Date

Dear (Technology Partner CEO),

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 your technology solutions, you will make it easier for me to focus my resources on efforts that will move my business forward. It will be much easier for you to aggregate listing information from MLSs across the country. It will reduce your need to dedicate resources to obtain and normalize data from MLSs and focus more on ways to make your product more competitive and innovative.

More and more technology companies are now getting on board, providing input into future standards creation and moving to RESO Data Dictionary MLS data feeds. I would strongly encourage you to join them and participate in RESO standards as well as obtain RESO Certification. RESO assists technology partners in implementing RESO Standards correctly through the certification process and publishes awarded certifications on <http://www.reso.org/certificates>.

For more information on the certification process visit - <http://www.reso.org/certification> and for information regarding participating in RESO Standards development visit - <http://www.reso.org/certification-for-technology-vendors/>.

<http://www.reso.org/n-a-r--mandated-data-dictionary-certification-for-aors-mlss>

Please let me know if you have any questions and thank you for your consideration to standards and prosperity in the industry!

Sincerely,