



FALL 2019 Conference

**WELCOME**

**ART CARTER**

**CHAIR, RESO - CEO, CRMLS**

An aerial photograph of St. Louis, Missouri, taken at dusk. The Missouri State Capitol building, with its prominent green dome, is centrally located and brightly lit. To the right, the Gateway Arch rises majestically against the twilight sky. The city's skyline is filled with various skyscrapers, some of which are illuminated. The Mississippi River is visible in the background, reflecting the city lights. The overall scene captures the vibrant urban atmosphere of St. Louis during the 'blue hour'.

# WELCOME TO ST LOUIS

## SAM DEBORD: CEO, RESO

# 2019 BOARD OF DIRECTORS

- Art Carter – Chair
- Michael Wurzer – Vice-Chair
- Richard Renton – Treasurer
- Suzanne Mueller – Secretary
- Jason Normandin
- Todd Carpenter
- Amy Gorce
- Chip McAvoy
- Scott Woodard
- Turan Tekin
- Chris Carrillo
- Steve Byrd
- Brian Donnellan
- Rebecca Jensen
- Melissa King
- Tom Flanagan
- Scott Petronis
- Dan Troup
- Jeff Young
- Jeremy Crawford–  
Board Advisor

# WORKGROUP CHAIRS

- Rob Larson (CRMLS) – Data Dictionary
- Chris Lambrou (MetroMLS) – Internet Tracking
- Rick Trevino (Metrolist MLS) – Payloads
- Mark Bessett (CRMLS) – Universal Property ID
- Greg Moore (RMLS Portland) – R & D
- Paul Stusiak (Falcon Technologies) & Steve Ledwith (eXp Realty) – Transport
- Mark Lesswing (T3 Sixty) & Ashish Antal (MLSListings) – Event Catalog/Distributed Ledger
- Chris Haran (MRED) – Interoperability
- David Gumpfer (WAV Group) – Broker Advisory

# RESO STAFF



**Sam DeBord**

Chief Executive Officer  
O: 919.504.9898  
C: 206.658.3225  
[Sam@reso.org](mailto:Sam@reso.org)



**Suzanne Biegenzahn**

Chief Operating Officer  
919.504.9896  
[Suzanne@reso.org](mailto:Suzanne@reso.org)



**Greg Sax**

Director of Growth  
Management  
919.504.6233  
[GSax@reso.org](mailto:GSax@reso.org)



**Joshua Darnell**

Chief Architect  
919.504.6234  
[Josh@reso.org](mailto:Josh@reso.org)



**Gregory Lemon**

Certification Project Manager  
919.504.9893  
[Greg@reso.org](mailto:Greg@reso.org)



**Claire Northrop**

Marketing Manager  
919.504.9897  
[Claire@reso.org](mailto:Claire@reso.org)



**Meredith Berson**

RESO Services Coordinator  
919.504.9894  
[Meredith@reso.org](mailto:Meredith@reso.org)

