Date

Dear (MLS Executive and Board President),

I’m excited about the progress that the Real Estate Standards Organization (RESO) is making with MLSs on behalf of brokers and agents. RESO standards help to organize the way listing data is displayed on broker and agent websites apps, MLS systems, back office programs, etc.

RESO’s work with MLSs and brokers makes the real estate industry stronger. As you probably know, every REALTOR MLS is required to implement the RESO Data Dictionary and the RESO Web API standards. You can demonstrate compliance with the NAR policy mandates through RESO Standards Certification.

Brokers spend significant resources in cleaning up non-standardized data feeds so the data can be displayed on websites, utilized in marketing tools, and accurately presented to buyers across the country. This takes time and money away from our efforts to train and support our agents.

By adopting the RESO Data Dictionary and the RESO Web API in our local MLS, you will make it easier for me to focus my resources on efforts that will move my business forward.

I am also encouraging all of my technology partners to adopt the RESO Data Dictionary and Web API. When everyone is using the same data standards, I can work with a wide range of technology companies and tools that support my agents and their clients.

Let me add that you have my full support and commitment to your focus on this important initiative. I’m happy to share with you why I believe the RESO Data Dictionary and Web API are vital to the success of my brokerage.

Getting started is simple. Just visit: <http://www.reso.org/n-a-r-mandated-standards-adoption>!

Please let me know if you have any questions, and thank you.

Sincerely,