

# Creating Opportunity Out of Disruption

Todd Carpenter

Strategic Business, Innovation, and Technology Group



NATIONAL  
ASSOCIATION *of*  
REALTORS®

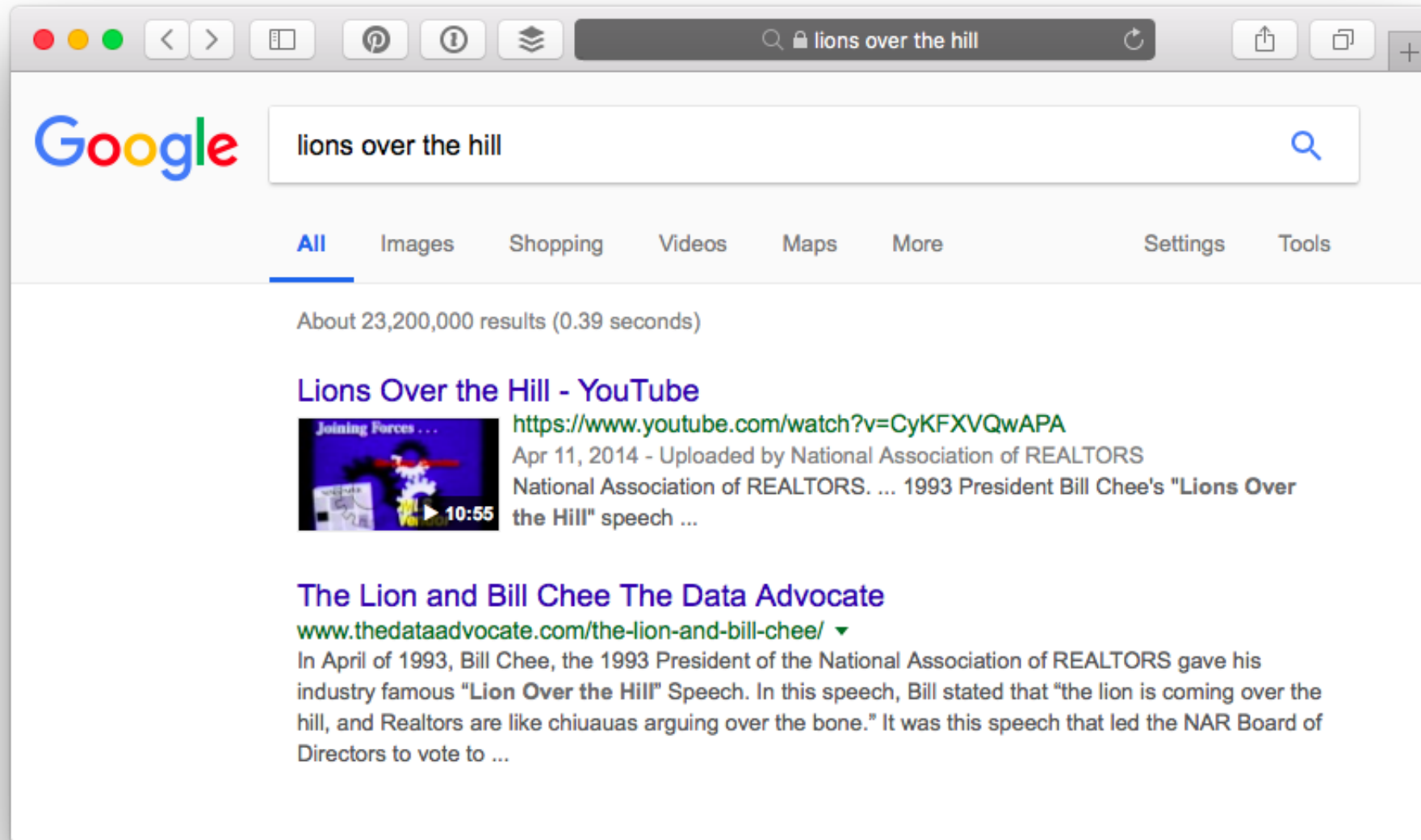


SECOND  
CENTURY  
VENTURES

# Disruption

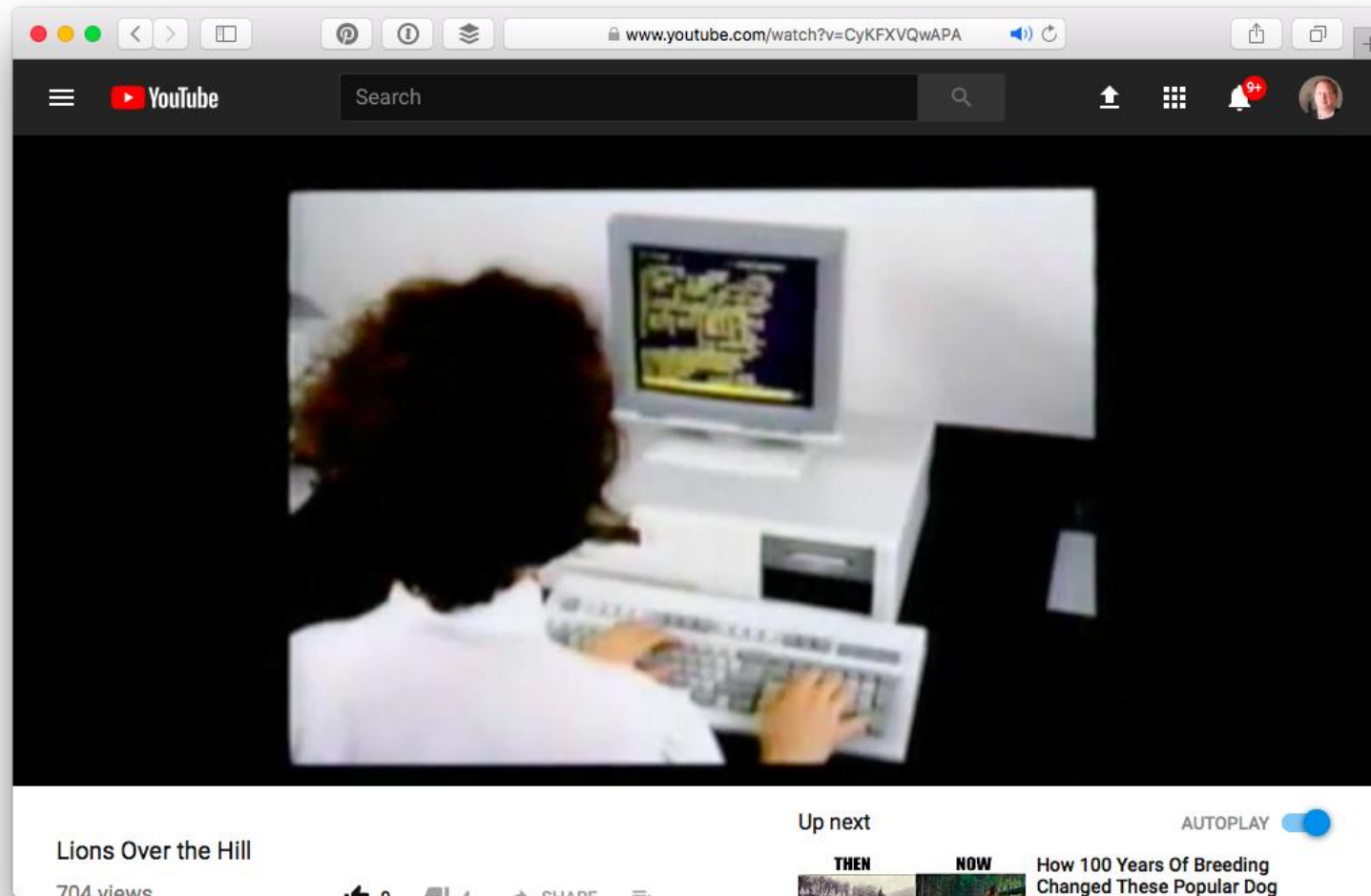


# The Lions Over The Hill

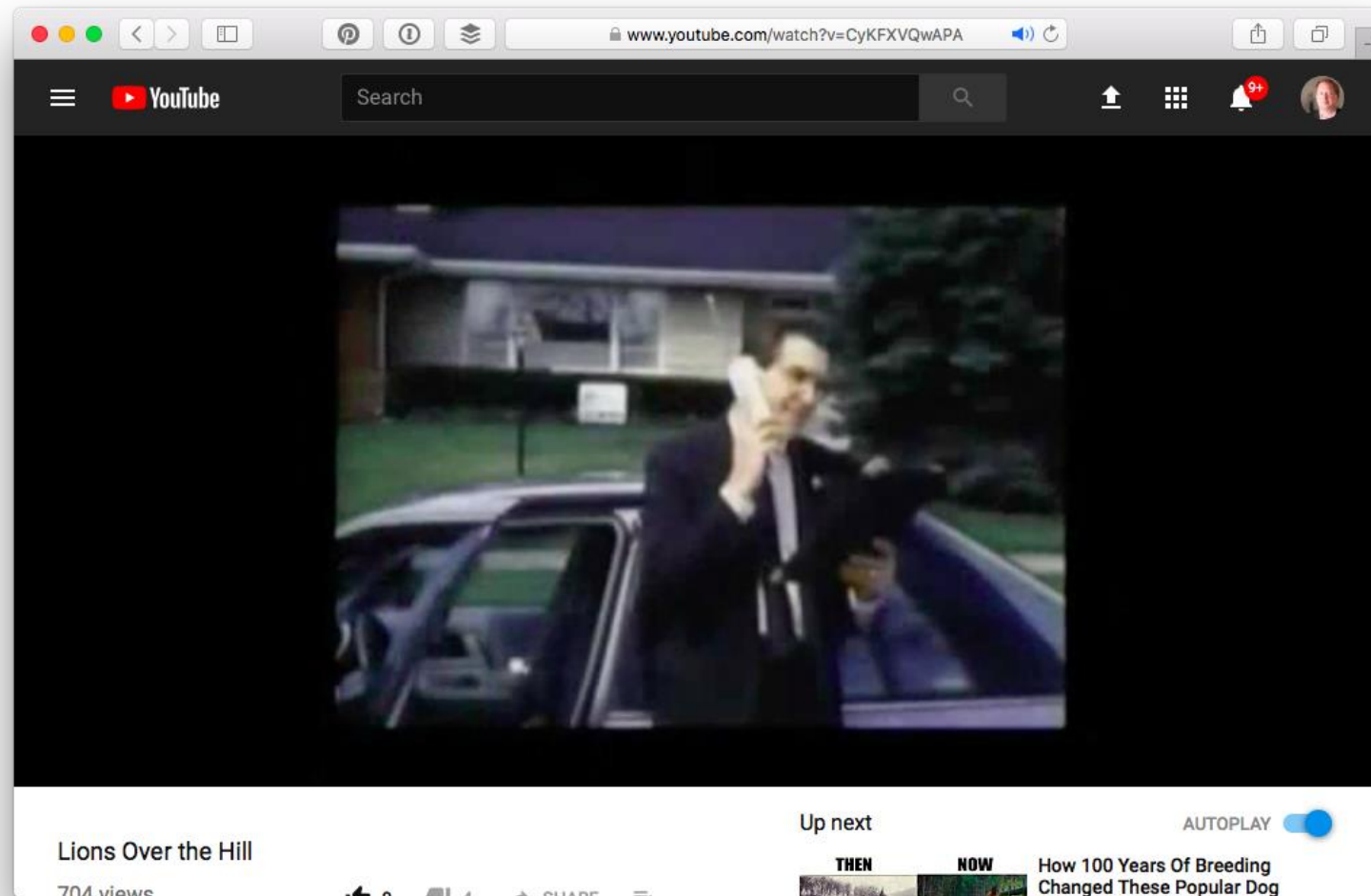




# The Lions Over The Hill



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*“I view the current MLS situation as few chihuahuas fighting over a bone, unaware that a hungry lion is coming over the hill”*

