A Configurable Role-based CMS for APIs. Live demo of Spring-for-Spark, Solid Earth and FBS Demonstrate Standards-Driven UI of Choice at Scale
Matt Fowler | CEO

BIO: Matt is a recovering commercial real estate appraiser, has a degree in Foreign Policy and is a partner in the most popular craft beer bar in Alabama (according to the readers at CraftBeer.com). He’s been CEO of Solid Earth for 10 years and was co-founder of the company in 1998. Pre-RETS.

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Twitter: @mattfowler
The Vitals

Focused on Building High Value Branded Consumer Portals

Based in Huntsville, AL

Patented Database Technology for combining MLS data into one dataset

19 Years building online real estate database solutions

25 years building Automated Valuation Models

Formed a partnership with FBS in 2017 offering Spring to all 180,000 FlexMLS customers

Also building Spring-on-AMP with RPR and 4400 MLS subscribers
What are we here to talk about?

• Solid Earth developed and released a RESO “inspired” REST-API in 2011, the same year that FBS released the Spark API
• Since then, Solid Earth has focused on the front-end, FBS on the back-end
• In 2017 FBS and Solid Earth partnered to re-wire Spring to Spark
• This month Solid Earth has a new commitment for Spring-on-RPR/AMP

This presentation is a look at the FBS project, the obstacles and the benefits of operating in a fully integrated environment.
Role-Based Publishing

Four Roles to Control Access, Search, Communication & Reporting:

1. Anonymous - Consumers, not logged in
2. Buyers and Sellers - Consumers Logged in
3. VOW Consumers - Consumers tied to a member
4. Professional Users - MLS Members
   a. Agents
   b. Office Managers
   c. Brokers
   d. MLS Admin
Two Versions, Landscape and Portrait, of 10 Basic Pages x the number of Property Classes x four responsive breakpoints.
Dashboard
Your latest updates

Site Traffic

My Office Listings Traffic

Listing Statistics

<table>
<thead>
<tr>
<th></th>
<th>Search Engine</th>
<th>Collection Email</th>
<th>Activity</th>
<th>Collections</th>
</tr>
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<tbody>
<tr>
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<td></td>
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<td>Impressions</td>
<td>Delivered</td>
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</table>

View all analytics
125 BENEDICT ROAD
Staten Island, NY 10304
MLS ID: 1105000
Single Family - Detached

$6,300,000
7 5/3/3 2 13155 sqft $478.91/sqft

LAIRD KLEIN REALTY LLC
Office: (718) 960-6702
Web: http://www.lairdklein.com

LAIRD KLEIN
(917) 414-9001
WORK WITH LAIRD KLEIN

CONTACT THE LISTING AGENT

First Name
Last Name
Email
Phone Number
Any

Hi, I'd like some more information about 125 Benedict Road, Staten Island, NY 10304. Thanks!

I'm not a robot

SEND MESSAGE

DETAILS | SCHOOLS | AREA PROFILE
Brokers set how many minutes listing agents have to claim the lead...

...and how many minutes they have to wait to claim a second one...

...or override the system altogether by providing a parser address...

...and then choose which agents can see the UnClaimed Leads.
Leads come to the listing agent, and fail over to the Office Leads tab...

### Lead Pools

**Power Tip:** Click "Claim Lead" to accept the lead and move it over to the Lead Management page. To manage your leads, click Lead Management from the menu.

<table>
<thead>
<tr>
<th>Name</th>
<th>Property</th>
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<tbody>
<tr>
<td>Steven Milewski</td>
<td>38 Pond Way, Staten Island, NY 10303</td>
<td>$169,000</td>
<td>2017-06-06</td>
</tr>
<tr>
<td></td>
<td>1 bath, 2 bed, 872 sqft</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>11111136</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[View Details] [Claim Lead]
Members see a dashboard with information specifically tailored to their listings and their leads.
So that’s Basically how Spring works.

Since all the queries and references were signed to consume RESO API data, switching from the Spring API to the Spark API, or the RPR/AMP API is not that hard.

It’s not Plug and Play, but its getting there.

This is an example of how the new system is working on a live site.
DETAILS FOR 360 FAIRBANKS AVENUE

Three-bedroom semi-conveniently located. New full bathroom with tub. Finished basement. Level 1: Living room/dining room. 10’-12’ ceilings, eat-in kitchen. Level 2: 3 bedrooms, full bath. This home is close to bus and shopping.
Spring User Interface

FlexMLS User Interface

Spark API

MLS Information
Saved Searches
Contacts/Leads
When Consumers click on the big orange “Work with this person” button...

... the site adopts IDX/VOW display rules for the duration of the consumer’s property search (until they push the “divorce” button)

... and at the same time, we write the new Prospect’s contact into into Flex through Spark.
UPGRADE YOUR ACCOUNT
GET PROFESSIONAL STATUS

DO YOU HAVE AN AGENT CODE?
If you have an Agent Code shared with you by a local real estate professional, you can enter it below to instantly connect with that agent.

**Enter Code**

20160622192452968991

Submit

DON’T HAVE AN AGENT CODE?

Search for a local agent
TERMS AND CONDITIONS

By entering this Agent Code and complying to these Terms and Conditions, you are agreeing to communicate solely with the agent Solid Earth through this website. All listing inquiries will be sent to Solid Earth. If at any time, you want to disassociate yourself with this agent, or change agents, you may be do so through your Profile.

STATEN ISLAND BOARD OF REALTORS®

TERMS & CONDITIONS

Last Update: November 26, 2013

☑ Yes, I agree to the Terms and Conditions.

Submit
<table>
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<tr>
<th>Name</th>
<th>Portal</th>
<th>Phone</th>
<th>E-mail</th>
<th>Listings to Approve</th>
<th>Listings</th>
<th>Last Match</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roger Anderson1</td>
<td>OFF</td>
<td></td>
<td><a href="mailto:randerson+199@solidearth.com">randerson+199@solidearth.com</a></td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Lets try that live, for the first time here on live TV.

siborsparkstaging.solidearth.com
So now, all 180 FBS Cities, and coming this Spring two new RPR/AMP cities, will have API-driven, Standards-inspired Content Management Systems from Solid Earth.

MLS partners, their business is our business.

Solid Earth is a proven B2B provider of innovative technology to the real estate industry.

From fully functional MLS systems to individual tools for brokers, we’re The Clear Alternative, because we are your partner, not just your vendor.

Just ask any of our clients.

Spring is a new season of client collaboration.

Built for any need.
Spring is powerful enough to serve an entire market as MLS, as a public portal, or even broker-by-broker.

Always evolving
Your system is constantly improving. We never rest as we add functionality to keep you on the cutting edge.

We’re a keeper.
Once selected, we rarely get replaced. Why? Because we put you first, always. They all say it, but we do it. You’ll see.
QUESTIONS?

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