Broker Advisory Group

October 16, 2018

Agenda

- RESO Anti-Trust Statement
- Update on RESO
- Broker Consumer Survey Task & Idea Sharing
- Value of RESO to Brokers – Editorial Calendar
- Business Challenges with or without Technology
- New Business

RESO Anti-Trust Statement

RESO strives to increase competition in the marketplace and will not be a forum for anti-competitive conduct.

The RESO Antitrust Policy governs the activities of RESO and its members, including this meeting.

A link to the policy was emailed to you with the meeting agenda. Please consult RESO's counsel if you have any questions about the policy.

https://www.reso.org/antitrust-statement/

RESO Corporate Update

- Vision: A streamlined real estate technology industry

- Mission: To create and promote the adoption and utilization of standards that drive efficiency throughout the real estate industry

- Non-Profit membership based organization with over 800 members comprising of N.A.R., Brokerages, AOR/MLS Organizations, Technology Partners, and other non-profit entities such as the Council of MLS and Green Button Alliance – Only Members can participate in the evolution of standards!

- RESO provides certification services and professional guidance to ensure

- Correct standards adoption and implementation - a RESO Member Benefit
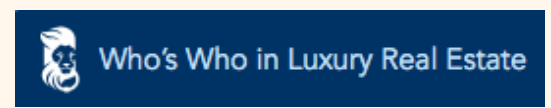
With almost 800 members, Broker needs are at the Forefront of RESO's Strategic Efforts. Currently over 900,000 brokers and agents are represented through RESO Membership
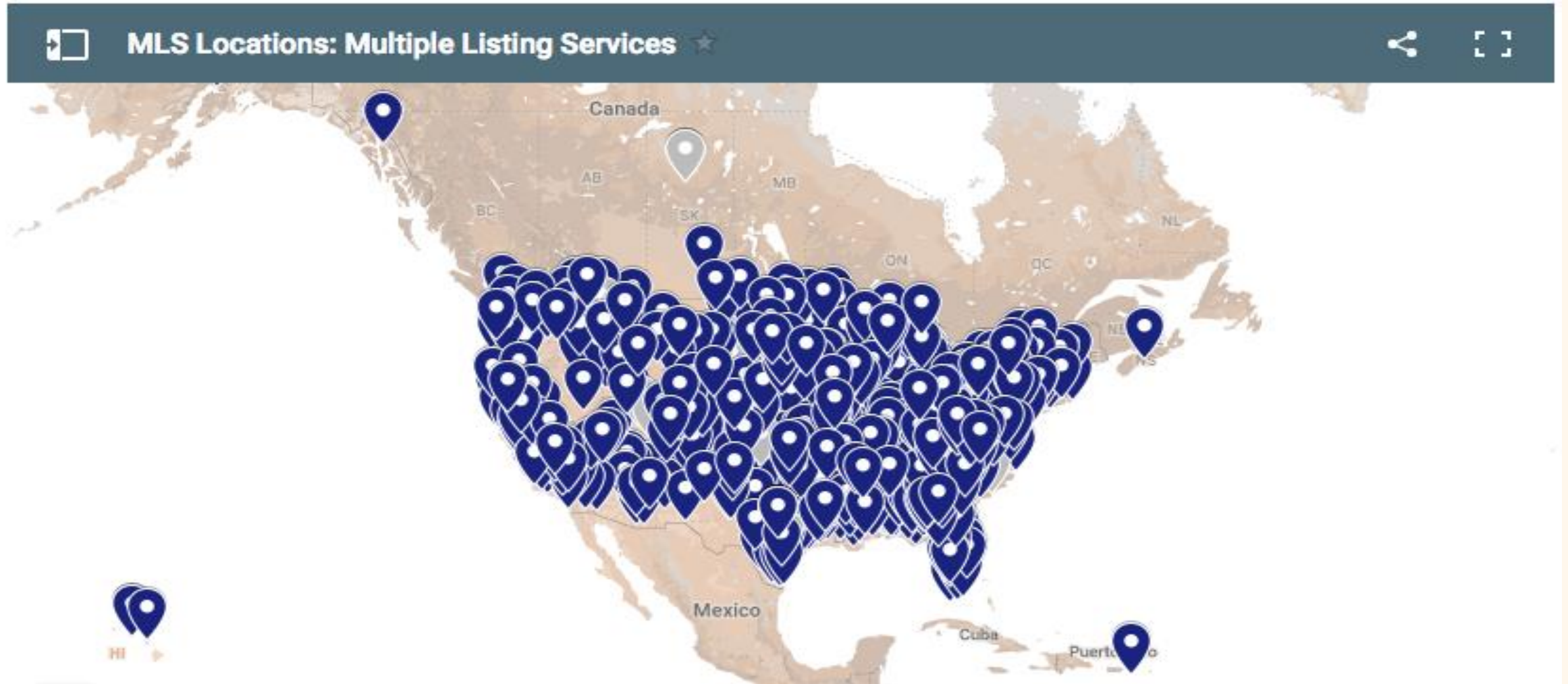
Most of the Major Technology and Industry Affiliated Companies are also Represented within the RESO Membership Community

