FBS's Spark API scales with Spring Acquisition

Matt Fowler - Vice President, Portals | FBS, Inc.

SPEAKER

FBS

Matt Fowler, VP-Portals

Matt is the Vice President of Portals at FBS, Inc., He's from Huntsville, AL where he was a commercial appraiser before starting Solid Earth in 1998, a real estate software company acquired by FBS in early 2018. Matt is also a co-founder (with his brother Bill, also a speaker this week) of OTBX - Old Town Beer Exchange - the most popular craft beer tap room in Alabama (craftbeer.com 2017)

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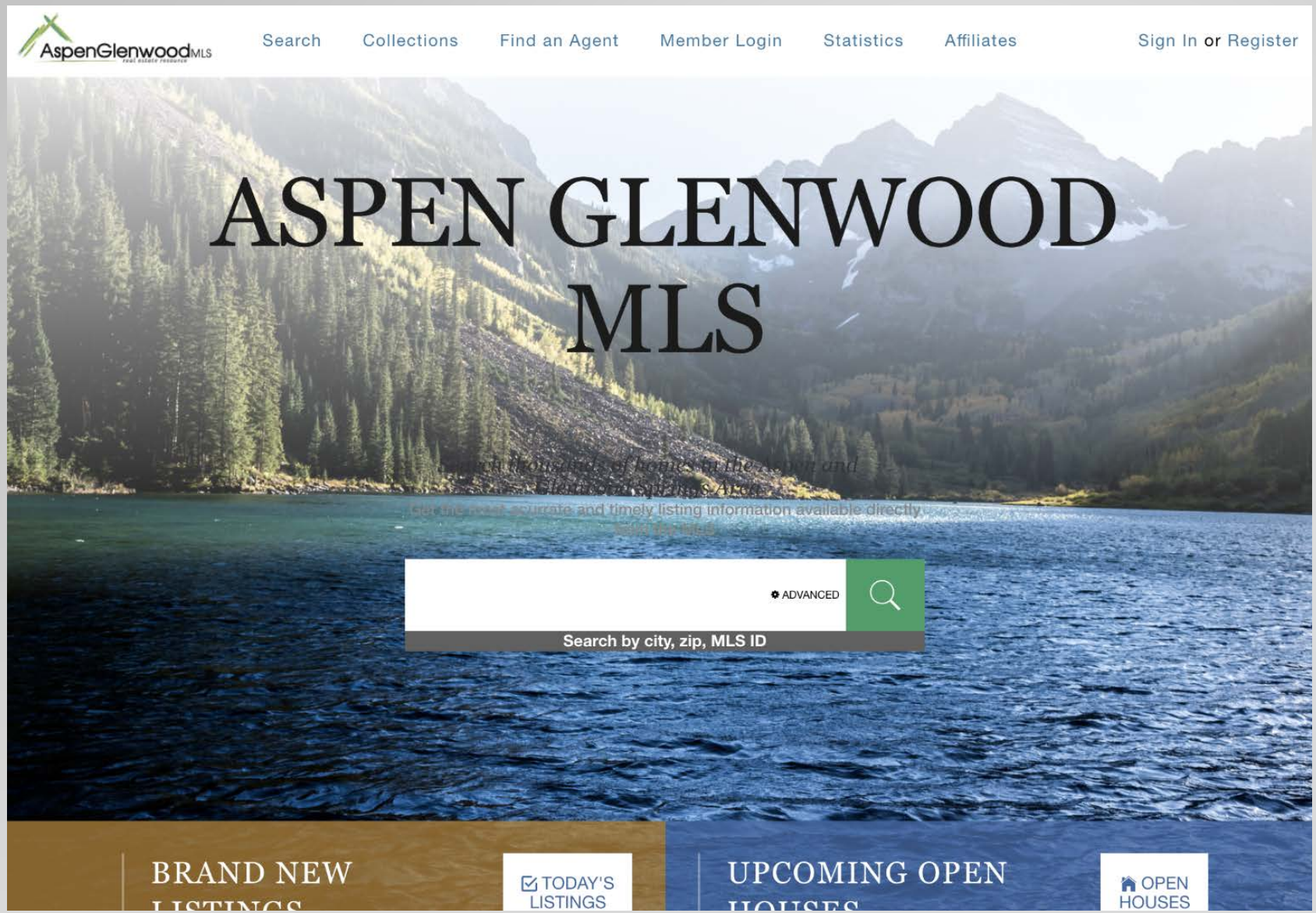
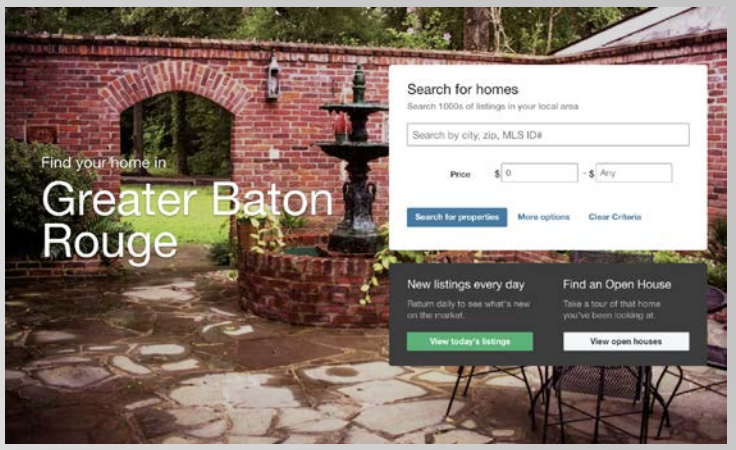
FBS's SPARK API SCALES WITH SPRING ACQUISITION

