Brokers, Data and Standards

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Agenda

• Background
• Why standards matter to brokers
• Choose a platform
• It’s your data
• Futureproofing
Who is Moxi Works?

• Real estate technology company in Seattle
  – 55 employees

• Brokerage platform
  – 5% of US volume
  – 50 brokerage customers
  – 50,000 agents using our products

• Created by Windermere Real Estate
  – Spun out 5 years ago
  – Now owned by Windermere and Long & Foster

• Software knowledge, brokerage DNA
Who is Windermere?

• 45 year-old Seattle real estate brokerage
• 6,000 agents
  – $138,000 average GCI in 2015
  – 12 states, 300 offices: Alaska to Cabo, Colorado to Hawaii
  – 57 MLSs
• Early adopter of technology
  – First brokerage website – January 1995
  – Spun Moxi Works out after building internal tech
Support for Standards

- Developed IDX
- Founding RESO member company
- Senior staff member on R&D and Payload committees
- Integrate data from 150+ MLSs
Hope Springs Eternal

**Insanity: doing the same thing over and over again and expecting different results.**

*Albert Einstein*
Why Standards Matter

• Better for vendors
  – Dramatically reduced development expense
  – Talent applied to innovation, not data movement
  – Shorter path to integration

• Better for you
  – Cheaper, better tech sooner
  – Ability to integrate tools from multiple vendors
  – Control of your data
The Importance of Time to Market

If you think you can take your time going to market, think again.
Industry Roles

- MLS
- Associations
- Brokers
- Agents
It’s Your Data

• Brokers take the risk
• The most important asset in your business
• Give agents a safe place to put their data
• Be proactive – get involved
  – Your MLS
  – Your Association
  – Upstream
What Are You Doing With Your Data?

• Do you have a single platform to put it in?
• Have a strategy or chasing shiny objects?
• What are your most important applications?
• Are you encouraging your agents to put their data in your platform?
Rearranging the chairs?
Futureproofing

- Evolving standards
- New data types
- Upstream
Moxi Works Platform

- Property Data
  - 150 MLSs
  - Public Records
- Brokerage Assets
  - Agent Data
  - Brand Docs
  - Marketing Policies
- Consumer Data
  - Agent Sphere
  - Public Records
- Communication
  - Email
  - Calendar
  - Contacts
  - Social Network

Sales Discipline

- Lead Gen and Mgmt
- Moxi Engage
- Broker Website
- Agent Website
- Moxi Present
- Digital Transaction Mgmt
- Other Tools

Other Tools

- SPACIO
- BuySide
- Zillow
- one cavO
- LANTRAX
- IMPACT
- loop & tie
- DIZZLE
- Windermere LEADERSHIP ACADEMY

Digital Transaction Mgmt

- Moxi Engage
- Broker Website
- Agent Website
- Moxi Present

Lead Gen and Mgmt

- 150 MLSs
- Public Records
- Agent Data
- Brand Docs
- Marketing Policies
Three Takeaways

1. Support data standards
2. Outsource and pick a platform
3. Control and use your data
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