-Bill Chee, 1993 NAR President

# The Lions Over The Hill

*“We must consider some form of public access. We must encourage members to focus on the value added nature of their business, rather than being the the provider of secret information”*

-Bill Chee, 1993 NAR President



# The Lions Over The Hill

*“Fellow REALTORS<sup>®</sup>, let’s become the lion.”*

-Bill Chee, 1993 NAR President

# Disruption





# Opportunity





Realtor.com





# IDX and VOW Guidelines





# Real Estate Standards



# Strategic Business, Innovation, and Technology Group

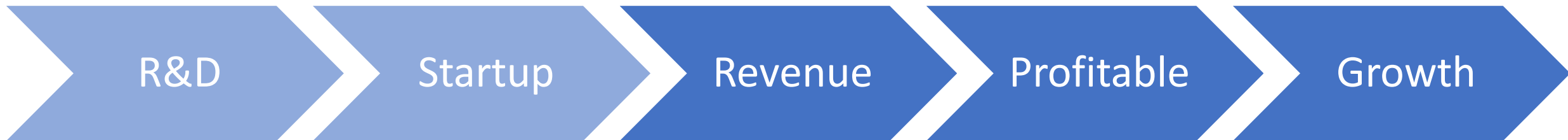
Drive industry innovation and benefits to members through strategic relationships with a broad range of business and technology players.



# Strategic Business, Innovation, and Technology Group

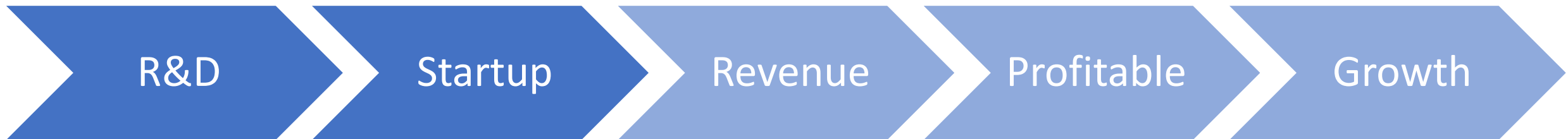
- REALTOR® Information Network
- Member Benefits Partners
- REALTOR® Store
- Second Century Ventures
- REach® Accelerator
- Center for REALTOR® Technology