Standards Drove Value at Solid Earth, by empowering scale with minor refactoring.

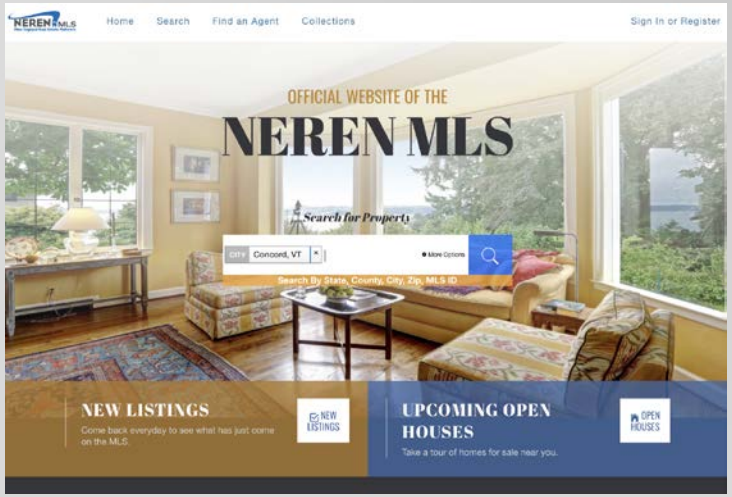
- Solid Earth Signed a Marketing Agreement in 2017
- Solid Earth Refactored the Spring Portal Service to run on the Spark API
- Solid Earth was acquired by FBS and Spring became a division of FBS

The biggest reason for FBS to buy Spring is simple, and it’s because of Standards.





