application to capture features

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AdCopy natural language engine



Builds description to fit intended ad's character count

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The RESO data dictionary levels the playing field
No longer a need to custom map input fields
The market for new "features" moves fast
Agents always seeking new ways to differentiate their ads

AdWriter has the "beef" (very rich database)
That output of AdWriter can be used for any & all advertising purposes

- Print media for many sizes & shapes
- Online media for multiple form factors



Adwriter AdCopy w/ RESO



Our AdCopy natural language algorithm gains strength with the use of the RESO data dictionary features

Retreat to a perfect setting in this fascinating 3BR/3+BA Villa on lakefront site. This magnificent split-plan offers cathedral ceilings, a central vacuum system plus foyer. Cool pool. Great room.

Retreat to a perfect setting in this fascinating 3BR/3+BA Villa that sits on the Northern Shore of Lake Gitchegoomie. This magnificent split-plan offers 14' cathedral ceilings, a new gourmet kitchen with waterfall quartz countertops, and a central vacuum system. The property includes an in-ground lap pool you can see from the great room. Located in the Windermere school district.

Geocodes

Room-by-roo m details

Modern linguistics

Data layers

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Social media ads

AdWriter generates a data "meritage"

Listing price

Listing photo

Brokerage Branding



Listing data

Agent contact

Agent photo

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Adwriter Benefits for AdWriter



The RESO workgroups and their benefits to AdWriter

Data Dictionary Workgroup:

- Additional room-by-room features drive ad copy for luxury listings and for video slide shows
- Details on energy-conservation and alternative power
- Consumer terminology and modern "lingo"

Payloads Group:

- IDX feeds and handling of legacy RETS files as well as RESO-compliant data packets
- Frequency of payload transmission (even for print output; multiple feeds per day)

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Next steps for AdWriter

- AdWriter, Inc now a member of RESO
- Engagement with sub-committees
- ✓ Internal I/T work to adopt RESO-compliant input feeds

AdWriter thanks you

Print advertising and MLS management is alive and well

Looking forward to a working relationship with RESO

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