Over 400 MLSs Nationwide as well as in Canada are contributing RESO Members

Real World Successes with RESO Standards: myTheo Case Study

- myTheo is a Technology Platform Connecting brokers and agents to home buyers and sellers.

  - myTheo implemented RESO Certified feeds for their product in two of the largest MLSs in the Nation: CRMLS and MRED with a combined subscriber base of over 125,000 covering over 140,000 active listings

  - myTheo reduced product time to market from 6-7 weeks down to 3-4 weeks utilizing RESO certified MLS data feed

  - myTheo reduced staffing resources by 30-40% needed to launch in a new MLS market area

  - Download the full case study: https://reso.org/reso-case-studies

Real World Successes with RESO Standards: Homes.com Case Study

- Homes.com is a nationwide real estate portal connecting millions of homebuyers with brokers, agents and listings nationwide.

  - Case Study: 6 MLSs and 3 MLS Technology Companies utilizing RESO Data Dictionary and Web API Certified data feeds

  - Data Dictionary implementation took 228 hours on 1st MLS, 46 hours on 2nd, 24 hours for the 3rd MLS added

  - Web API implementation took 165 hours on 1st MLS and only 16 hours for 2nd MLS

  - 25 development hours reduced to just 2 utilizing the Data Dictionary across the RESO Web API per MLS!

  - 92% Reduction in development time going forward to build new MLSs into the Homes.com platform utilizing MLSs certified on RESO standards!

  - Download the full case study: https://reso.org/reso-case-studies

Real World Successes with RESO Standards Increasing Daily

- MLSs, Brokerages and Technology Companies are adopting RESO Standards and reaping the many benefits on a frequent basis.

  - DocuSign Digital Transaction Management Standards aligning with RESO Standards

  - RMLS (Portland) now only offers IDX feeds based upon RESO Data Dictionary Standards

  - Hilton Head MLS requires all data consumers (Brokers, Technology Companies) to be RESO Compliant

  - Bright MLS launching requirement for all data consumers (Brokers, Technology Companies) to be RESO Compliant

  - RedFin can now integrate MLS data within 1 week with only 1 engineer when receiving a RESO Certified data feed, previous efforts took up-to 4-6 weeks with 4-6 engineers!

MLSs Successfully Empowering Brokers & Agents with Green Information via RESO Standards

- RMLS (Portland) – Aligned RESO Green fields and is automatically sending data on DOE Home Energy Score to matching home sale listings

- BrightMLS – implemented Green fields & logic to prompt users for Green data with validation

- MRED (Chicago) – Automatically sending data on utility costs with listing agent approval to MLS listed homes

- North Carolina MLSs – Working to automatically send solar data from Pivotal Energy into MLS

- West Penn Multi-List MLS adopted the Green Addendum, working to adopt Green Fields

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RESO Certification, not just for MLSs!

- RESO also Certifies Brokerages and Technology companies Including Home Energy Partners with Information formatted to and deliverable through RESO Standards

- Pivotal Energy Solutions is officially RESO Data Dictionary Certified for Core MLS and Green Fields and Values

RESO Data Dictionary Wiki v1.6 /... / GreenMarketing Group

GreenEnergyGeneration Field

Created by RESO DD Workgroup on Jun 17, 2016

Field Name (Standard Name)[?]: GreenEnergyGeneration

ℹ️ **Definition (May contain rules that must be observed)**

Methods of generating power that are included in the sale or lease.

Group[?]: Property Resource, Structure Group, Performance Group, GreenMarketing Group

Simple Data Type[?]: String List, Multi

Suggested Maximum Length[?]: 1024

Synonym(s)[?]:

Field (Element) Status[?]: Active

BEDES[?]: Energy Generation Technology = [value]

Certification Level[?]: Silver

RecordID[?]: 100373

Lookup Values[?]
⌄ Click here to expand...