200K Registered Consumers
Up to 300% ROI with advertising network

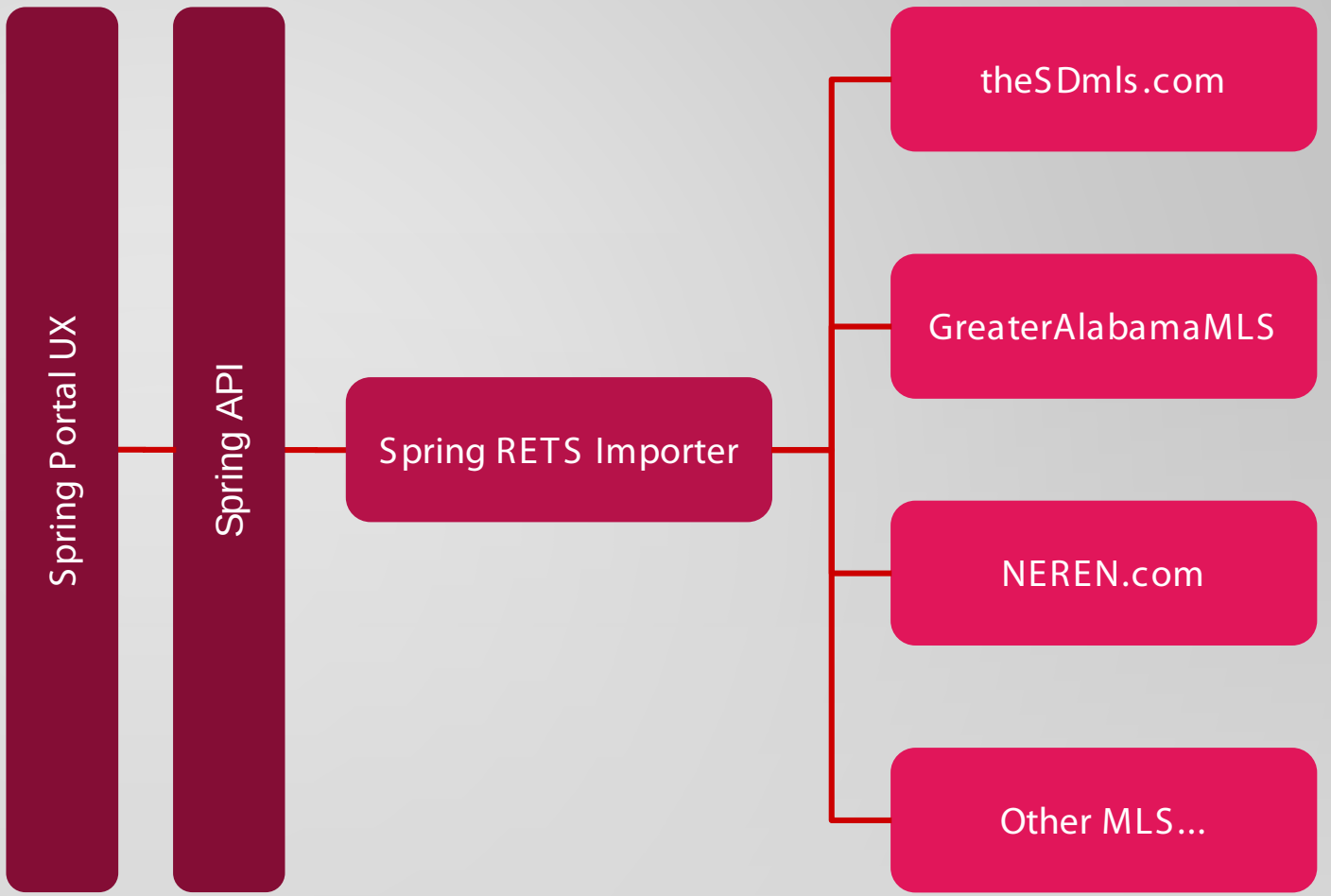


RESO

SPRING BEFORE SPARK

Before the Marketing Agreement, Spring was in a dozen cities, powered by Solid Earth's own Spring API.

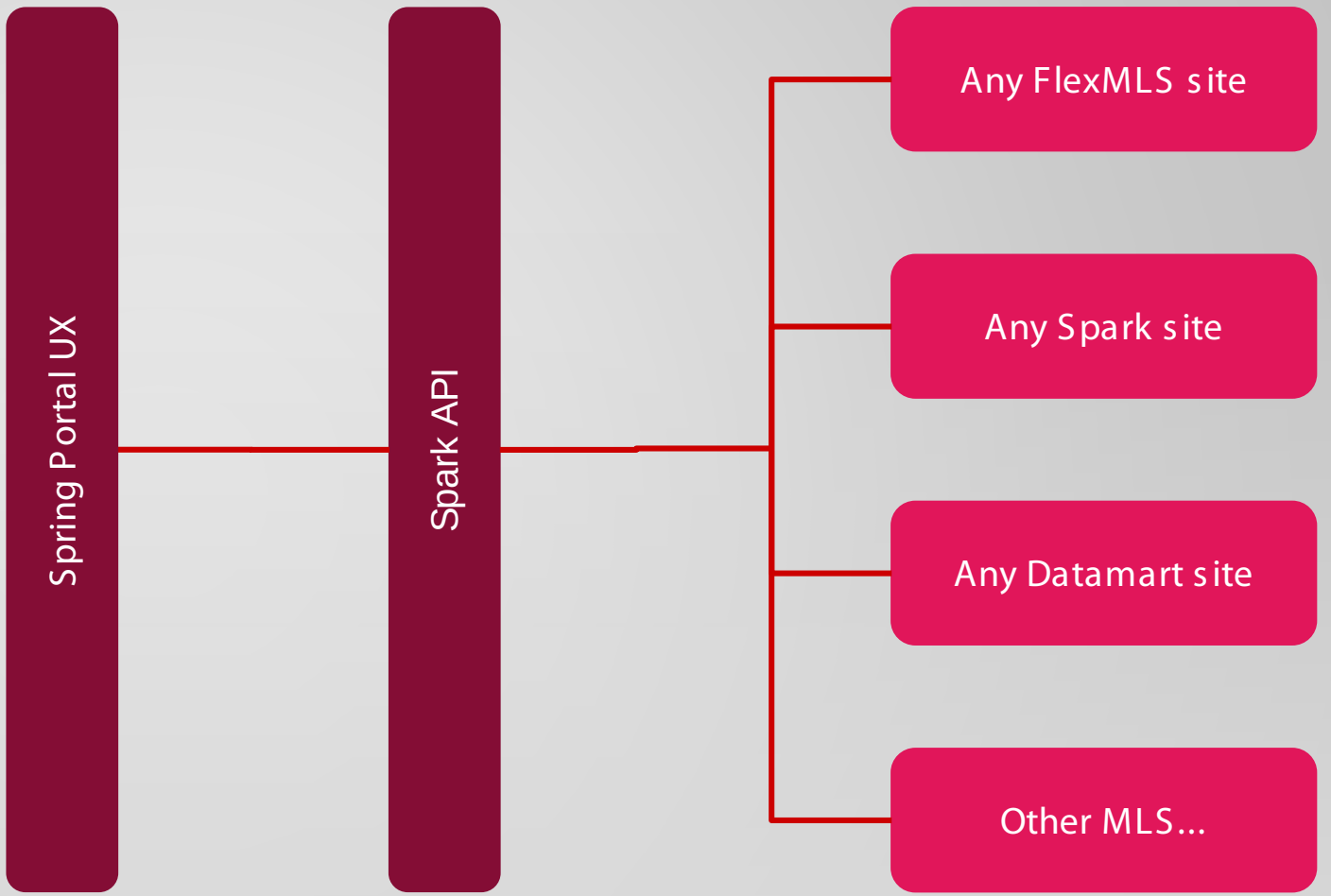
The Spring API was written using RESO Standard Names and partially emulated RESO Web API Specifications. The contents are updated every few minutes by a patented importer/converter.



