



## 2017 Fall Conference

GETTING DOWN TO BUSINESS  
UTILIZING DATA STANDARDS

**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**



# SPEAKER

# BIO PAGE

## 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](https://twitter.com/mattfowler)



# The Vitals

Focused on Building High Value  
Branded Consumer Portals

Based in Huntsville, AL

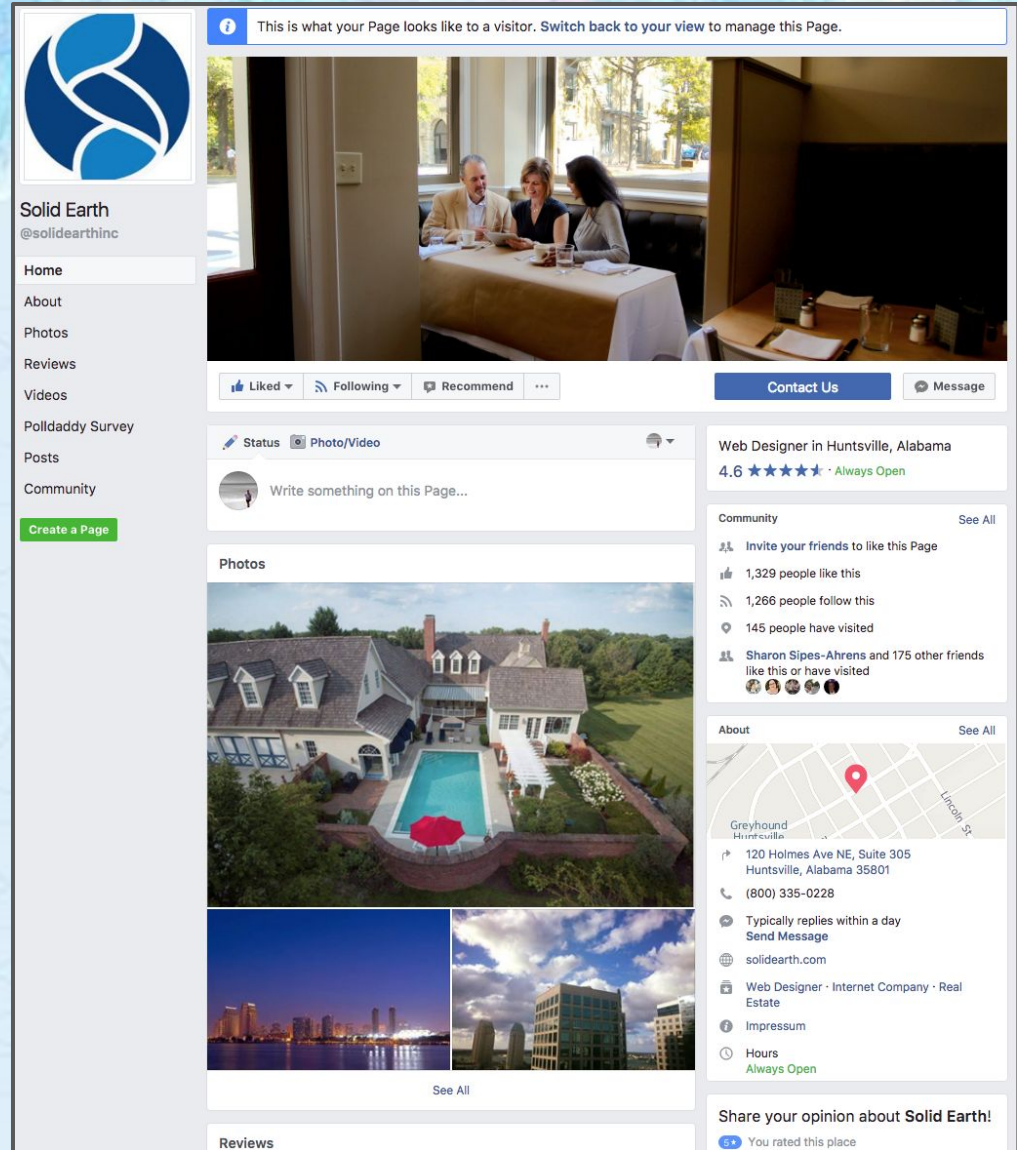
Patented Database Technology for  
combining MLS data into one dataset

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



This is what your Page looks like to a visitor. Switch back to your view to manage this Page.

