Current RESO Broker Board Members

Tom Flanagan
Alain Pinel
Vice President Technology
tflanagan@apr.com
RESO Director

Cary Sylvester
Keller Williams
VP Industry Development
carys@kw.com
RESO Director

Craig Cheatham
The Realty Alliance
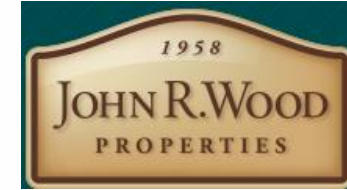*President and CEO*
Craig.cheatham@the realtyalliance.com
RESO Director

Alon Chaver
Home Services
CIO
Alonchaver@home services.com
RESO Board Advisor

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Who's Involved?

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What is RESO?

Non-Profit membership organization with over 560 members - Brokerages, MLSs, Technology Partners, Standards Orgs.;

Started in late '90's; Incorporated as non-profit in 2011

Sets Real Estate Technical Data Standards

- Transportation Standards – RETS, RESO Web API
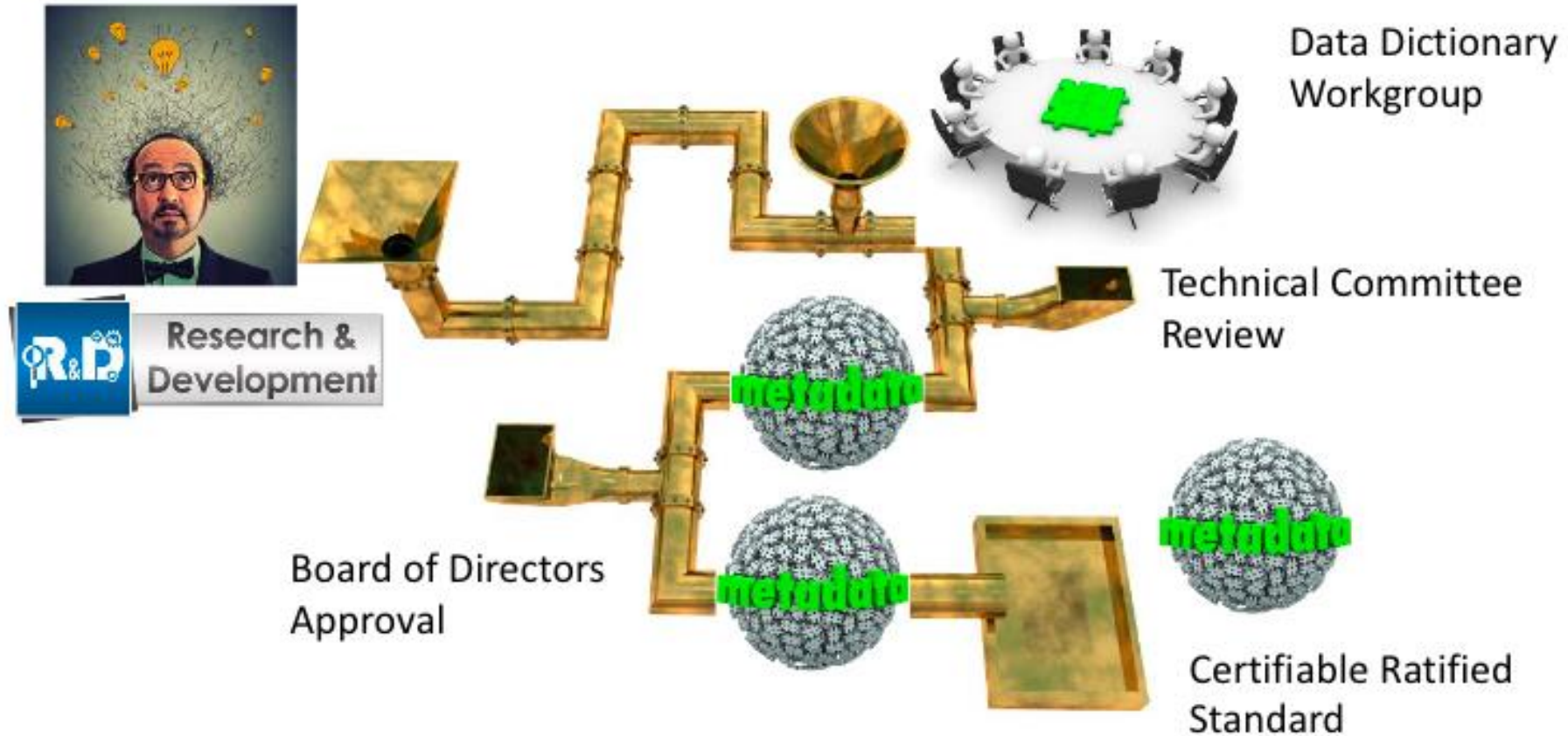- Data Definition Standards – RESO Data Dictionary