SPRING AFTER SPARK

After the acquisition, Spring has been rewired to the Spark API. This avoids the importer and synchronization of the data, since it is directly connected to the FlexMLS data.

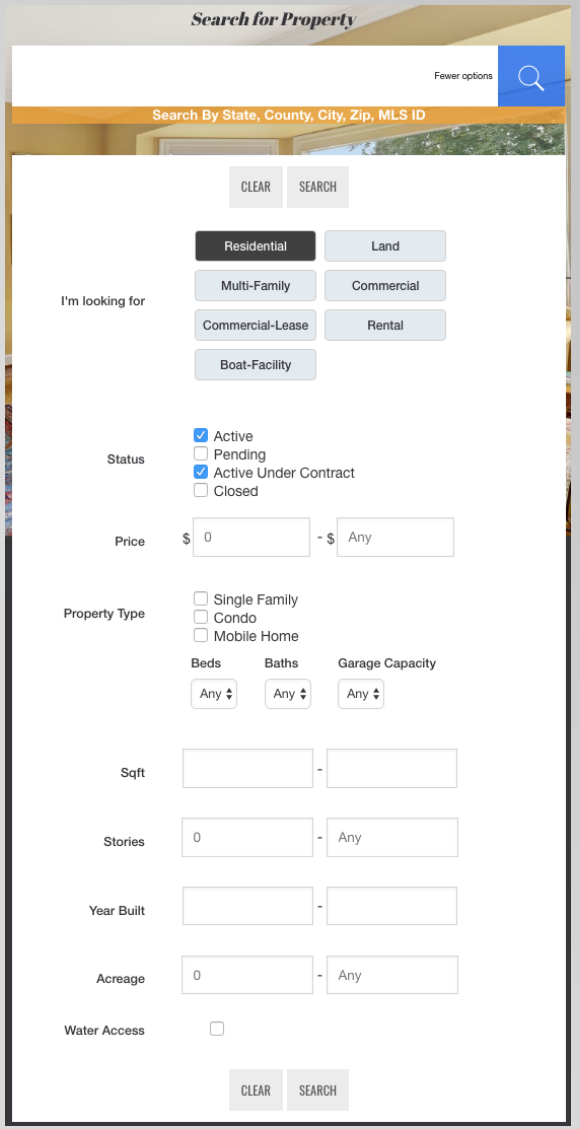
With the Spark conversion, certain metadata was made available that facilitates scale...



SPRING PORTAL ON THE SPRING API

Many aspects of Spring on Spring required connecting specific fields on specific search forms to be connected, one-at-a-time, for new installations.

- Property Categories
- Statuses
- Property Types
- Etc



SPRING PORTAL ON THE SPRING API

In addition to the Search screens, the Listing Detail Pages also required each field to be placed on the template and associated with the Spring API data element.

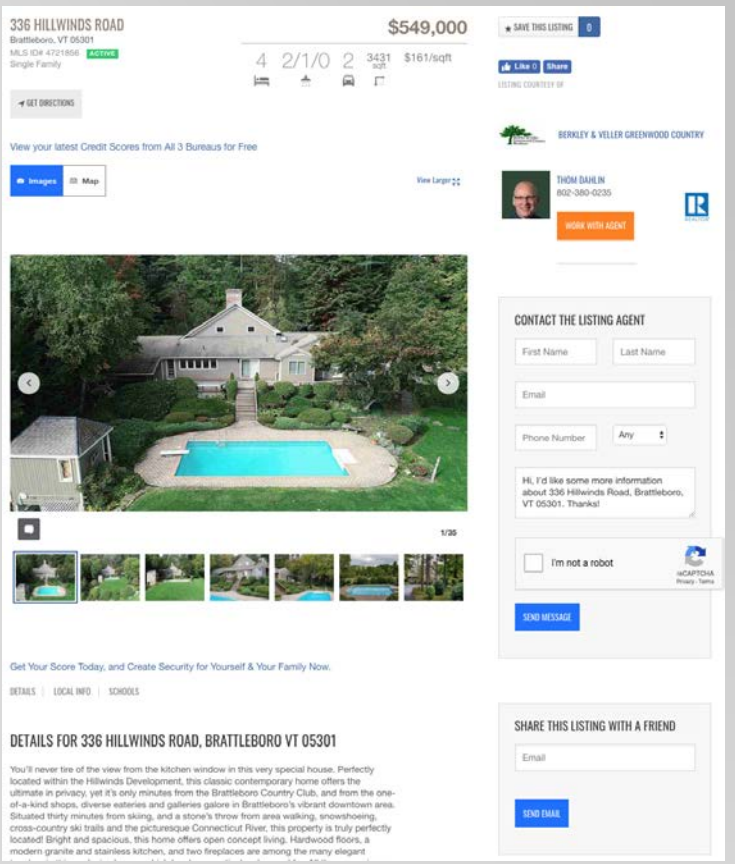
For that reason, plus the data mapping in the importer, new installations could take 60 to 90 days.