**Solid Earth**  
@solidearthinc

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Reviews  
Videos  
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Posts  
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Web Designer in Huntsville, Alabama  
4.6 ★★★★★ · Always Open

Community [See All](#)

Invite your friends to like this Page  
1,329 people like this  
1,266 people follow this  
145 people have visited  
Sharon Sipes-Ahrens and 175 other friends like this or have visited

About [See All](#)

Greyhound  
Huntsville

120 Holmes Ave NE, Suite 305  
Huntsville, Alabama 35801  
(800) 335-0228

Typically replies within a day  
[Send Message](#)

solidearth.com

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Impressum

Hours  
Always Open

Share your opinion about Solid Earth!  
You rated this place

Photos

Reviews



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.



**REALTORS** ASSOCIATION

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FIND YOUR HOME IN  
**STATEN ISLAND**

*Search for Homes*  
Thousands of listings updated every 15 minutes from the MLS

Search by neighborhood, city, zip, MLS ID

ADVANCED

**BRAND NEW LISTINGS**  
Come back everyday to see what has just come on the market.

TODAY'S LISTINGS

**UPCOMING OPEN HOUSES**  
Take a tour of homes for sale near you.

OPEN HOUSES

**flexmls**  
Created by FBS

**POPULAR HOMES**  
View the most popular homes in each city on Staten Island. Updated every week.

**Clareity**  
Security



 **onboard**  
INFORMATICS

**HOWLOUD**



**Walk Score** 



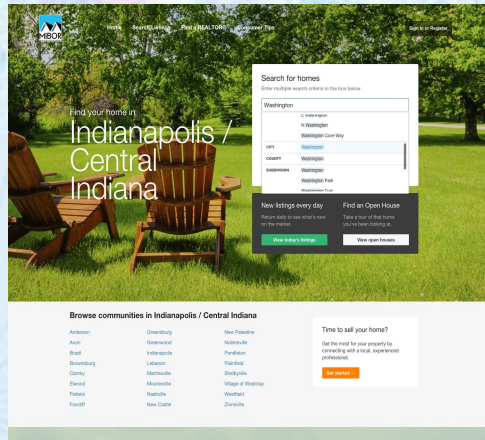
## Role-Based Publishing

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

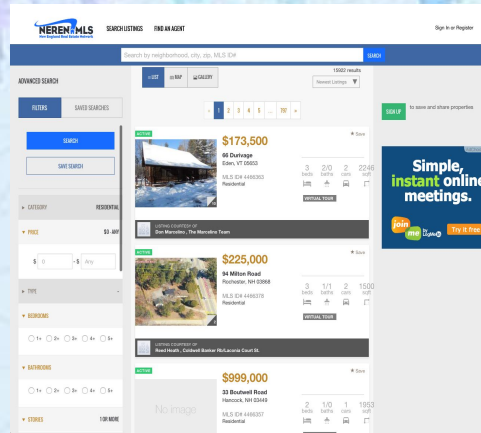
1. Anonymous - Consumers, not logged in
2. Buyers and Sellers - Consumers Logged in
3. VOW Consumers - Consumers tied to a member
4. Professional Users - MLS Members
  - a. Agents
  - b. Office Managers
  - c. Brokers
  - d. MLS Admin