RESO Standards are Free, Open Source

Created through Members' Only Committees & Workgroups

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What RESO is NOT

- Does NOT set or enforce IDX feeds, approvals, policies

- Does NOT set or enforce VOW feeds, approvals, policies

- Does NOT set or enforce listing syndication policies, rules, distribution

- Does NOT have a repository nationwide data; does not distribute MLS data directly

- NOT owned or controlled by NAR

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How do RESO/RETS Standard Get Built?

Research & Development

Data Dictionary Workgroup

Technical Committee Review

metadata

Board of Directors Approval

metadata

Certifiable Ratified Standard

metadata

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RESO Workgroups Overview

R and D Workgroup

- Solicit and review submitted business cases
- Identify how RESO can contribute to the benefit of that business process.

Data Dictionary

- Maintains and develops the Dictionary.

Internet Tracking

- Recommends standards for tracking listing and buyer activity on websites, social media etc.

Payloads

- Outlines minimal standardized feeds for IDX, VOW, Showings, Open Houses, Broker Back Office, Syndication, etc.

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RESO Workgroups

Property Unique Identifier (PUID)

- Build the U.S. "definitive" standard for the Universal Property Identifier to be used in all aspect of the North American real estate industry.

RETS 1.X

- Maintain and update the RETS 1x standard based on current needs, changes involving security, certification and data dictionary.

Transport/Web API

- Provide transport methods in current and future versions of RETS
- Providing date industry standard RESTful Web API interface for real estate transactions.

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RESO Committees

Technical Committee

- Chaired by a RESO Board of Director
- Comprises of Workgroup and Committee Chairs
- Provides Board Strategic Oversight to each Workgroup Chair and underlying direction

Certification Committee

- Provides Oversight on all certification efforts
- Reviews and Approves certification testing rules for each certifiable standard

Marketing Committee

- Chaired by RESO Executive Director
- Provides oversight into the corporate marketing efforts and standards outreach
- Reviews and approves marketing proposals and plans