Location Fields

Branding Fields

Photos

Etc



SPRING PORTAL ON THE SPARK API

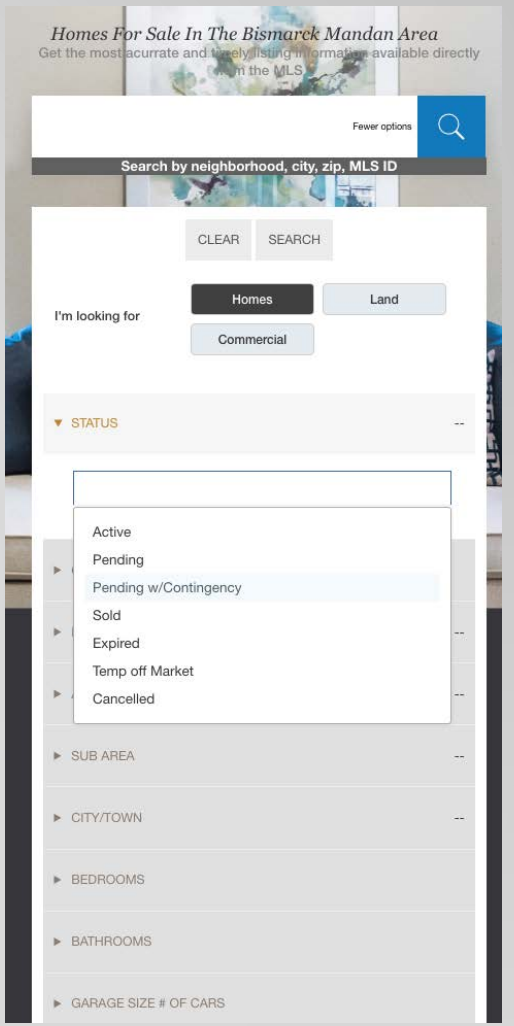
Changing Spring to rely in the methods in the Spark API allowed the Spring Dev Team to refer to the API for things like the Search Form Layout.

Since Spring is now aware of the setting, this part of the site does not need to be customized for each new install.