# RESO<sup>®</sup> 2017 Fall Conference

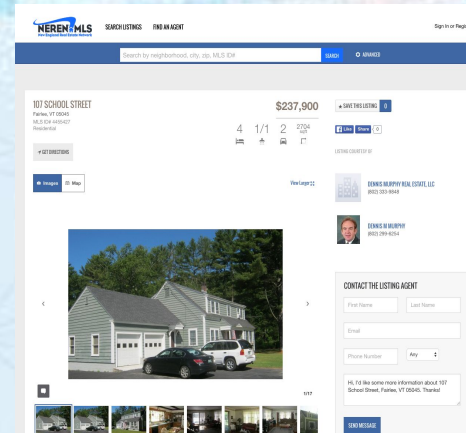
## Landing Page



## Search Results

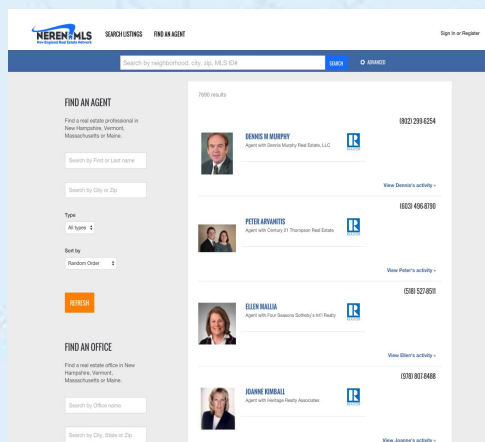


## Listing Detail Page (LDP)

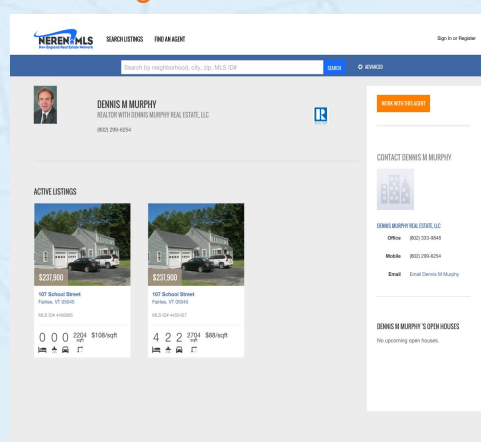


Two Versions, Landscape and Portrait, of 10 Basic Pages x the number of Property Classes x four responsive breakpoints