- Solar
- Wind

RESO Data Dictionary Version 1.7 Business Objectives & Timelines

- All Fields and Values translated to Spanish!

- Lockbox Data Standardization

- Membership (AMS) Data Standardization

- Broker Data Standardization

- MLS Business Rules Resource

- Days On Market (DOM) Standardization

- Repeating Elements for Phone and Social Media

- Enhancement for RESO Web API Functionality

- Platinum Field Designated Pick-List (lookup) Values

- Data Dictionary v1.7 estimated to have over 4,000 Fields and Values, estimated to be released in the Fall/Winter of 2018

RESO Standards: The RESO Web API

- The RESO Web API is the latest in data transportation technologies leveraging global technology standards allowing for simplification of sharing data across applications and mobile devices providing secure convenient single sign on authentication

- Lightweight and designed to support product features and functions in a mobile environment

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

- Delivers efficiencies in the collection and use of MLS data by brokers, agents and technology partners

- Supports enhanced data delivery such as Listing Tracking Information powering Broker Marketing needs

RESO Web API Next Version, Update API, RETS & IDX Payload

- RESO Web API v1.0.3 Board Ratified December 19th, 2017

- RESO Web API v1.1 Officially Workgroup Approved

- RESO Web API v1.1 includes the Update Specification allowing brokers to "push" listings into the MLS via the RESO Web API

- RESO Transport API Workgroup actively developing v1.1 Certification Testing Rules, RESO staff working on certification platform, to be completed prior to going to RESO Board for Ratification

- RESO IDX Payload v1.5 Workgroup approved March 2018, Workgroup will complete certification testing rules and also v1.6 prior to Board Ratification, by December 2018.
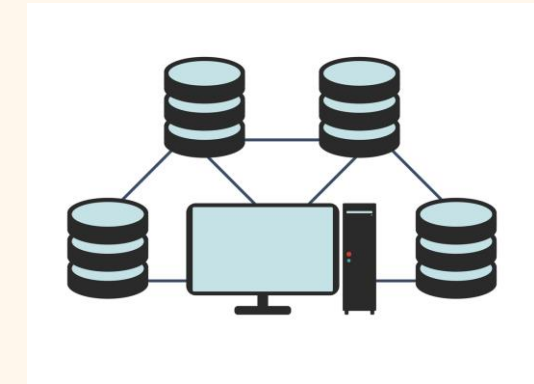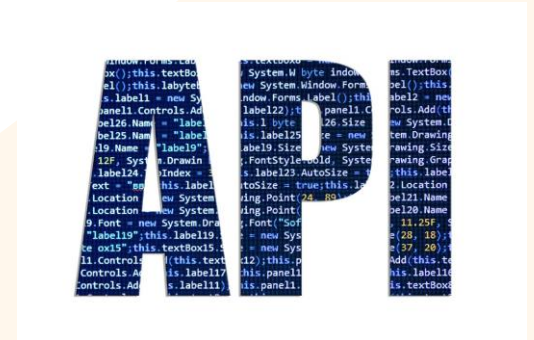
RESO Data Dictionary & Web API

National Association of REALTORS® Handbook on Multiple Listing Policy requires MLSs to provide RESO Data Dictionary & Web API data feeds.

