

# **AdWriter: Impact of RESO data dictionary on Real Estate Advertising**



**Real Estate**

**From Curb to Contract.....**

**The fastest path in Real Estate Advertising & Listing Management**



# Welcome



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# Background



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



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# AdWriter, Inc.



- 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



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# 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

The screenshot displays a web-based form for entering real estate data. It is divided into three main sections: General, Additional, and Features. The Features section is highlighted with a red circle. The form contains various input fields for property details, including office information, MLS number, price, agent details, status, category, address, bedrooms, class, size, area, subdivision, map sort/area, map coordinate, school, fireplaces, acreage, internet address, unit number, zip code, baths, condition, levels/stories, county, sort number, hotline number, hotline phone, year built, square feet, and a checkbox for allowing property scheduling.

General	Additional	Features (fill in at least 3)
<p>*Office Name: ERA Central Realty Group Office Phone: 561-997-7300</p> <p>*MLS Number: 2360421 *Price: 4,800,000 Advertised Price: \$4,650,000 <small>* A value that will be used INSTEAD of the listing price (Example: \$100,000 - Exactly as it should appear, including \$)</small></p> <p>Street # and *Name: 1419 Lands End City, State: Lantana, FL</p> <p>*Bedrooms: 4</p> <p>*Class: Top of the Line Size: Middle-Sized</p> <p>Area: Point Manalapan Pl 3 Subdivision: Point Manalapan Pl 3 Map Sort/Area: 4110 Map Coordinate: 0 0 School:</p> <p># Fireplaces: Acreage: Internet Address:</p>		<p>*Agent Name: Carlos Perla Agent Phone: (561) 239-4809</p> <p>*Status: Active *Category: Single-Family</p> <p>Unit #: Zip + 4: 33462 +</p> <p>Baths: *Full 5 1/2 3 3/4 0</p> <p>Condition: Levels/Stories:</p> <p>County: Palm Beach Sort Number: Hotline Number: Hotline Phone:</p> <p>Year Built(YYYY): 1979 Square Feet: 0 Allow property scheduling: Yes</p>

Basic MLS data plus additional fields (customer-requested)

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# AdWriter database(s)

**Photo Manager** Done


MLS: 994565  
ADDRESS: 712 Mulberry Ct

To add a photo, please click *Browse* inside the *Add New Photo* area.  
Locate the photo you wish to upload and select *Submit Image* to send it to the AdWriter Advantage Real Estate System.  
Please be patient as uploading photos can take a minute or more, depending on your Internet connection speed.


**Primary Publishing Photo** User Submitted on 07/17/2017 1:15:57pm

 [Remove Photo](#)  
[Download Full-size Image](#)

**Additional Photo - ID #16199868** User Submitted on 07/17/2017 1:21:55pm

 [Set as Primary](#)  
[Remove Photo](#)  
[Download Full-size Image](#)

**Additional Photo - ID #16199869** User Submitted on 07/17/2017 1:22:08pm

 [Set as Primary](#)  
[Remove Photo](#)  
[Download Full-size Image](#)

Hi-res photo database

**Agent Editor**

Office: Acme Realty North

\* Indicates a required field.  
NOTE: Alternate Name and Alternate Phone will not automatically replace Name and Phone when Publishing.  
For detailed instructions on using this form, see the [Agent Editor Walk-Through](#).

Click on the image to save it to your computer.

[Cancel](#) | [Update](#) | [Save](#)

Agent Name\*: Gayle Hitchcock  
Agent Phone: 585-734-3352

(Agent Alternate Name): Gayle Fuhrer  
Agent Designations: IDS, ASID, CQRI

Agent MLS ID\*: 123456  
NRDS Number: 99999  
Agent Account Code: 99999  
Agent Unique ID: 99999

Agent's AdWriter Password: sallygirl  
Agent's AdWriter Status\*: Active

(Agent Alternate Phone): 216-999-9999  
Agent's Office Phone: 216-876-5432

Agent's Web Page: www.gaylesellshomes.com  
Agent's E-Mail: gayle@gaylesellshomes.com

Slogan (250 chars max): I'm a professional decorator who can give your home the perfect touch to close fast.

Agent Bio: Professional interior designer and Ohio-licensed real estate agent. Been staging and selling homes for 10+ years. Best at selling traditional homes with expert staging for open houses.

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

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# AdCopy legacy



## AdWriter founder Hal Douthit develops Palm Pilot app



Limited Feature Descriptions  
Often misinformed by seller

AdWriter's enhanced listing descriptions  
Electronically-fillable form

PDA application to capture features

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The AdWriter logo features the word "Ad" in red and "Writer" in blue, both in a bold, sans-serif font. The text is enclosed within a blue, stylized oval shape that has a brushstroke-like texture.

# AdCopy natural language engine

MLS#: 2360421 (\$4,800,000)  
1419 Lands End  
Carlos Perla  
ERA Central Realty Group

Area: Point Manalapan PI 3  
Subdivision: Point Manalapan PI 3  
City/County: Lantana / Palm Beach

Cancel Save

Last Ad Copy Update: 07/15/2015 10:37:27am

**Newspaper** Pubs 350 Character Limit

Headline: Lavish Gem

Body: Pool. Wet bar, marble flrs, pantry. Covered patio, cabana.

Write  
Flyer

AdWriter Ad 02/15/2012 1:17:14pm

Remarks 1

**Small 125 Characters** Pubs 125 Character Limit

Body: Pool. Wet bar, marble flrs.

Write  
Flyer

AdWriter Ad 02/15/2012 1:17:22pm

Remarks 1

**Standard 200 Characters** Pubs 200 Character Limit

Headline: Exquisite Sense Of Luxury

Body: Achieve sophisticated living in this fashionable, furnished 4BR/5+BA home. This magnificent stone residence dining room, marble flooring. Relaxing pool. Wet bar, pantry. Cabana.

Write  
Flyer

**Spanish** Pubs 250 Character Limit

Headline: Viva Son Jodo Confort

Body: Hogar con 4 recámaras, 5 y 3 1/2 baños. Piscina relajante. Mobiliario completo, bar, pisos de mármol. Walk-in closet, despensa, comedor formal. Patio cubierto para cenar afuera, deck, balcón. Cabaña, spa. ¡Un

Write  
Flyer

Builds description to fit intended ad's character count

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# Where RESO fits



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

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# 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-room 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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# 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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