What Broker Challenges can RESO Address?
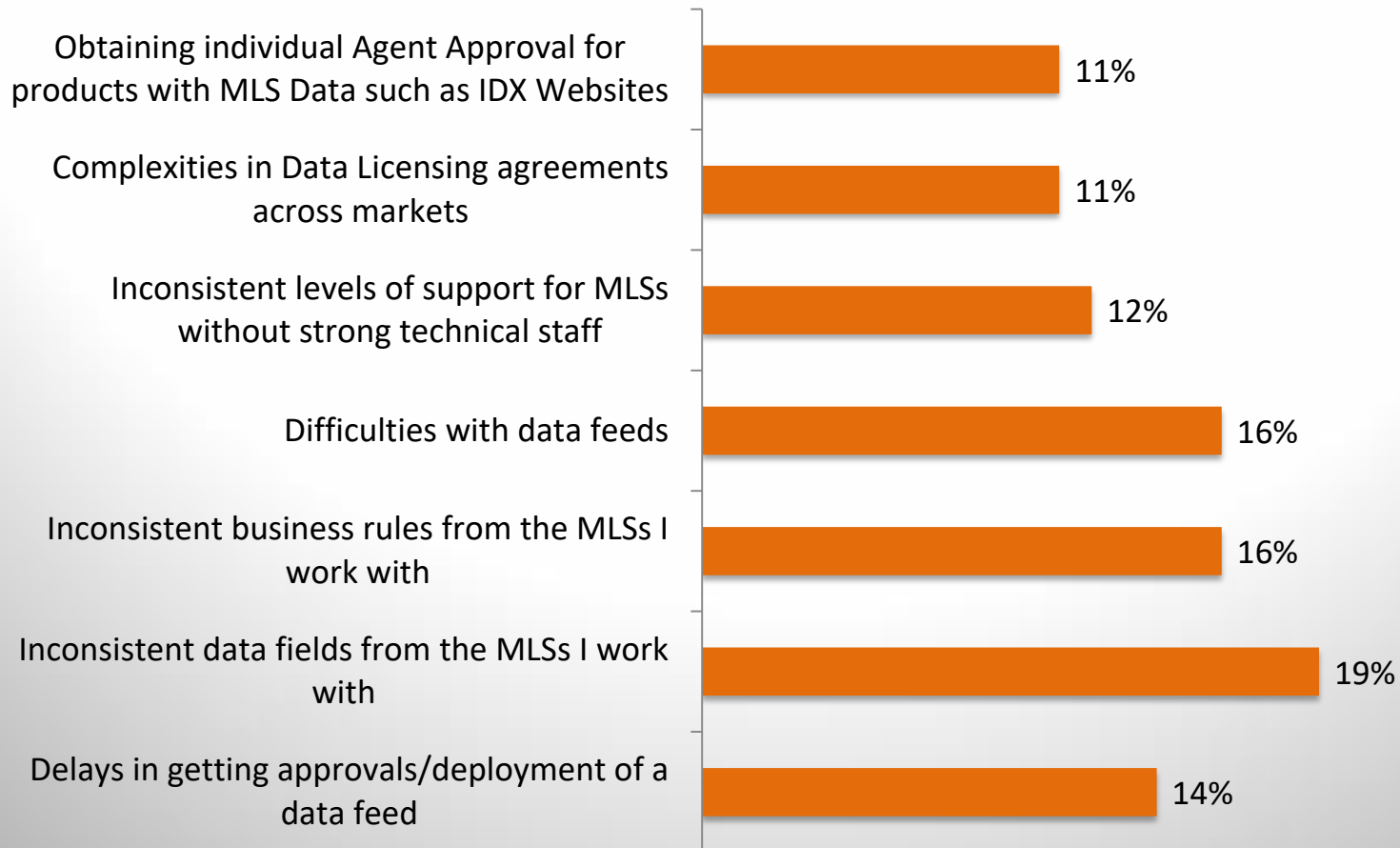
Brokers have to populate data into MANY systems