- https://www.nar.realtor/handbook-on-multiple-listing-policy

Part Two – Policies, Section 13 – 7.90 Policy Statement

"In order to ensure that the goal of maintaining an orderly marketplace is maintained, and to further establish Realtor® information as the trusted data source, MLS organizations owned and operated by associations of Realtors® will implement the RESO Standards including: the RESO Data Dictionary by January 1, 2016; the RESO Web API by June 30, 2016 and will keep current by implementing new releases of RESO Standards within one (1) year from ratification. Compliance with this requirement can be demonstrated using the Real Estate Standards Organization (RESO) compliance Certification Process."
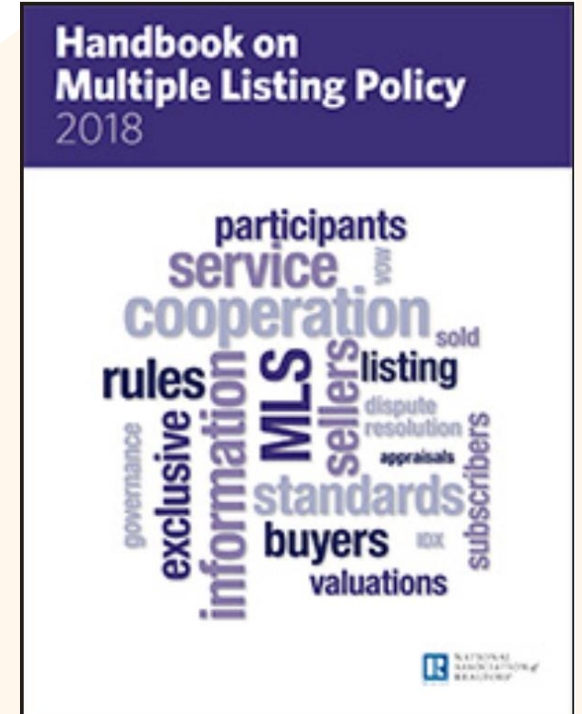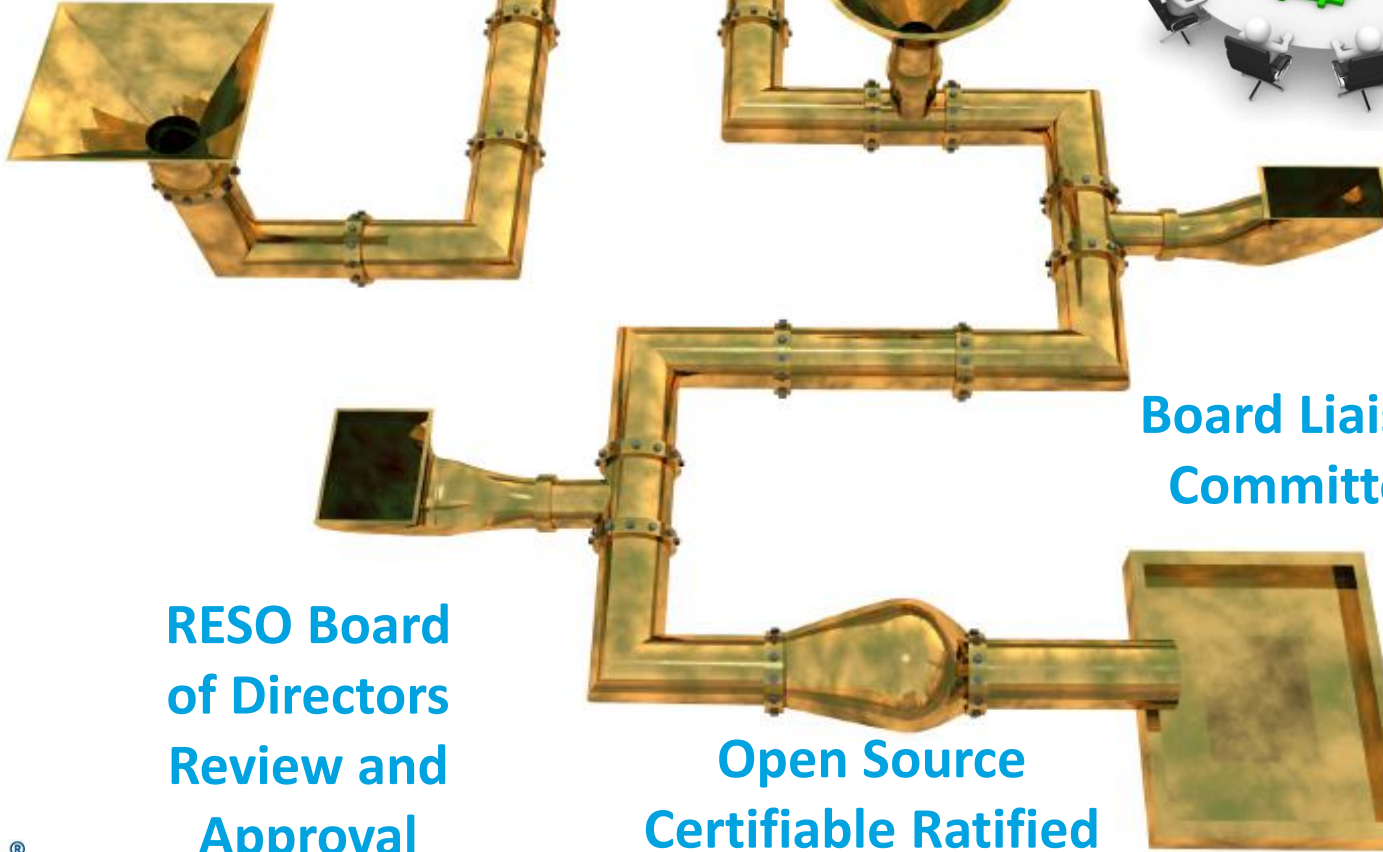
The RESO Standards Evolution Process