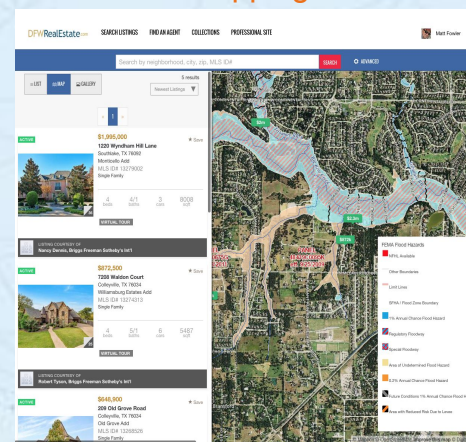
## Agent/Office Search



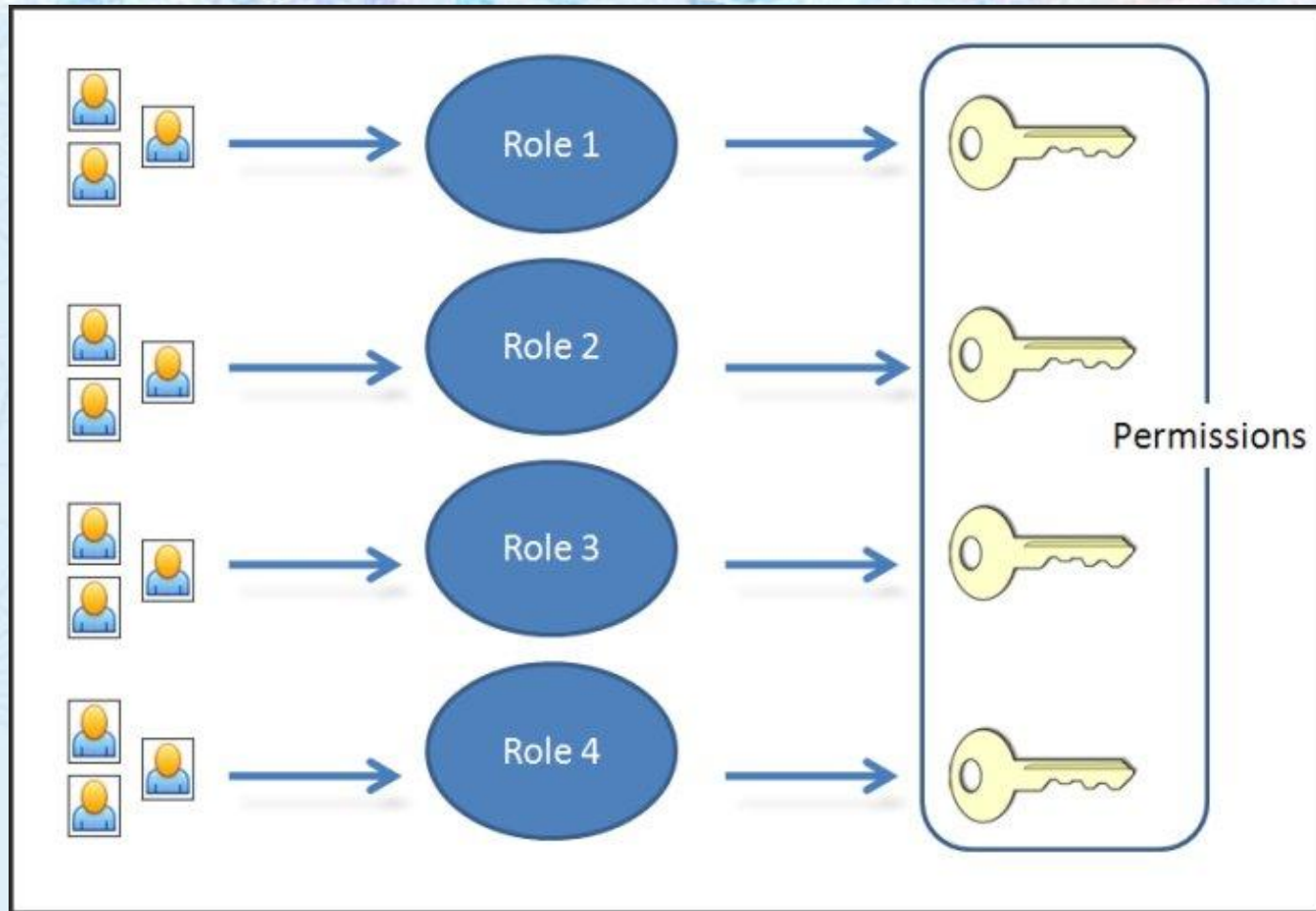
## Agent/Office Profile



## Mapping





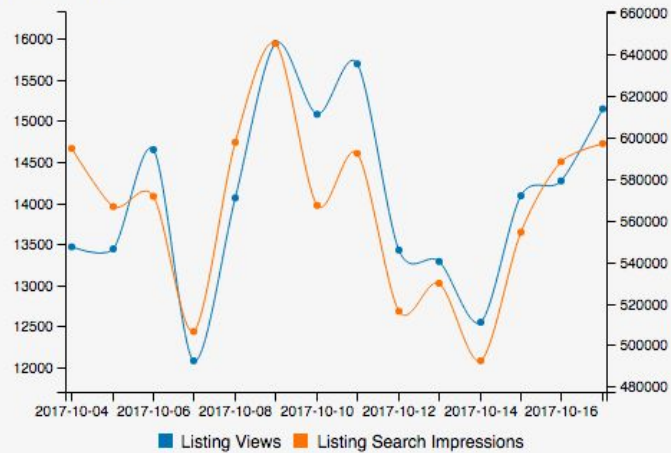




## Dashboard

Your latest updates

### Site Traffic



### My Office Listings Traffic



### Listing Statistics

[View all analytics](#)

	Search Engine		Collection Email		Activity		
	Views	Impressions	Delivered	Opened	Leads	Leads / Views %	Collections
<b>185-187 Goboro Rd</b>	3678	3229	0	0	0	0%	1
<b>36 Hilda Ave</b>	820	187	0	0	0	0%	0
<b>67 By-Pass 28</b>	284	197	0	0	0	0%	0
<b>108 South Shore</b>	49	49	0	0	0	0%	0

## 125 BENEDICT ROAD

Staten Island, NY 10304

MLS ID# 1106909 **ACTIVE**

Single Family - Detached

**\$6,300,000**

★ SAVE THIS LISTING 0

7 5/3/3 2 13155 sqft \$478.91/sqft

Like 0 Share

LISTING COURTESY OF

GET DIRECTIONS

Images Map

View Larger



1/48



**LAIRD KLEIN REALTY LLC**

Office: (718) 980-6700

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

DETAILS FOR 125 BENEDICT ROAD



### 1755 DOVE ROAD

Westlake, TX 76092 / Throop Charles M Surv  
MLS ID# 13003772  
Single Family

3 3/2 4 8273 sqft  
\$50,000,000  
\$6044/sqft per sqft

★ SAVE THIS LISTING 0

Like Share 0

LISTING COURTESY OF

KELLER WILLIAMS REALTY  
Office: (817) 329-8850

BARBARA PANTUSO  
(817) 994-4850

ASHLEY PANTUSO

#### CONTACT THE LISTING AGENT

Phone Number Any

Hi, I'd like some more information about 1755 Dove Road, Westlake, TX 76262. Thanks!