# Partner Timeline





# Partner Timeline

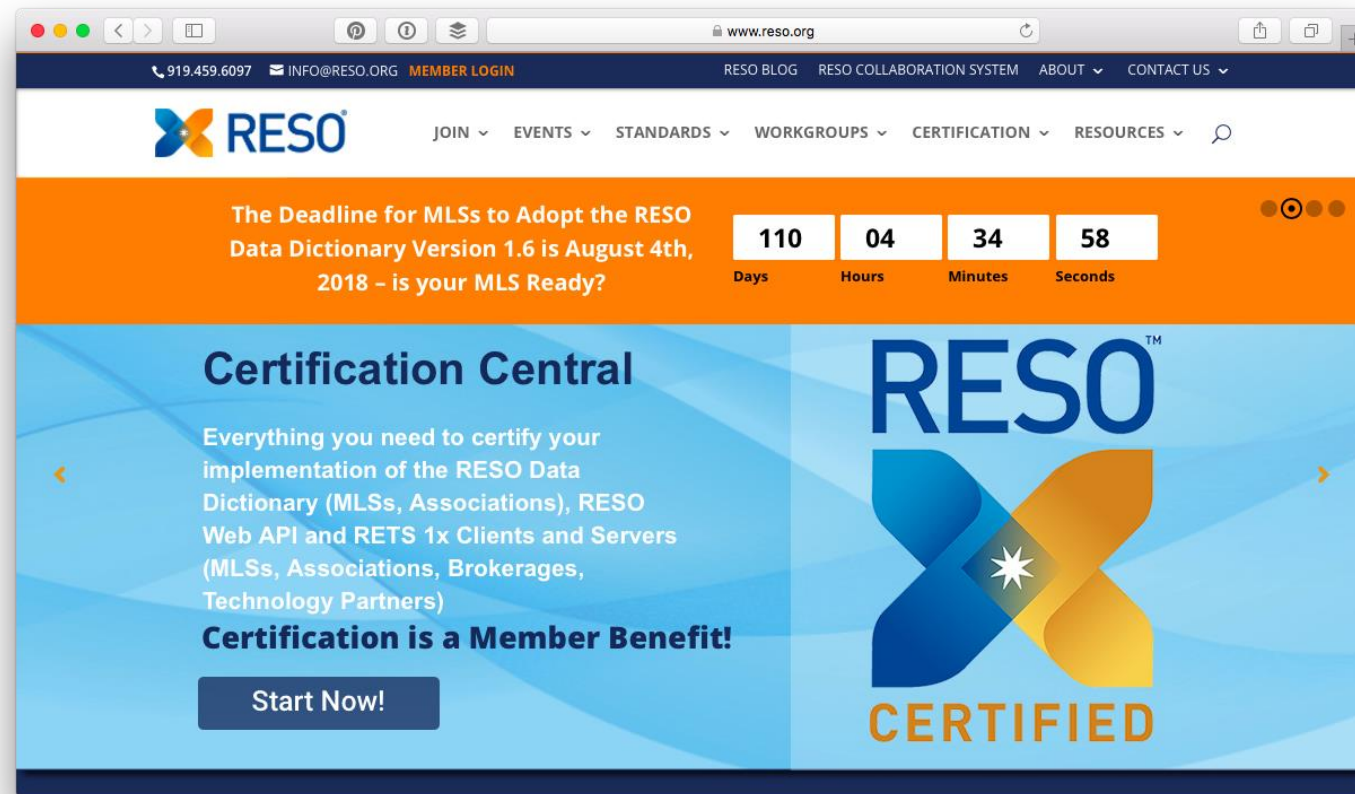




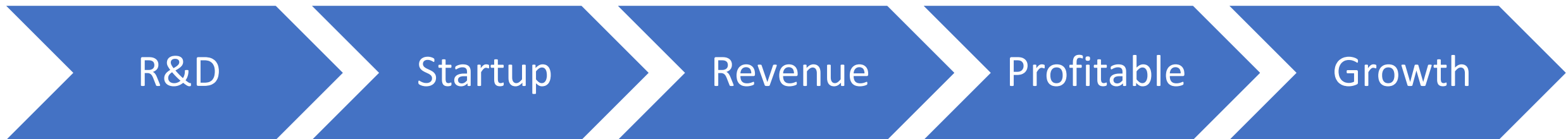
# Research and Development



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# Partner Timeline





*Accelerating Real Estate*



NATIONAL  
ASSOCIATION *of*  
REALTORS®



SECOND  
CENTURY  
VENTURES

# REach<sup>®</sup> Program

We launch companies into the Real Estate vertical by providing the following:

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Education — industry 101

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Mentorship — 250+ industry leaders managing billions in revenues

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Insight Panel — 5,500+ practitioners shape the products

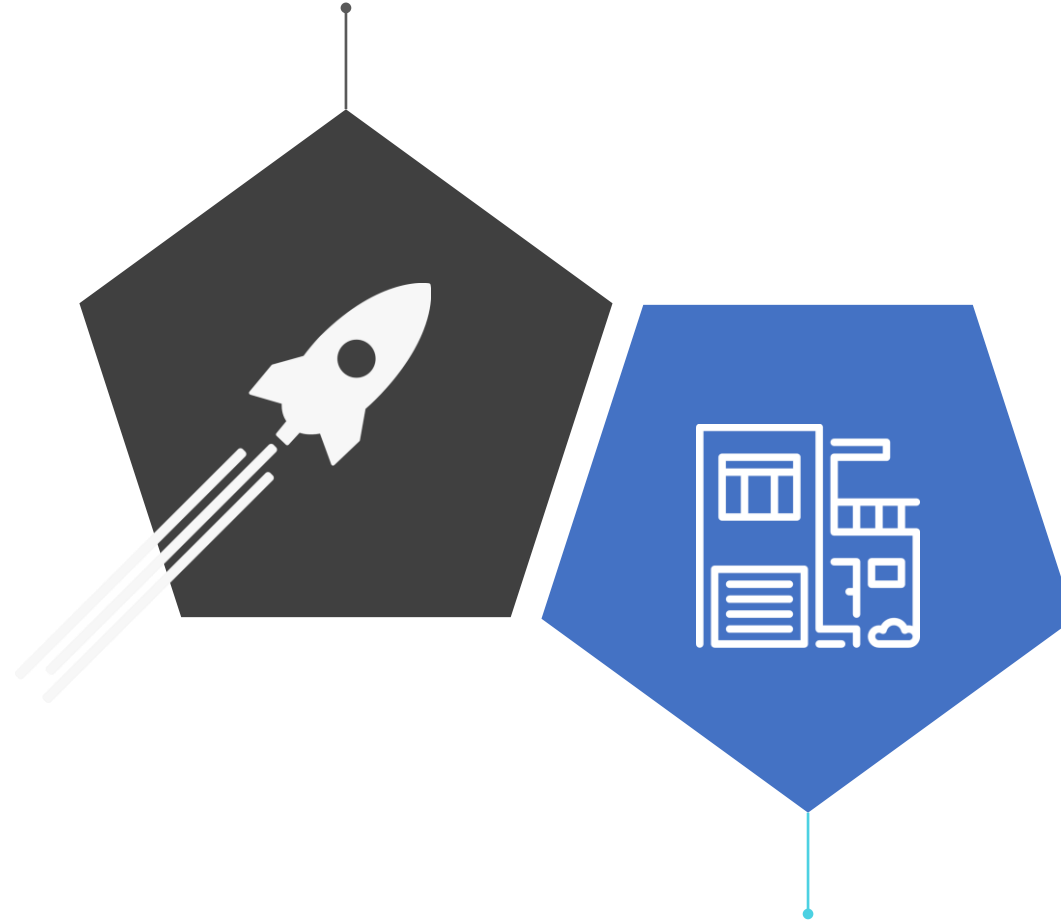
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Exposure — NAR channels, industry events, media