Business Challenge

Research & Development

Standards Workgroup

Board Liaison Committee

Business Solution through RESO Standardization

RESO Board of Directors Review and Approval

Open Source Certifiable Ratified Standard Delivered

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Charter of the Broker Advisory Board

The group identifies issues facing brokers of all sizes, provides specific recommendations to the Board of Directors on opportunities to support the needs of the broker industry through standard creation and evolution, and promotes RESO as a driving force for the collective future of the industry.

- Engage more people into the Broker Advisory Group.
- Create a Broker Consumer Survey.
- Bring new Broker challenges to RESO for find opportunities to evolve the standard.
- Provide feedback to the BOD of what is or is not working well with the RESO standards.

Broker Consumer Survey Task

- Goal – By end of the year, deliver to the Board of Directors a Broker Consumer Survey recommendation

- Tasks
  - Develop a method to find Brokers to participate in the survey.
  - Develop questions based on the objective of the survey

- Context of the Survey
  - Survey the Brokers to understand their security and privacy concerns with their customers.
  - What information are Brokers having difficulty in obtaining, using, or performing analysis with their Agents and Consumers.

Broker Consumer Survey

- Open Discussion on Possible Survey Questions

- What do you want to know on how other Brokerages are using data related to their agents and consumers?

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Value of RESO to Brokers?

Point	Possible content title, idea, and questions
Large Brokers operate in multiple MLS regions and need standardization Nearly 80% of large brokers are expanding and need standardized data	• RESO Data Standardization Aids the Brokerage Community • Large (national or regional) brokers maintain their own internal databases and pass-through data to MLSs and vendors. • Not having a standardized broker internal data base creates export/import problems for MLSs and tech vendors. • Large brokers are looking to acquire smaller boutique brokerages and seek those brokers that already have compatible databases (e.g. Howard Hanna & Compass 2018 acquisitions)
Less than 4 in 10 of technology leaders of large brokers are satisfied with their MLS data support	• What is Missing in MLSs Data Support to Brokerages? • Exporting data to a non-RESO-compliant MLS causes headaches and delays in database mapping for both the broker and the MLS.
•Top areas of MLSs dissatisfaction from technology leaders in large brokerages. They tend to think they are more important than they are. they are supposed to exist for our benefit... not theirs." •"Not satisfied with the approach the MLSs take in treating brokers as paying customers of theirs" •Constant changes in the feed, cryptic fields and having to constantly play catch up on our website." •"Lack of technical understanding/knowledge and an inability to move quickly to address issues." •"MLSs do not understand rules, requirements, data feed requests. • There is a gap of between backend technology providers and the agents/brokers sitting on MLS Boards.	• Advantages of Data Partnerships between MLSs and the Broker Community. Brokers are Customers Too! RESO Value to Real Estate for MLS Board Members • This is "chicken & egg" scenario. Brokers want to (or are expected to) expand listing presence for their customers by porting data OUT of the broker to one or more MLSs. • On going issues of who owns the intellectual property rights to the listing during (and after) selling contractual process.
Data Consistency is even more important in 2018	• Real Estate Data Consistency Escalates to a New Level in 2019 • Migration of legacy RETS data files to web API 'live' data feeds requires data consistency and standardization

Value of RESO to Brokers?

Point	Possible content title, idea, and questions
Broker Membership and Workgroup involvement has increased significantly in two years	• Question - Would creating PR for Brokerages who join RESO assist in developing more Broker awareness?
Brokers believe RESO standards will lower cost, speed up time to market and encourage innovation 1/3 of large brokers have begun their transition to standardized data Strong broker awareness that RESO can help integrate broker software and normalize across markets	• Idea - We discussed this topic during the June meeting. Is there a brokerage who has made a commitment to: • Require all their technology partners to be RESO certified? • Have migrated their backend systems to be RESO DD compliant? • If yes, let's interview to build a case study to find out what expectations did the brokerages set, what were the difficulties and challenges, and what impact has the brokerage experience in becoming RESO compliant? • Broker adoption of RESO standards makes sense from both internal and external data handling. • Who manages (and standardizes) the data entry forms between the seller and the agent? • Will the broker/agent take the time to adequately capture the full portfolio of feature data in the property (may leave some of the feature capture to the use of recognition A/I technology in JPEG images) • Benefits to brokers of making their internal database fully RESO DD compliant allows for easier tie-in to their CRM and back-end accounting systems. • Brokers should want their tech partners to also be RESO-compliant (co-marketing as well as ease of maintenance)