Approximately how many systems/tools do you use in your brokerage that uses MLS data?
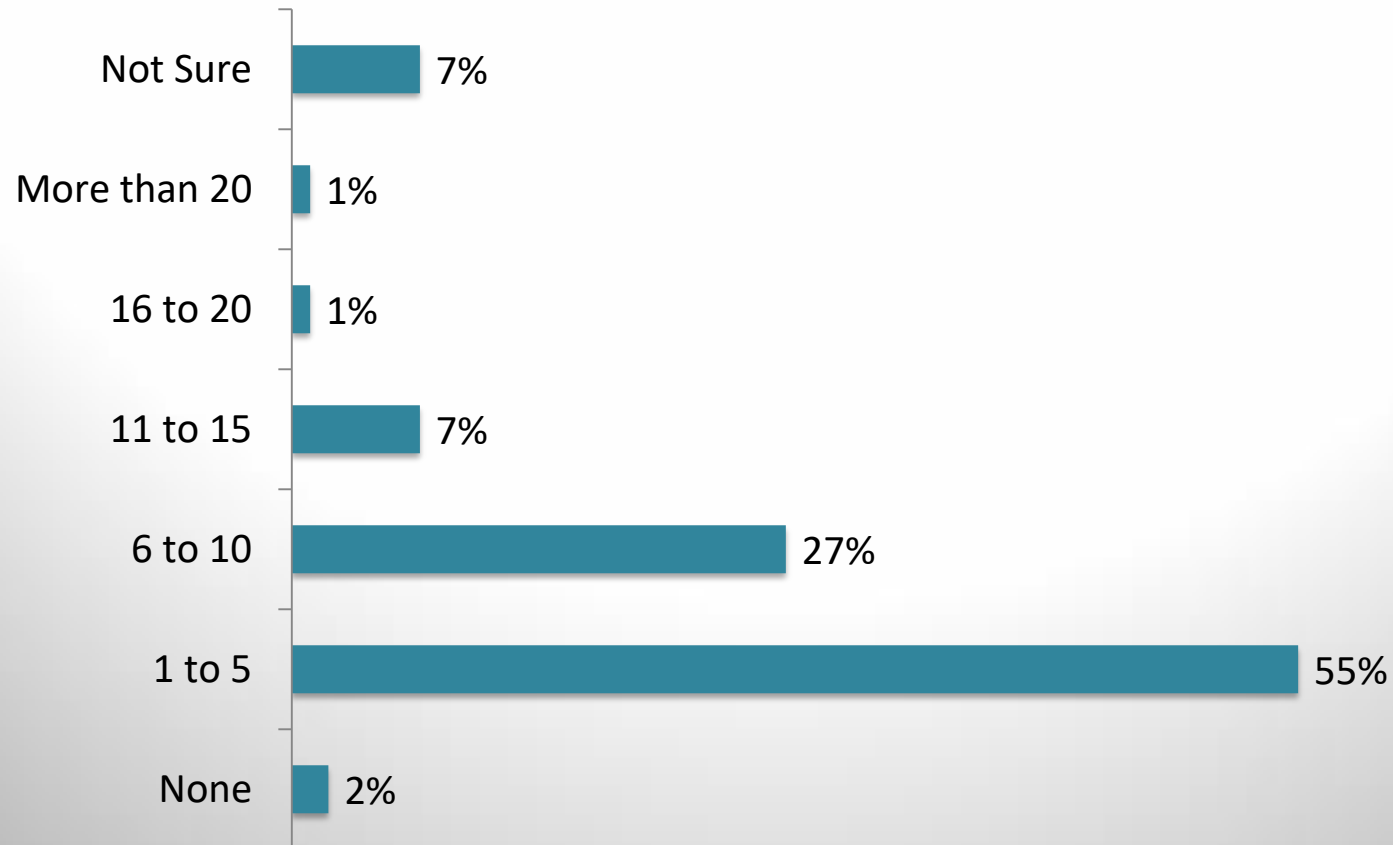