SEND MESSAGE

INVESTMENT CALCULATOR BY PLANWISE

DETAILS SCHOOLS AREA PROFILE VIRTUAL TOUR 1

DETAILS FOR 1755 DOVE ROAD



### Dashboard

Your latest updates

- SITE
- Search
- Collections
- Dashboard
- LISTINGS
- Listing Analytics
- LEADS
- Lead Management
- Lead Pools 1
- Leads Report
- Prospects
- Office Settings
- SHARRON HILL
- Settings
- Downstream IDX
- Logout

#### Listing Statistics

	Visits		Search		Collection Email		Activity		
	Views	Impressions	Clicks	Clicks / Impr. %	Delivered	Opened	Leads	Leads / Views %	Collections
10971 E 650 N Rd	214	8172	184	2.3%	2	1	0	0%	5
3514 MacArthur Ln	21	1430	20	1.4%	0	0	0	0%	1
6477 Hunters Green Pl	29	1408	19	1.3%	0	0	0	0%	1
1229 S Belmont Avenue	21	1133	17	1.5%	0	0	0	0%	0

#### Referral Stats

There are no available stats

#### Incoming Leads

19 days ago

Michael P Scorr requested information about 6477 Hunters Green Place, Indianapolis, IN 46278

#### Inventory Snapshot

	MoM		YoY		YTD, 2015	
	Dec 2015	Dec 2014	Dec 2015	Dec 2014	Sum	Avg \$
	Sum	Avg \$	Sum	Avg \$	Sum	Avg \$
Closed	\$424,200 (3)	\$141,400 --	\$0 (0)	\$0 --	\$0 (0)	\$0 --
Active	\$137,800 (3)	\$45,933 --	\$0 (0)	\$0 --	\$0 (0)	\$0 --
Expired	\$345,900 (1)	\$345,900 --	\$89,400 (1)	\$89,400 --	\$0 (0)	\$0 --
Pending	\$0 (0)	\$0 --	\$243,800 (2)	\$121,900 --	\$0 (0)	\$0 --
Closed (Old)	\$0 (0)	\$0 --	\$0 (0)	\$0 --	\$255,900 (2)	\$127,950 --

## Office Settings

Manage the settings for your offices

Select an office to manage

33601 - White Oak Realty ▾

### Lead Pools

Leads should expire after

72

hours

Agents must wait

1

hours before claiming another office lead

This timer prevents agents from claiming too many leads at once.

Leads e-mail override:

☐ Enable

Lead e-mail address override

If enabled, this option will send all leads in this office directly to the email supplied. The lead's contact information will be listed directly in the email, and the Leads Pool and Lead Management sections will be hidden for all agents in the office.

Office pool reminder email  
override:

☐ Enable

Lead e-mail address override

A daily reminder email is sent to all brokers in the office if there are unclaimed leads in the office pool. To direct this email to specific addresses, enable this feature and enter the desired addresses separated by a comma.

### Deep Links

Deep Link URL format

#### Pro Tip

You can use "tags" to auto-create URLs on listing pages. The available tags include `{agentfname}`, `{agentlname}`, `{officeid}`, `{agentid}`, and `{mlsid}`.

### Office Lead Pool Excluded Agents

Search for an Agent to exclude from accessing the office leads pool:

Select Agent ▾

Exclude selected agent

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  
fails 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.