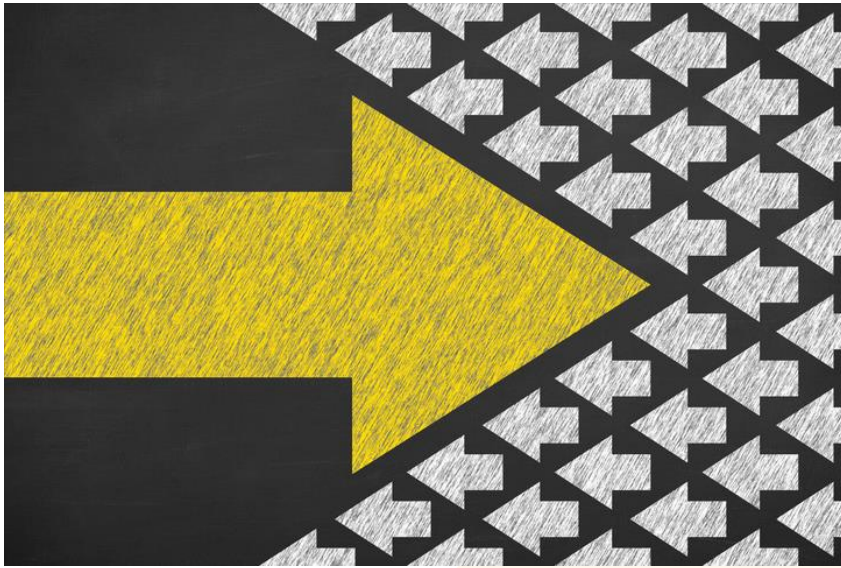RESO®

Value of RESO to Brokers?

Point	Possible content title, idea, and questions
Inconsistent data fields and business rules are THE largest data challenges for brokers	• Can Standards Be Coming to MLS Business Rules? - is there a core set of business rules that are global? how many local flavors of business rules are creating the majority of the challenges to brokerages? • Thought - Can there be a review process MLSs would have to comply when creating a new data field. The purpose would be to validate its uniqueness as a standalone data field or there is an opportunity to be tied to an existing field in RESO DD • MLS data capture fields have grown over time due to regional "features" for properties • Data capture fields have been augmented regionally (or state) due to necessity (e.g. add 'green' fields) • New data fields should be vetted through nationwide system (e.g. RESO DD process)
Less than half of MLSs have made their brokers aware of the standardized data they offer	• Brokers, Are Your MLSs RESO Certified? • If the MLS is RESO-certified and the broker is not RESO-certified, does the broker really care? There is a cost to continually re-map features between broker and MLS. • MLSs that are RESO certified should 'advertise' the fact as many MLSs are being acquired and consolidated.
Nearly ½ of large broker surveyed have requested a RESO data feed – it's not true that nobody is asking for RESO data feeds	• Brokers in Multiple MLS Markets Need RESO Compliant Data Feeds • It makes sense for a broker to want to import a RESO-compliant feed from sources beyond their own internal database.
for TECH Vendors •Opportunity to promote your RESO Certification as a competitive advantage •Half of large brokers surveyed are including RESO certification in their selection criteria for new tech solutions •1 in 3 are requesting their current vendors to become certified	• Question - What are the best avenues for RESO to help promote real estate technology companies promote their conversion of RESO? • Stop Complaining and Be Part of the Solution - technology companies complain about MLS data feeds and RESO, but are not members or participate in the RESO workgroups. • Brokers, MLS boards, and tech vendors that become RESO-certified allows a marketing differentiated advantage. • Brokers and MLSs can 'pressure" tech vendors to become RESO-compliant. • Tech vendors can be "educated" that cost of becoming RESO-compliant is minimal and a strategic advantage.

What are the Business Challenges with or without Technology?

- This is your turn to be vocal! There are solutions.

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NEW BUSINESS

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Next Conference Call?

Thursday, December 20, 2018 at 2:00 PM EST; 11:00 AM PST