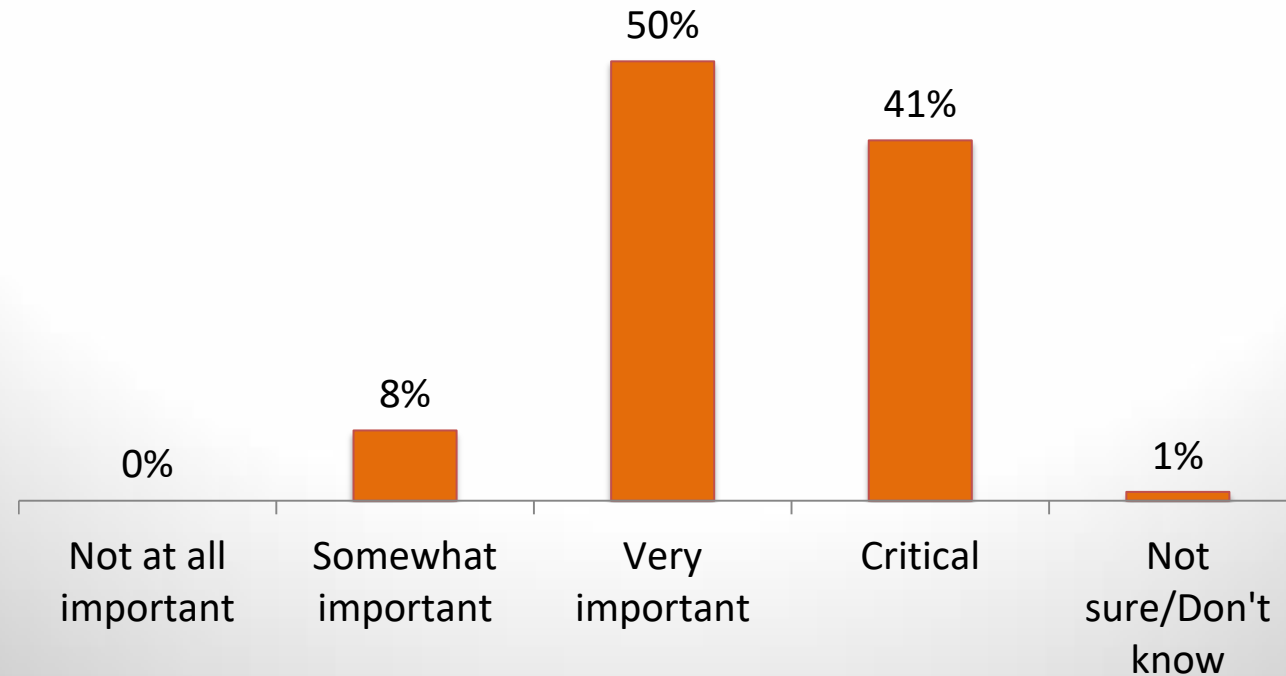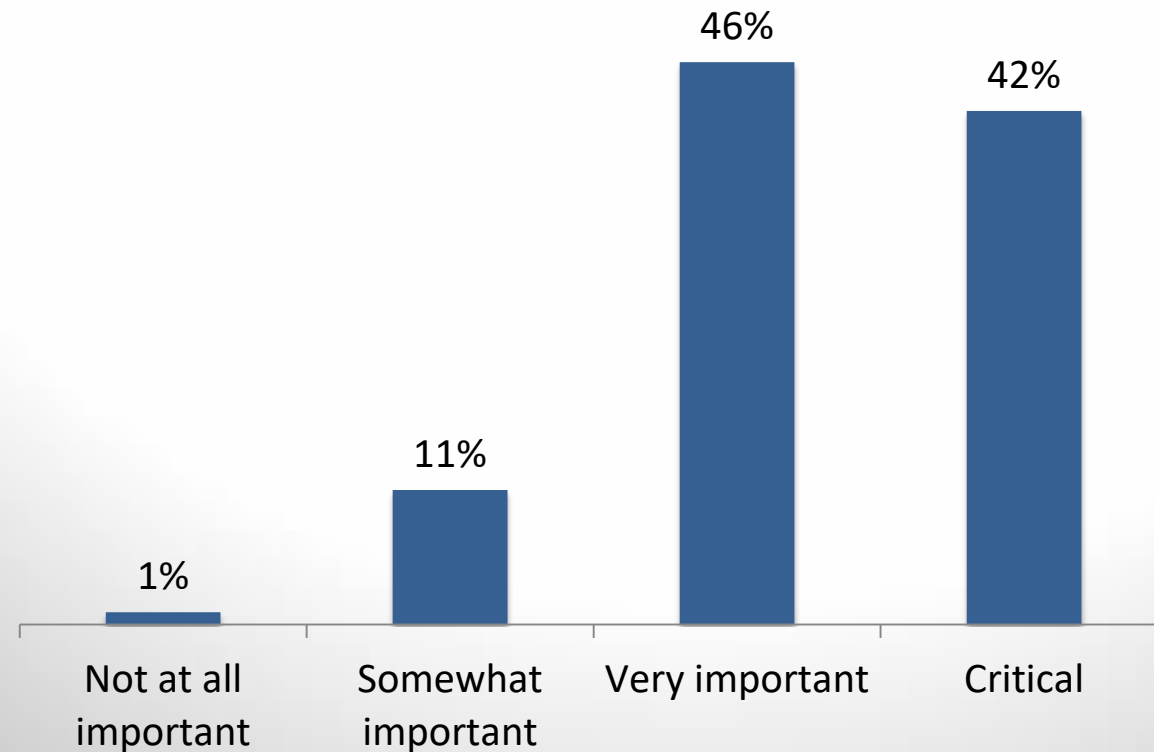
91% believe data standards are Important/Critical