REach® is the world's leading growth accelerator for early stage real estate related technology companies



REach® was founded by Second Century Ventures, the strategic investment arm of the National Association of Realtors®

Second  
Century  
Ventures

40+ portfolio companies

DocuSign realtor.com®

SENTRILOCK  
Smart Lock. Smart Card. Smart Choice.™



NAR

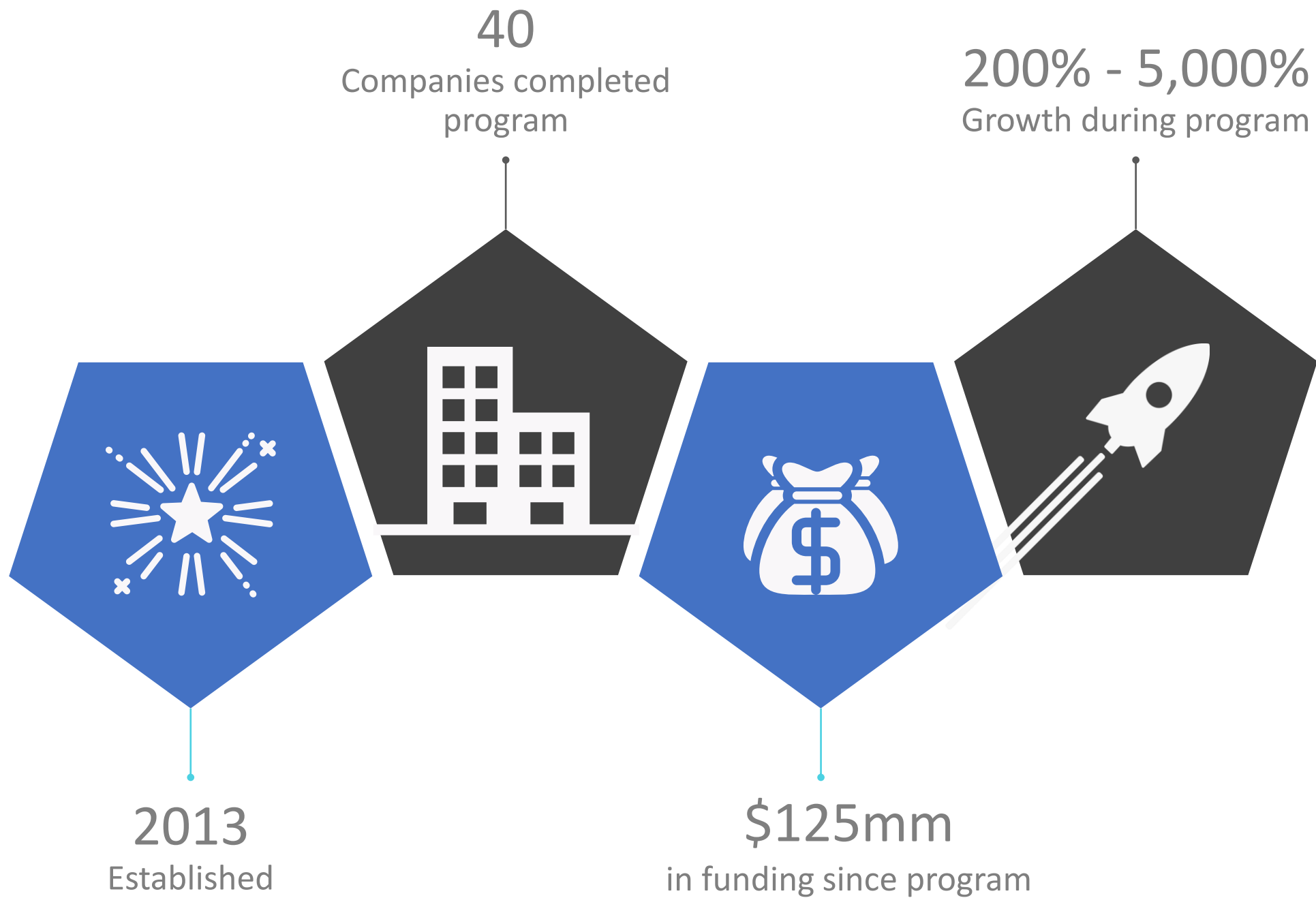
Largest trade association  
\$5 billion brand  
1.2 million REALTORS®  
12 million movers/year