Category List from Metadata

Status Fields from Metadata

Other fields from Metadata



SPRING PORTAL ON THE SPARK API

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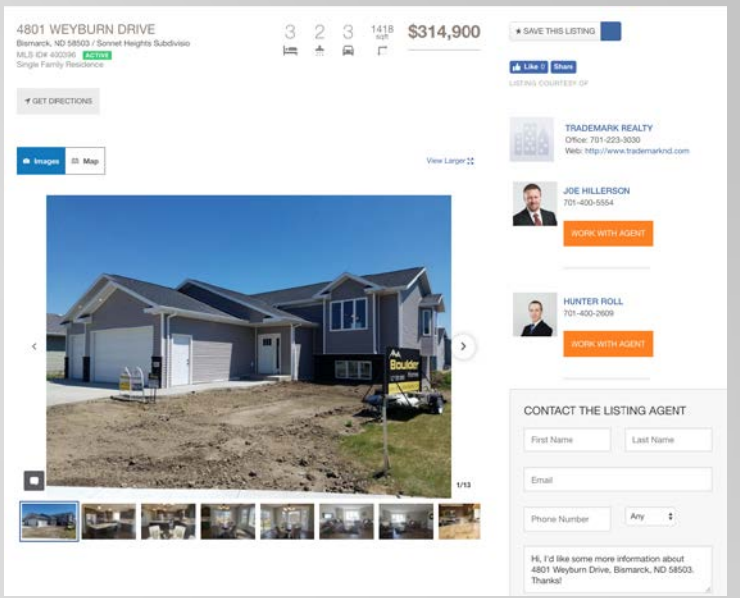
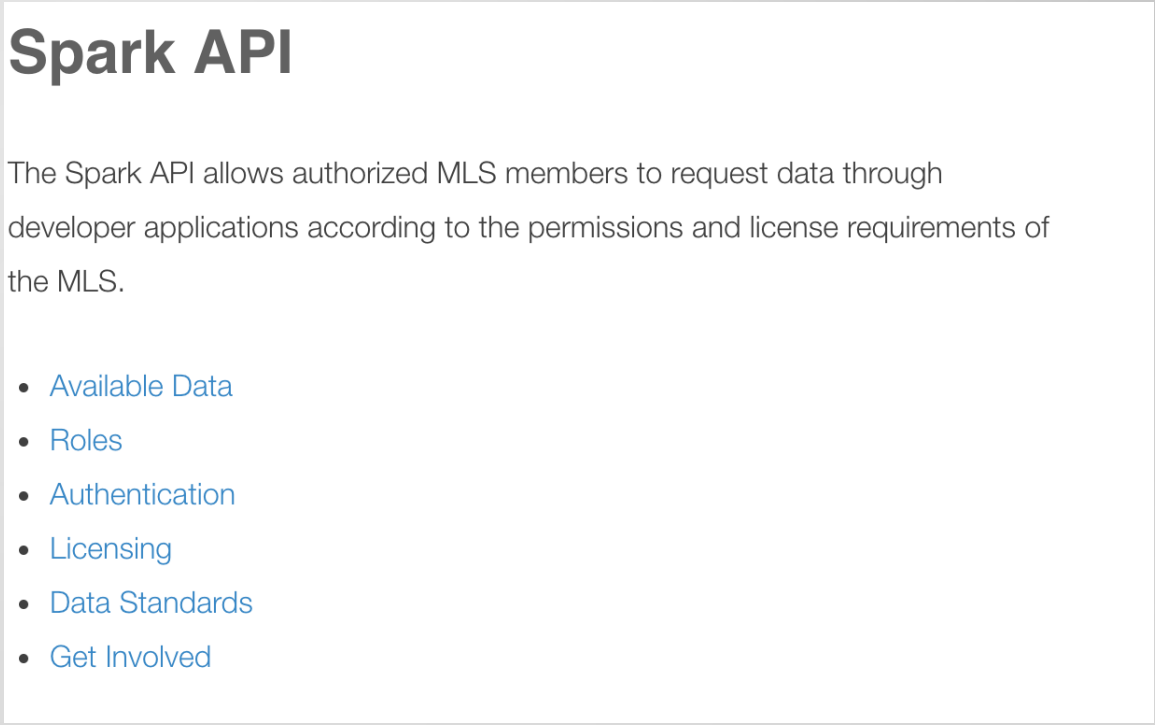
- Location Fields
- Branding Fields
- Photos
- Etc



SPRING PORTAL ON THE SPARK API

Spark Methods focused on scale:

- Spark closely follows RESO Standards
- Spring, the API developed by Solid Earth in 2011, was also built following RESO standards.
- The use of RESO on both platforms created an inherent compatibility between the two systems



Spark API

The Spark API allows authorized MLS members to request data through developer applications according to the permissions and license requirements of the MLS.

- Available Data
- Roles
- Authentication
- Licensing
- Data Standards
- Get Involved

SPRING PORTAL ON THE SPARK API

Spark Methods focused on scale:

- Quick Search Templates
  - Anon Role Templates
  - Consumer Role Templates
  - Pro Role Templates
- Templates follow users

Search Templates: Quick Searches

Quick search templates are user-defined field layouts for user interfaces. They present standard and custom fields the user expects to see in the order the user expects to see them.

1. Supported Roles
2. Available Services
   1. All Quick Searches
   2. Individual Quick Search
   3. Default Quick Search
   4. Global Default Quick Search
3. Quick Searches Description
4. Expansions
5. API Explorer

SPRING PORTAL ON THE SPARK API

Spark Methods focused on scale:

- Spark Report Templates Determine Field Order on Spring Reports
  - Anon Role Templates
  - Consumer Role Templates
  - Pro Role Templates
- Templates follow users

Developers: Templates

API templates allow MLS and Association staff to override field display and search restrictions for a given access role.