How important is it to your brokerage that all MLSs you work with offer a consistent set of data fields for you to use on your website, internal systems and document processing programs?

RESO's Goal for Brokers

"The industry as a whole has a track record of
not responding to change
in a cohesive way. If RESO can help
shape a cohesive response going forward it's
potentially huge."

What's included in the Data Dictionary?

Over 1,078 Fields Included; over 1,475 Values Included

Includes the following types of fields:

- Property Features
- Members/Agents
- Office
- Media
- Open House
- Green Fields
- Property History
- Contacts
- Saved Searches

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Most recent Topics that have been Added byRESO

1. **Standardized Broker Reciprocity IDX Payload/Feed**

    219 Fields that will be required of each MLS to pass certification starting 1/1/18

    Some MLSs are moving more quickly

    Container Supports Solds, Pendings, Co-Mingling, Teams etc.

2. **Data Dictionary WIKI**

    Easy, usable way to learn about Data Dictionary and reference for field research by all stakeholders

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RESO Use Cases for Brokers

1. **Operate in more than one MLS market**
   - ✓ Use Normalized Data
   - ✓ No need to go to "Lowest common denominator"

2. **Want to Test out New Product without aggregating data across all of your regions**

3. **Expanding into a new market;**

4. **Back Office Solutions**
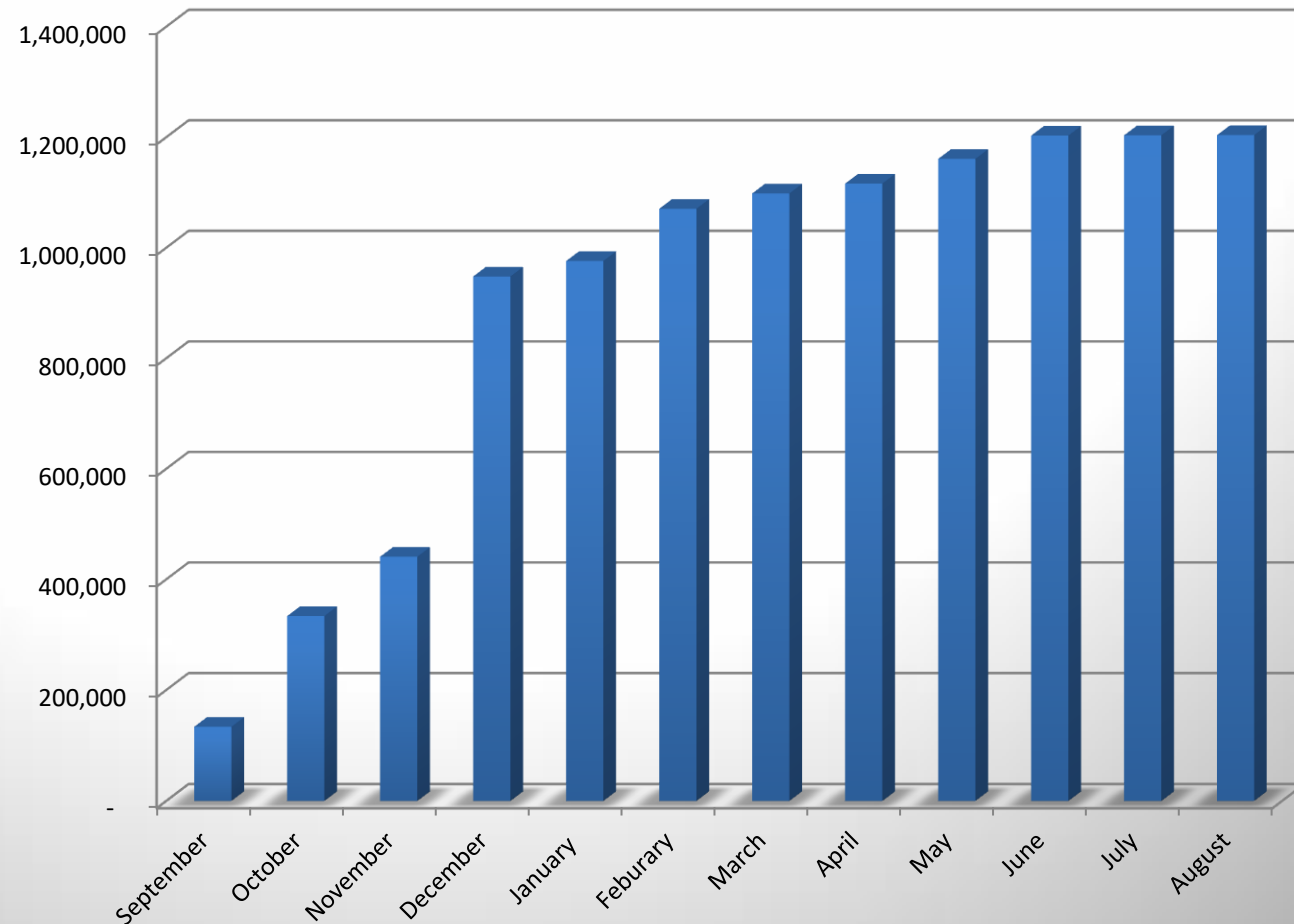   - ✓ Populate Listing Information across several Broker Back Office Solutions or several applications