Industry  
Leaders &  
Influencers

Real Estate  
Technology  
Venture Capital  
Insight Panel





# REach<sup>®</sup> Companies



treater



updater.

Reach150

lumentus social  
FOR REAL ESTATE



Class of 2013



SeoSuite  
by goby

FundWell.

Desktime

deductr



Class of 2014



LOOP&TIE



BOOST UP



Class of 2015



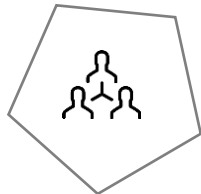
sindeo<sup>®</sup>



Class of 2016



Class of 2017



1,600%

INCREASE IN  
SUBSCRIBERS



130%  
INCREASE

IN REVENUE



updater.

3,500%

INCREASE IN  
USERS



700%  
INCREASE

IN REVENUE





“REach<sup>®</sup> provides a much needed  
bridge between technology and real  
estate”

Sherry Chris

CEO BETTER HOMES & GARDENS REAL ESTATE



“REach<sup>®</sup> is the  
most innovative  
program in real  
estate”

Rick Davidson

CEO CENTURY 21



“Without REach<sup>®</sup>  
it would have taken me  
2+ years to build network”

Connor McCluskey

CEO BOMBBOMB (REach 2013)



“Joining REach<sup>®</sup>  
is the best business  
decision I ever  
made”

David Greenberg

CEO UPDATER (REach 2013)



## THE NAR HALO EFFECT

NAR Lobby    World's Largest Trade Assoc.  
Member Benefits    1.3 million members

## ASSOCIATED VERTICALS

Mortgage    Insurance  
Property Management    Title/Escrow



### REACH<sup>®</sup>-CUTTING-EDGE TECHNOLOGY

Big Data    Smart Homes  
Blockchain    Fintech

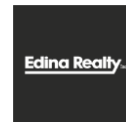
### SCV PORTFOLIO

Portfolio Interaction  
Access to Capital

Millions of Impressions  
Through Multiple Channels

# Sample Participants

SCV mentors and insight panelists come from best in class companies



# REach® Advisors and Mentors



**Alexander Perriello**  
President and Chief  
Executive Officer  
Realogy Franchise



**Pam O'Connor**  
CEO  
Leading RE



**Joe Hanauer**  
Former Chairman of  
the Board  
Move Inc., Grubb  
Ellis and Coldwell  
Banker



**Rick Davidson**  
CEO and President  
Century 21 Real  
Estate LLC



**Elie Finegold**  
SVP Global  
Innovation &  
Business Intelligence  
CBRE



**Budge Huskey**  
President and Chief  
Executive Officer  
Coldwell Banker Real  
Estate LLC



**Sherry Chris**  
CEO  
Better Homes and  
Gardens



**Chris Heller**  
President  
Keller Williams



**Jennifer Warden**  
President  
Baird Warner



**Cary Sylvester**  
Executive Director of  
Technology  
Keller Williams



**Sam Delisi**  
Executive Managing  
Director  
CBRE



**Dayna Grayson**  
Partner  
NEA - New  
Enterprise  
Associates



**Mike Ryan**  
Executive Vice  
President, Global  
Communications  
and Branding  
Re/Max



**Tom Hurdelbrink**  
CEO  
Northwest MLS



**Gino Blefari**  
CEO  
HSF Affiliates LLC,  
parent company to  
the Berkshire  
Hathaway  
HomeServices,

Prudential Real Estate and Real Living



**Alex Lange**  
CEO  
Upstream



\*Small sample of the 100s of executives actively involved with REach



Becoming a Mentor  
[tcarpenter@realtors.org](mailto:tcarpenter@realtors.org)



# What is the *REach*® Insight Panel?

*A group of 5,500+ (and growing) REALTORS® who have agreed to give feedback on the REach companies' products and services to help refine them for the industry*

***Process:***

- *Collect data via survey (submit questions to user base)*
- *Provide user flow module for testing*

***Companies have tested the following with the REach Insight Panel:***

- *New Product Features*
- *New design / User Experience*
- *Pricing Strategies*

*In addition to product feedback, Insight Panelists provide a great opportunity for exposure to Insight Panelists' organizations.*