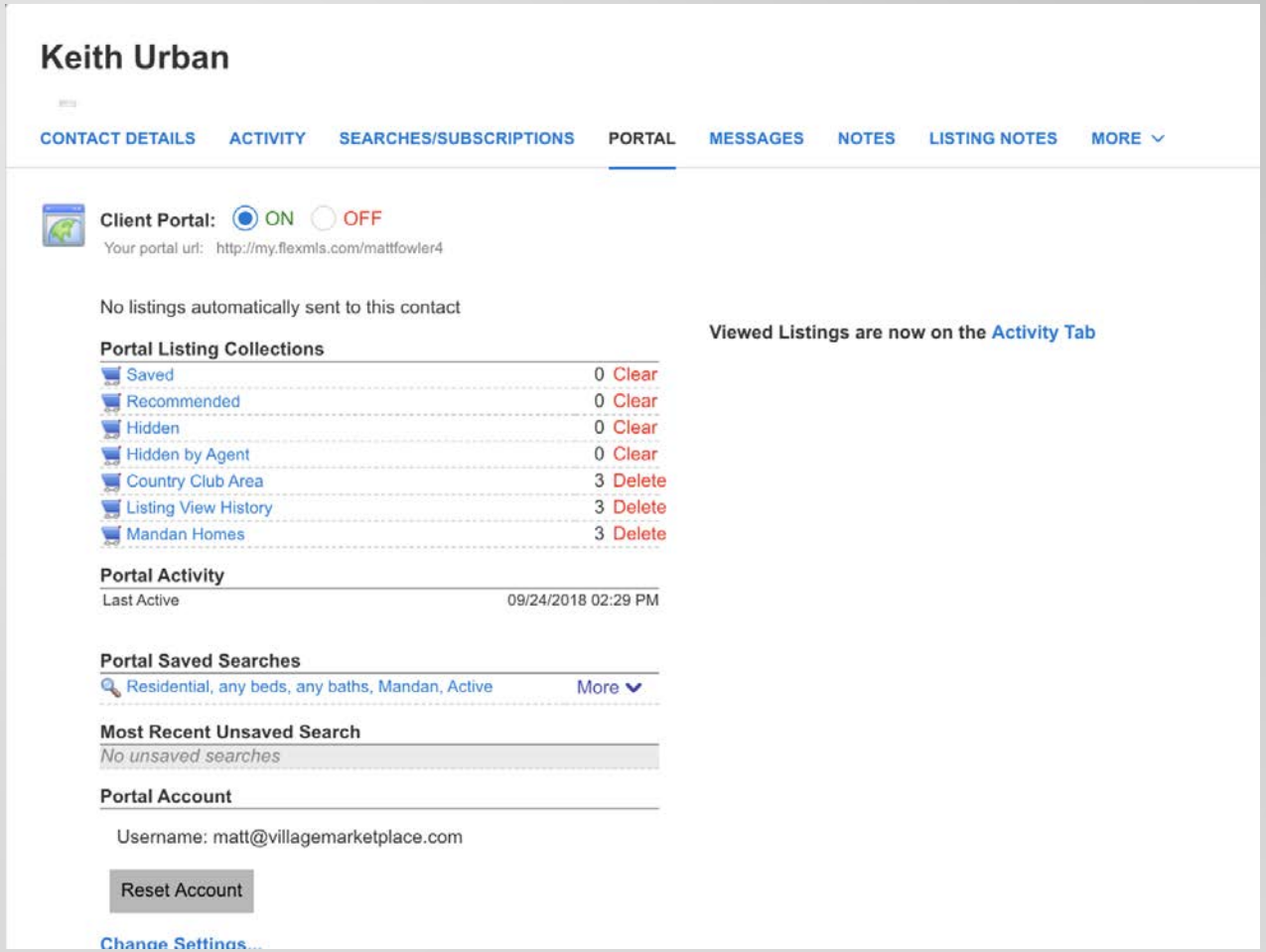
API keys restricted to a template can only access the RESO Web API endpoint.

1. Supported Roles
2. Available Services
   1. All Developer Templates
   2. Individual Developer Template
   3. Field Overrides for a Template
   4. Restrictive Filters for a Template
3. Developer Template Description
4. Expansions
5. API Explorer

SPRING PORTAL ON THE SPARK API

UI of Choice is extended with Spring by adding metrics and data into Spark. Flex Product Platforms as well as API-Aware Third Party apps like Agent Squared can share the information.