My Leads

Office Leads **1**

Name	Property	Price	Submitted		
Steven Milewski	38 Pond Way , Staten Island, NY 10303 1 bath, 2 bed, 872 sqft 1111136	\$169,000	2017-06-06	<a href="#">View Details</a>	<a href="#">Claim Lead</a>

## Dashboard

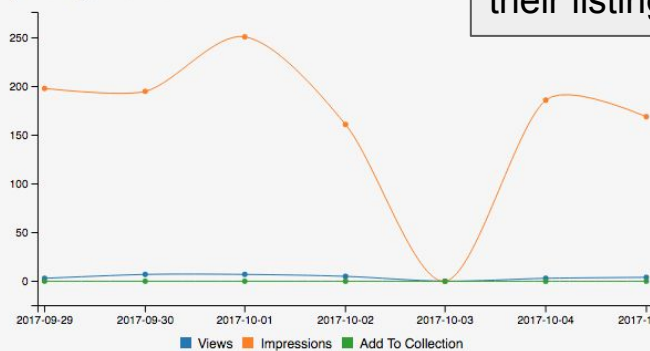
Your latest updates

Members see a dashboard with information specifically tailored to their listings and their leads.

### Site Traffic



### My Listings Traffic



### Listing Statistics

[View all analytics](#)

	Search Engine		Collection Email		Activity		Collections
	Views	Impressions	Delivered	Opened	Leads	Leads / Views %	
1350 Sugar Maple Rd	9759	8912	0	0	0	0%	0
13 Prospect St	5644	5897	0	0	0	0%	0
1285 Manns Hill Rd	5718	5118	0	0	0	0%	1
2 Morey Rd	5652	5153	0	0	0	0%	0
129 West Gloucester Rd	6033	3904	0	0	0	0%	21

### Referral Stats

Referrer	Count
www.neren.com	1051
m.facebook.com	87
www.google.com	4
l.facebook.com	3
t.co	2
com.google.android.gm	2
lm.facebook.com	1

### Incoming Leads

You have no new 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.


Home

Map

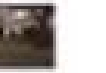







View Listing

Office

Web



Greenland Multiple Listing Service, Inc.



DETAILS

PROPERTY HISTORY

SCHOOLS

AREA MAPS

### DETAILS FOR 360 FAIRBANKS AVENUE

Three bedrooms with conveniently located, new hot water heater and boiler. Finished basement, 1 and 1/2 living/dining room, 1 1/2 bath, eat in kitchen, level 2, 3 bedrooms, full bath. This home is close to bus and shopping.

#### CONTACT THE LISTING AGENT


Phone Number

Any

\$

Hi, I'd like some more information about 360 Fairbanks Avenue, Staten Island, NY 10310. Thank!