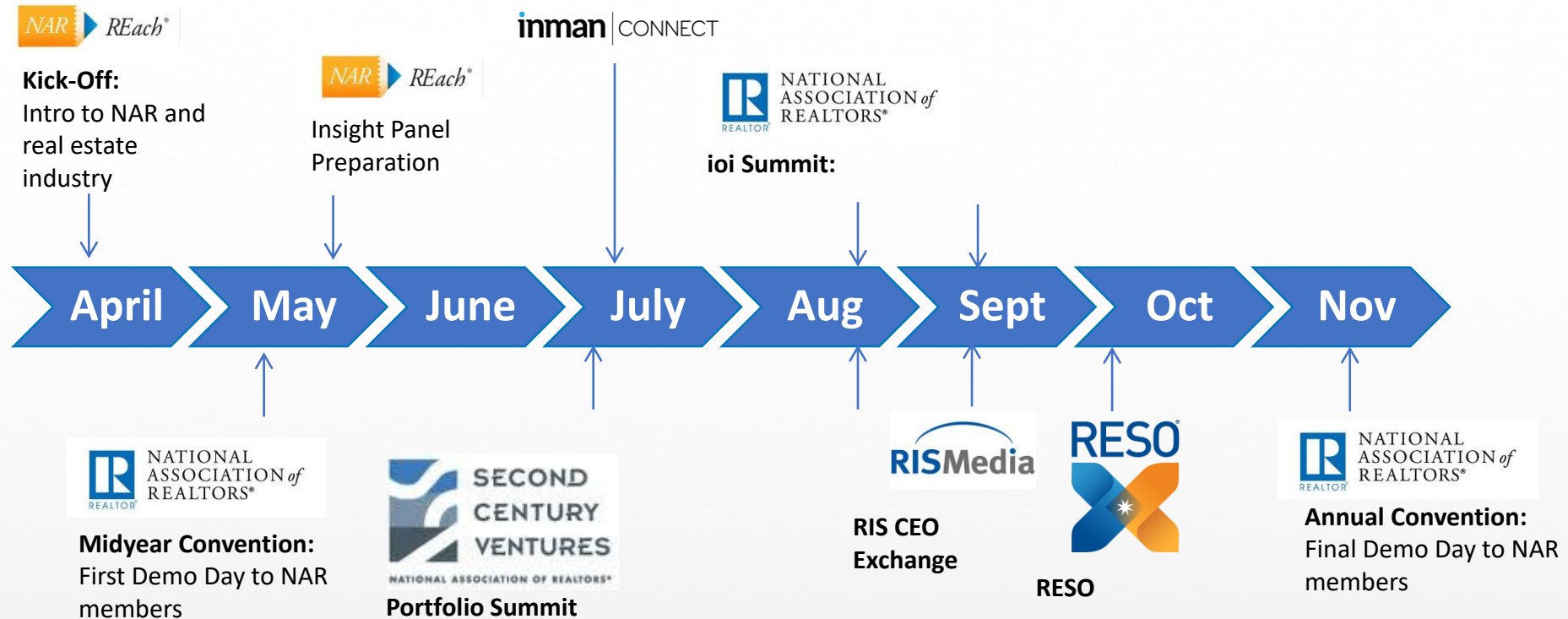


Join the Insight Panel  
<http://narreach.com/realtors>



# REach® 2018 – Tentative Event Timeline

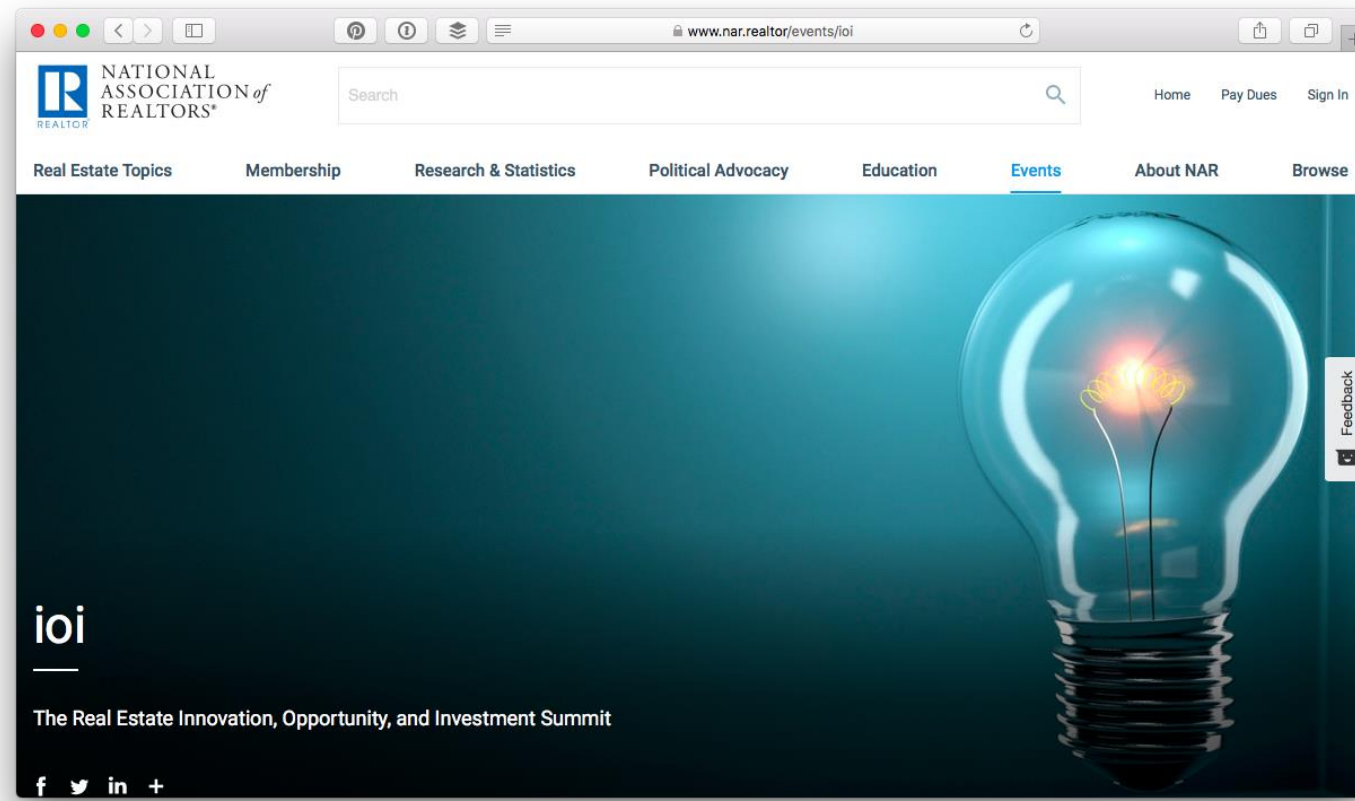
## Program Events



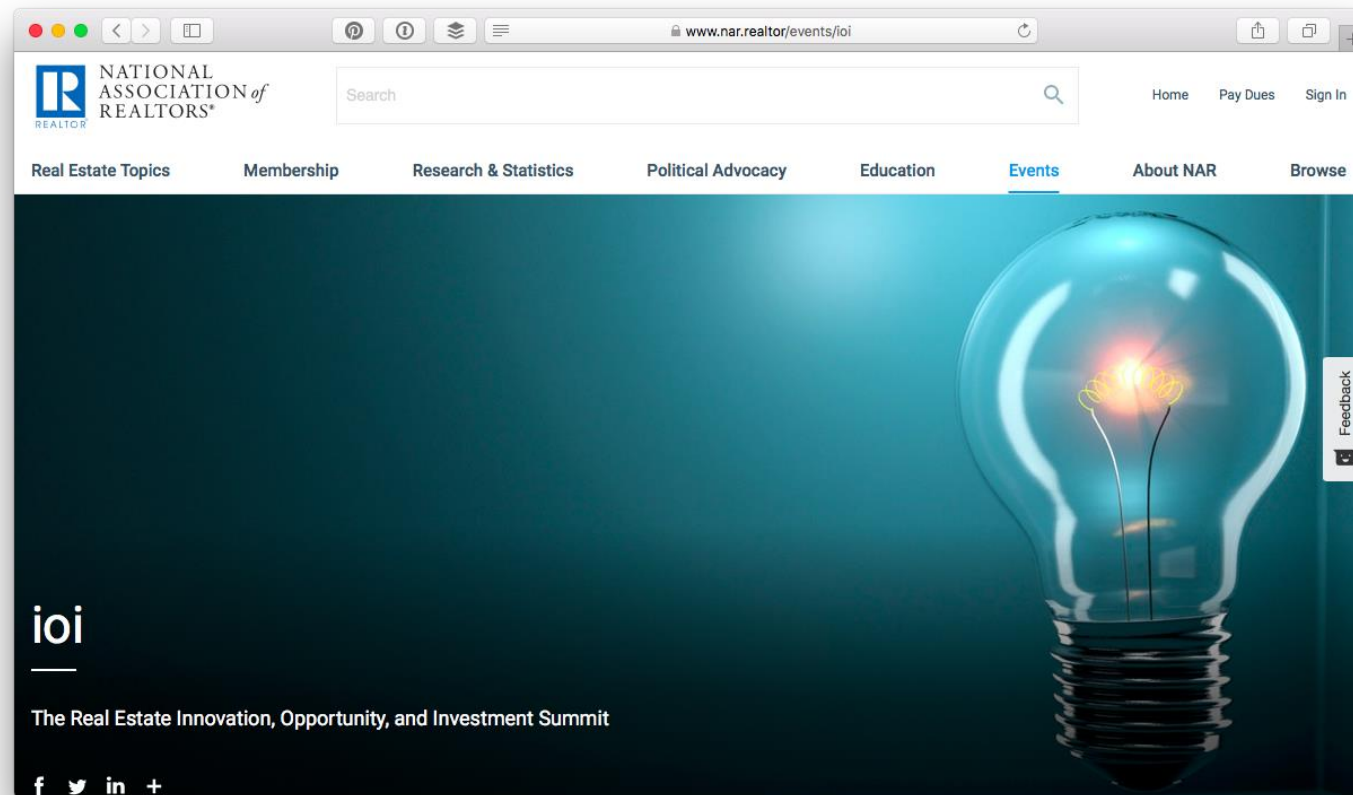
\*Event timelines subject to change, additions and modifications



# The Real Estate Innovation, Opportunity, and Investment Summit, powered by the National Association of REALTORS®



ioi  
<http://nar.realtor/ioi>





REach® 2018

<http://narreach.com>





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