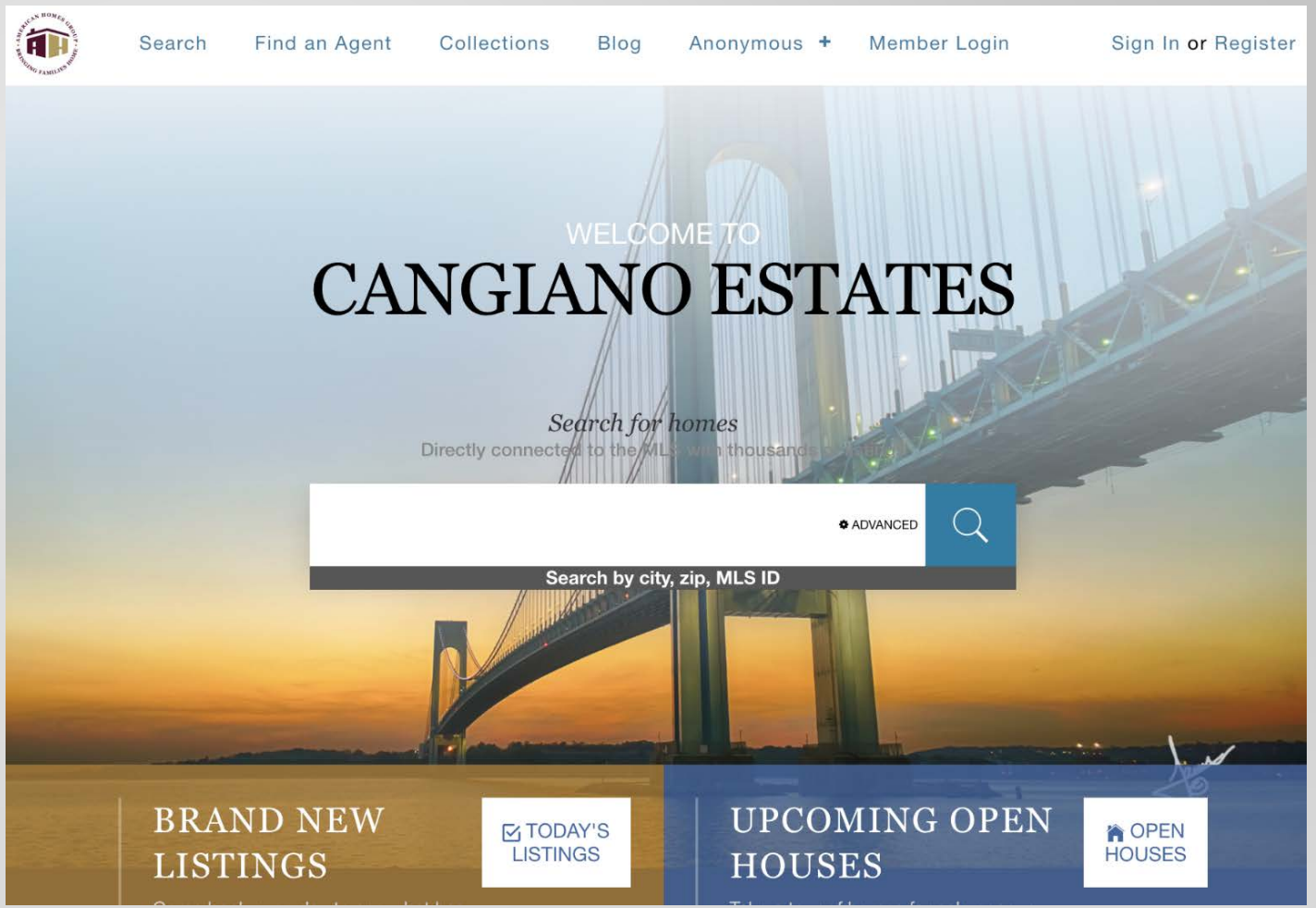
- **Contacts**
- Collections
- Saved Searches



SCALE ENABLED SPRING BROKER

Spark Methods focused on scale:

- Automatically generating the forms reduce the time to launch new sites from days to minutes.
- Enables a new service from FBS starting next year called Spring Broker.
- Lowering the unit cost will allow FBS to deliver Spring Broker even for a starter budget.



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Spring MLS Portal

The Spring Portal is a powerful, search-engine optimized, consumer-facing real estate portal for the local MLS. Built on the industry-leading Spark API, mobile-responsive and custom-branded Spring Portals provide a modern, exceptional

IDX Solutions

Flexmls IDX products give Agents the power of the Flexmls search and listing display on their own website(s) tailored to the needs of your business and your customers' needs. Live listing data, complete search and all photos, videos,

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RESO

Follow RESO and FBS to see what's happening on the social media sites!

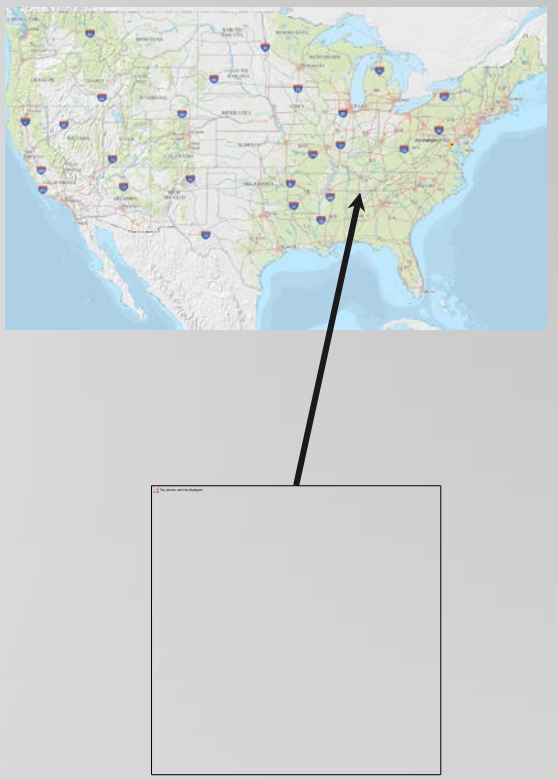
- Real Estate Standards Organization, #RESOStandards, @RESOStandards & RESO!
- FBS and the Spring Team, follow @flexmls and @mattfowler and on Facebook at FlexMLS-Created by FBS.

Use the conference hashtag #RESO18

THANK YOU!

COMMENTS OR QUESTIONS?

301 Holmes, HSV Alabama



Cheers!