BEYOND THE API: SOLVING THE PROBLEMS OF TODAY

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The Last Days of Night
Westinghouse

Edison
Any sufficiently advanced technology is indistinguishable from magic.

- Arthur C. Clarke
Evernote: take a photo of a whiteboard. Contents later searchable.
Wally: Imagine you’re in bed and you get an alert on your phone saying that water has been detected in your house.
You can pick up your drink in fewer than five minutes without having to stand in line.
Why can’t listing data management be as easy as ordering a coffee?
But the process for listing management is broken.
Challenge 1: Entering into multiple MLSs
Challenge 2:
Sending that same data to franchise systems, internal systems
Challenge 3:
Capturing additional data, necessary to run the brokerage but not necessary for MLS
Challenge 4:

Using that same data in a wide variety of systems: CMA, transaction management tools, marketing systems, etc.
What could an easier, magic software moment look like?
What Could It Look Like?
What could it look like?

- Enter once
- Post MLS and brokerage data simultaneously
- Get listings data when you need it, in one format
Getting Listings into the MLS

Single Family Listing Form

Let's get started!

Enter the property address, parcel number or owner below to search for any public records associated with your listing. In the next step you can validate that information and choose if you'd like to use it.

Enter Property Address, Parcel Number or Owner

SEARCH
### Single Family Listing Form

**BROKER INFORMATION**

- **What will you need for your open house?**
  - Lock box
  - Signage
    - Premium signage
    - 3 signs
  - Postcards
  - Brochures
  - Business cards

- **Where would you like your listing published?**
  - Newspaper
    - 6 months
  - Online real estate site
    - 6 months
  - Local magazines
    - How many months?

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Auto-saved on Monday, October 5, 2016 at 3:17pm
Additional Broker Fields

Broker Back-office Systems
Congratulations!

123 Main Street
Cityville, CA 01234
has successfully been updated

Add more listing info
See all my listings
Getting your data back from the MLS
Getting Your Data Back from the MLS

RE/MAX of Michigan: Problem

- 89 RE/MAX offices across the state of Michigan
- 18 MLSs with different systems and formats
- Reduce the overhead of managing these feeds
Getting Your Data Back from the MLS
Building an Ecosystem of APIs

ASSESSOR FILE
- Total 2015 Value: 287,300
- Total 2016 Value: 299,700
- Parcel: 0698545625
- Owner: Fred Smith
- Site Address: 980 Juniper Court

ASSESSOR FILE
- Total 2015 Value: 264,500
- Total 2016 Value: 273,000
- Parcel: 068548793263
- Owner: Jane Doe
- Site Address: 1610 Main Street

DEED TRANSFER FILE
- Sale Date: October 3, 2016
- Sale Price: 242,000
- Parcel: 0589769324
- Owner: James Jones
- Site Address: 5632 Main Street
Real-World Applications: Retsly

Cloud CMA
Real-World Applications: Retsly

Stratus
Rapattoni
Real-World Applications: Retsly

REMine
Building an Ecosystem of APIs

There’s more data we can offer you:

- **Reviews** – take your Zillow and Trulia reviews and put them on your website

  - **2.2 million reviews**
Building an Ecosystem of APIs

There’s more data we can offer you:

- Zillow Group Tech Connect Leads API
- 60+ technology partners!
Building an Ecosystem of APIs

There’s more data we can offer you:

• Zestimate API
  • 101.6M Properties Covered
  • 5.4% Median Error Rate
Building an Ecosystem of APIs

There’s more data we can offer you:

- Zillow Group Public Records
  - Assessment (Tax Roll) Coverage
    - 3142 Counties 100% US Population
  - Deed (Transactions) Counties
    - 2411 Counties 96% US Population
Building an Ecosystem of APIs

There’s more data we can offer you:

- Zillow Group Traffic Metrics API
  - Ave. listings per day
  - Search result impressions
  - Full listing views
  - Leads delivered
Solving Problems, Helping with Efficiency, Adding Flexibility

- We can help solve your listings input problem
- We can help solve your listings access problem
- We can provide you with further data sets
Why We’re Doing This

We want to utilize the valuable infrastructure already in place allowing brokers to focus on recruiting and retaining great agents, and growing your business.

Partners who have efficient business practices make more money and, in turn, can invest in things like marketing and advertising.

We as an industry need to fix this
The Shelby Electric Company

Adolphe Chailet, c. 1890
115 years -- over 1 million hours
PHOEBUS CARTEL

1000 Hours!
“Turn on the Lights”
Thank you!

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