Data Dictionary Certification

Over 630 MLS Organizations representing over 1,204,000 Subscribers are RESO Data Dictionary Certified and Growing!

1,204,365 Subscribers on RESO Certified Data Dictionary MLS Platforms

How do you access RESO feeds?

- MLSs **REQUIRED** to offer Data Dictionary AND to update it annually to the most recent ratified version

- Most have not made RESO Data Dictionary fields NATIVE to the MLS YET, but have REPLICATED servers to access

1. Ask your MLS for a RESO Data Dictionary-compliant feed

2. Check RESO.org to be sure they have certified – NAR Policy Committee

3. Complain to your MLS, NAR and RESO if your MLS is NOT certified

4. If you're not getting anywhere write to jeremy@reso.org

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The RESO Web API

What is an API?

- Simplistically, an Application Programming Interface is a set of requirements that govern how one application can talk to another
- APIs are what makes it possible to move information between programs
- APIs make it possible for services to allow other apps to "piggyback" on their offerings.
  - Words with Friends allows inviting users to play though Facebook Contacts
  - Yelp displays nearby restaurants on a Google Map within it's own App
  - MLS Systems display Google and Bing Map locations of homes, provide WalkScore information and integrates tax data into the property record through APIs
- For MLSs, an API can eliminate the need to copy listing information from the MLS source out to other servers, paving the way for the MLS to be the original and only source of the data

The RESO Web API – What

Latest in data transportation technologies leveraging Global Technology Standards utilizing OData and OpenID Connect

- **OData** simplifies sharing of data across disparate applications and multiple users for re-use across the Internet, Cloud and on Mobile Devices

- **OpenID Connect** provides authentication allowing users to authenticate securely without the developers having to manage passwords

The RESO Web API –Why

- Lightweight and designed to support product features and functions in a mobile environment without MLS data replication

- Provides faster and less expensive implementation model for products and services utilizing MLS Data

- Delivers efficiencies in collection and use of MLS data by participants, vendors and MLSs

