AdWriter:
Impact of RESO data dictionary on Real Estate Advertising

Real Estate

AdWriter®

From Curb to Contract…..
The fastest path in Real Estate Advertising & Listing Management

Welcome

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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

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 → **MLS** (MULTIPLE LISTING SERVICE) → Listing data → **AdWriter** Creating and Managing Real Estate Content

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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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

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AdWriter® 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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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

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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

$4,300,000

YOUR Real Estate Company
MLS #212150
2400 90Th St Nw
Bradenton, FL 34209

Barb Vance
123-456-7890
barb@sellhouses.com

Listing data

Agent contact

Agent photo

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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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