☐ I'm not a robot



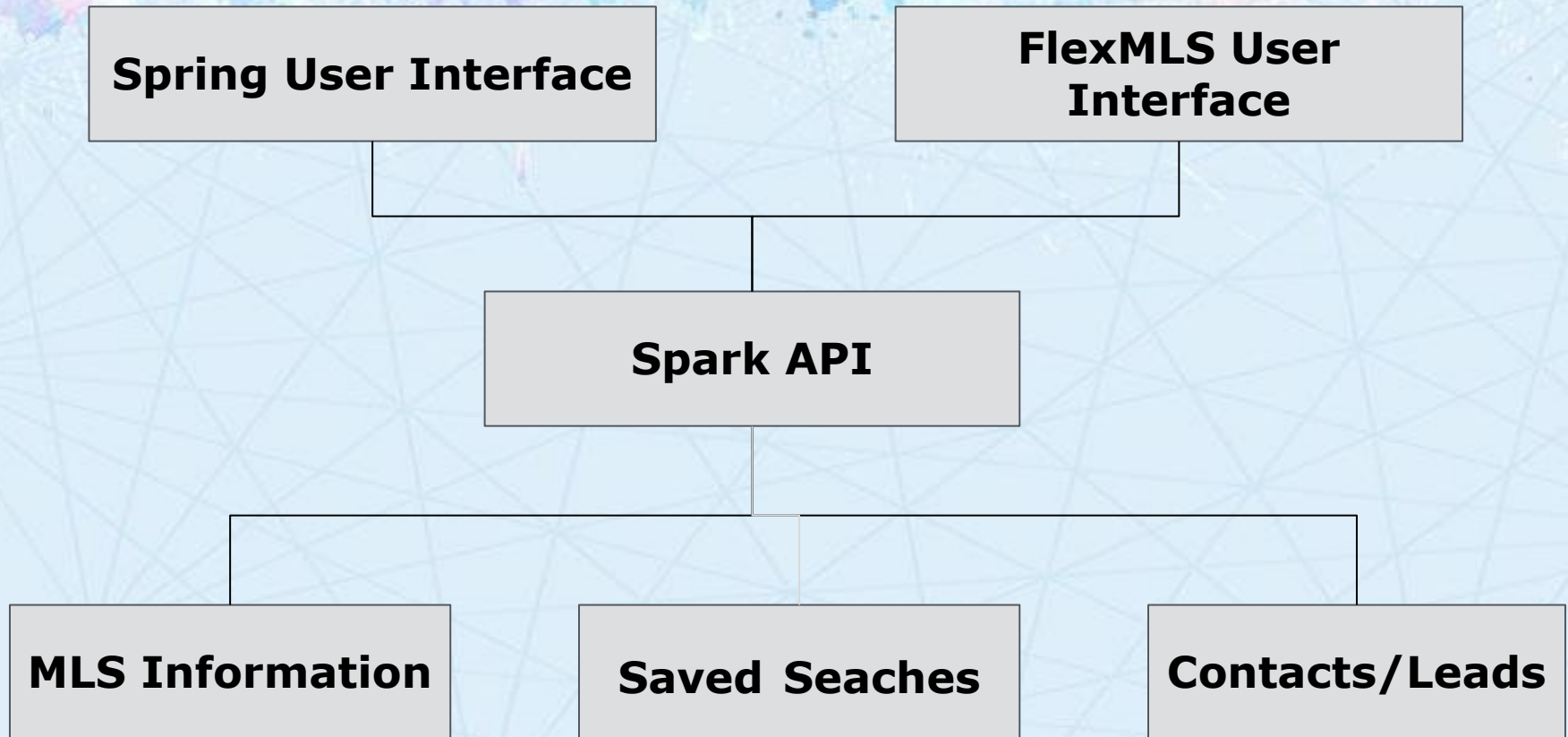
SEND MESSAGE

#### SHARE THIS LISTING WITH A FRIEND

Email

SEND EMAIL





## 188 LEE AVENUE

Staten Island, NY 10307

MLS ID# 1114029 **ACTIVE**

Two Family - Detached

**\$1,399,000**

★ SAVE THIS LISTING 0

5 2/1/1 2 5000 sqft \$279.8/sqft

Like 0 Share

LISTING COURTESY OF

GET DIRECTIONS

Images Map

View Larger

When Consumers click on the big orange “Work with this person” button...



BEN BAY RE  
ISLAND LLC  
Office: (718) 37  
Web: http://ww



MICHAEL FRAULO  
(347) 739-0407

WORK WITH MICHAEL FRAULO

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

CONTACT THE LISTING AGENT

First Name

Email

Phone Number

Any

Hi, I'd like some more information about 188 Lee Avenue, Staten Island, NY 10307. Thank you!



I'm not a robot

... and at the same time, we write the new Prospect's contact into Flex through Spark.

SEND MESSAGE

DETAILS | SCHOOLS | AREA PROFILE

### DETAILS FOR 188 LEE AVENUE

TOTTENVILLE / STATEN ISLAND DETACHED 2 FAMILY ON 52 X 144 LOT. HOME FEATURES 4 BEDROOMS IN OWNERS APT W/ FINISHED BASEMENT & A FULLY



## UPGRADE YOUR ACCOUNT GET PROFESSIONAL STATUS

[Account](#) | [My Home](#) | [My Agent](#) | [Upgrade](#)

### 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

Submit

### DON'T HAVE AN AGENT CODE?

 [Search for a local agent](#)

## TERMS AND CONDITIONS

Cancel

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



Contact Management

+ Add Contact

Print

Advanced

Quick Add: First Name: Last Name: E-mail: ☐ Portal + Add

Search: 

Group: All Contacts ▾

Name	Portal	Phone	E-mail	Listings to Approve	Listings	Last Match
Roger Anderson1	OFF		randerson+199@solidearth.com	0	0	

Lets try that live, for the first time here on live TV.

[siborsparkstaging.solidearth.com](http://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.

Present valuable analytics to clients on your terms, in your environment.

[Learn more »](#)

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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 **RESO**  
2017 Fall Conference





# THANK YOU EVERYONE