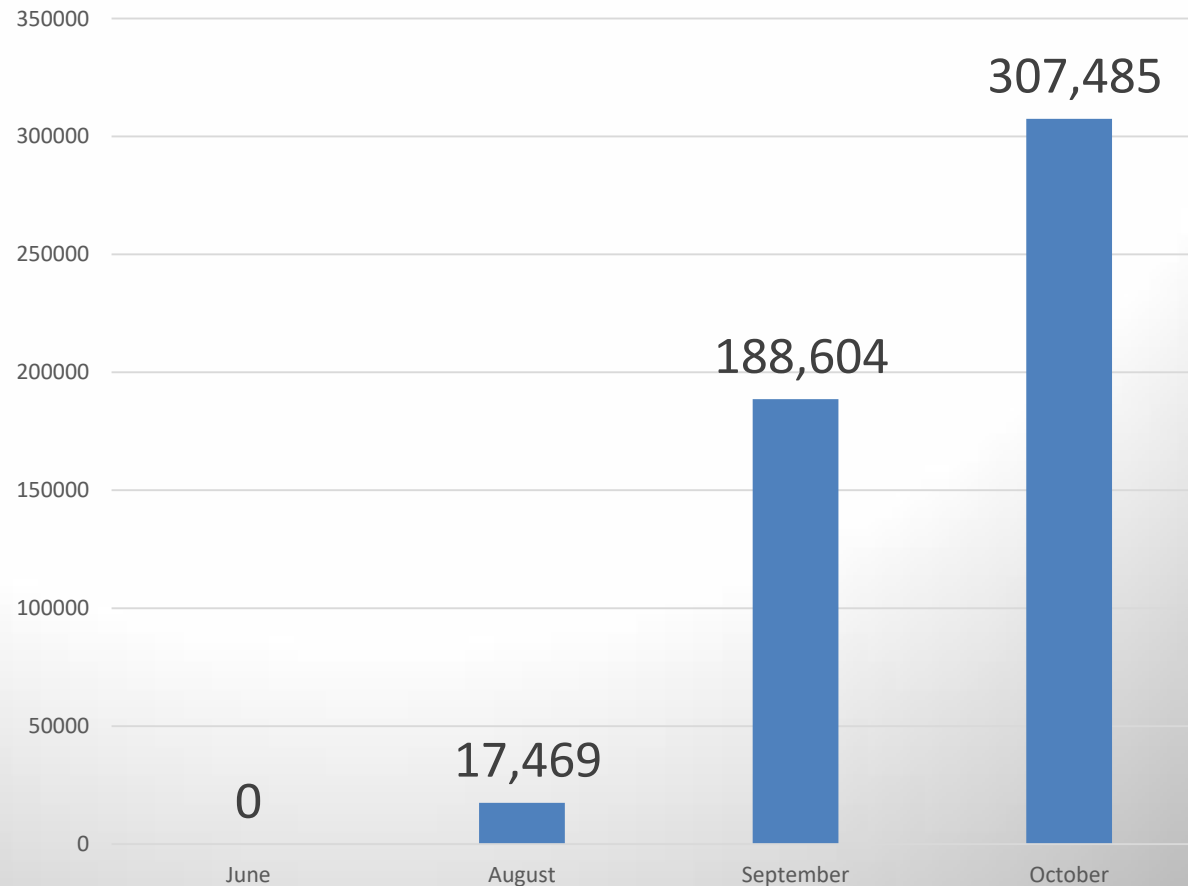- Supports enhanced data delivery e.g. Listing Tracking Information

RESO Web API Certification

Over 23 MLS Organizations representing over 300,000 Subscribers are RESO Web API Certified and Growing!

307,485 Subscribers on RESO Certified Web API Server MLS Platforms

Month	Subscribers
June	0
August	17,469
September	188,604
October	307,485

What's being worked on next?

- Next Version of Data Dictionary – Spring 2017
  - Showing information standardization
  - Internet Tracking Activity Standardization
  - Accessibility features (ADA)
  - Saved Searches, Carts and Lists – MLS/IDX
  - Portal preferences – Consumer portal settings

- EVERY MLS MUST adopt within 1 year after ratification

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NAR Policy Requirements Supporting RESO Adoption

– Release a new version of Data Dictionary every year

– Continual expansion to cover more fields and more values based on business need

– NAR Rule 7.9 REQUIRES every MLS to update their RESO standards within 12 months of ratification

NO EXCEPTIONS except non-NAR sanctioned (broker-owned MLSs)

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RESO Transportation Standards changes

RETS Transport Standard

- 1 final release of RETS Specification to address maintenance needs and additional functionality such as Geospatial Support
- RETS Workgroup is sunset with the FOCUS completely shifting to Web API

RESO Web API Standard

- Q2, 2017 – UPDATE Support – brokers will have the ability to send data to MLSs creating a two way dialog
- Supportive of Broker listing add/edit Initiatives such as Upstream

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How can you help drive RESO?

- Become a MEMBER!

- Get Involved with Workgroups

- Hold each of your MLSs accountable

- Recommend/Require that your Tech Suppliers are RESO Certified

- Continue to support RESO through NAR Policy

- Make the move to RESO as you migrate to new markets

- Evolve all of your tools to be RESO compliant

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