## RESO FALL 2019 Conference

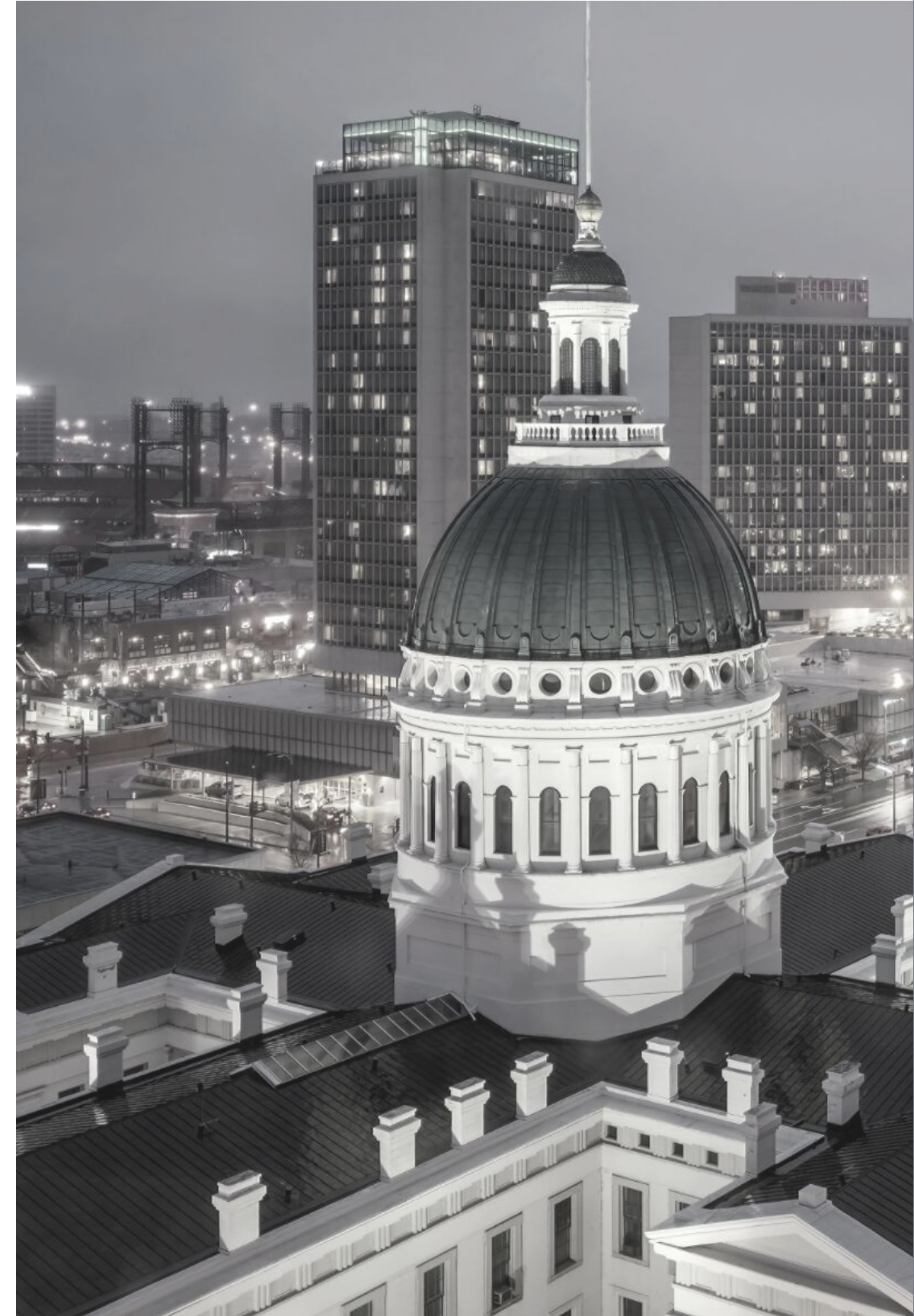
# Platinum Sponsors

---

realtor.com®

 Zillow®

 HouseCanary





# Gold Sponsors

---

MARIS



CoreLogic®

# Silver Sponsors

---





## Bronze Sponsors

---



CRS Data





**CONSUMERS CHOOSE THE WINNERS**



IMPACT

# RESULTS



# SPEED – EFFICIENCY – INNOVATION





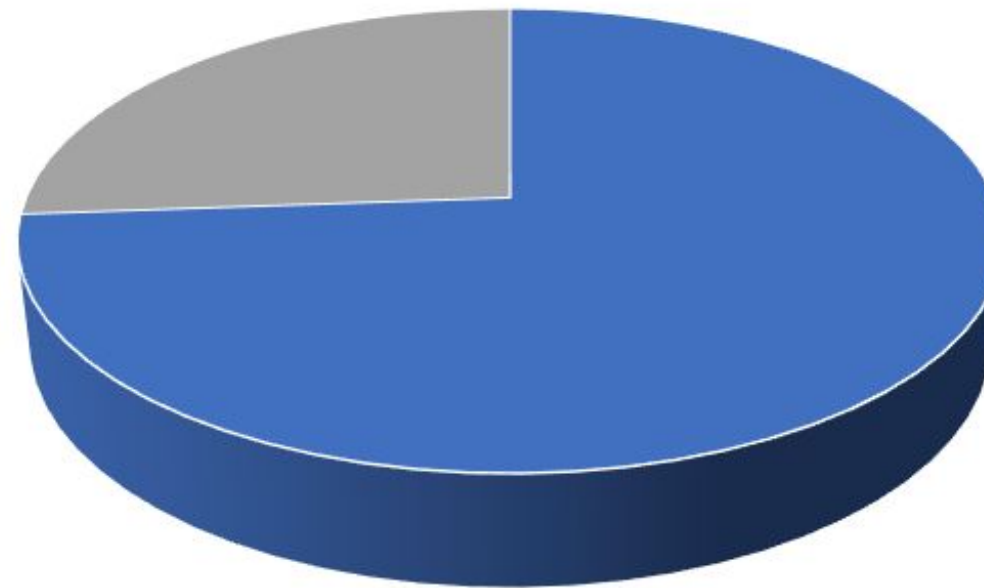
**Tell us your story**

# SMARTPHONE EXPERIENCE

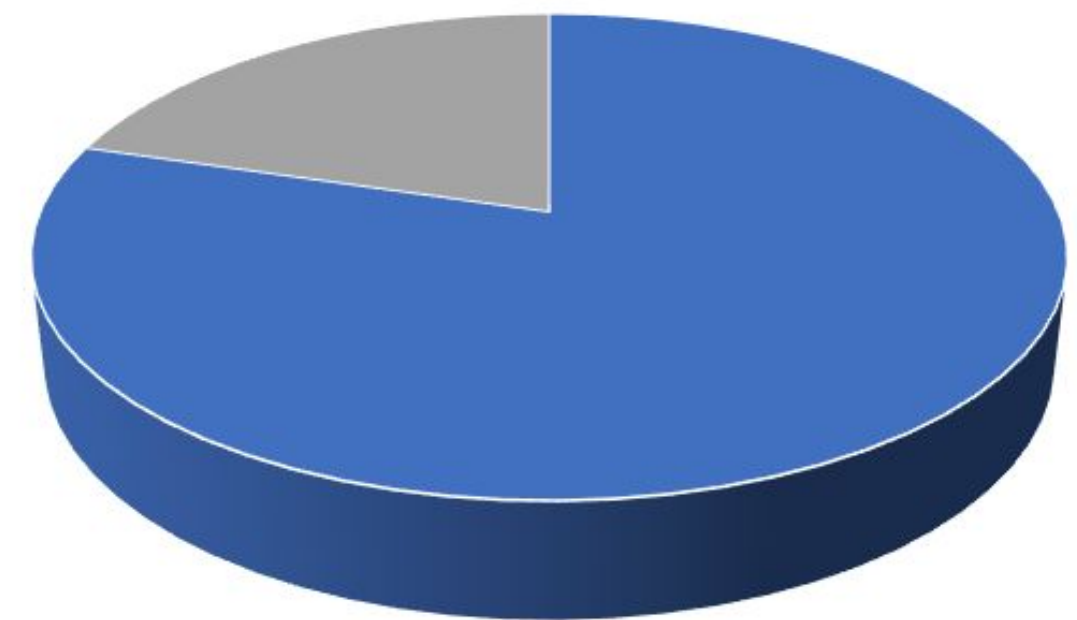
- **Data Dictionary: Common Language For Tools**
- **Internet Tracking: Tech ROI Insights**
- **Payloads: Certainty For Scalable Tools**
- **UPID: Accuracy Across Platforms**
- **R & D: Unique Agent IDs, Prioritizing Solutions**
- **Transport: Modern Data Sharing**
- **Distributed Ledger: Insights Over Time**
- **Interoperability: The Ultimate Goal**
- **Broker Advisory: “Consumer” Feedback**

# BROAD CERTIFICATION COVERAGE

Agents Covered by Data Dictionary Certified MLSs



Agents Covered by Web API Certified MLSs



The image features a shattered glass lens, likely from a magnifying glass, with a dark handle visible in the bottom left. The lens is cracked and broken, with sharp, jagged edges. The background is a deep blue gradient, and a solid light blue vertical bar runs along the right edge. The word "reality" is centered in a white, sans-serif font.

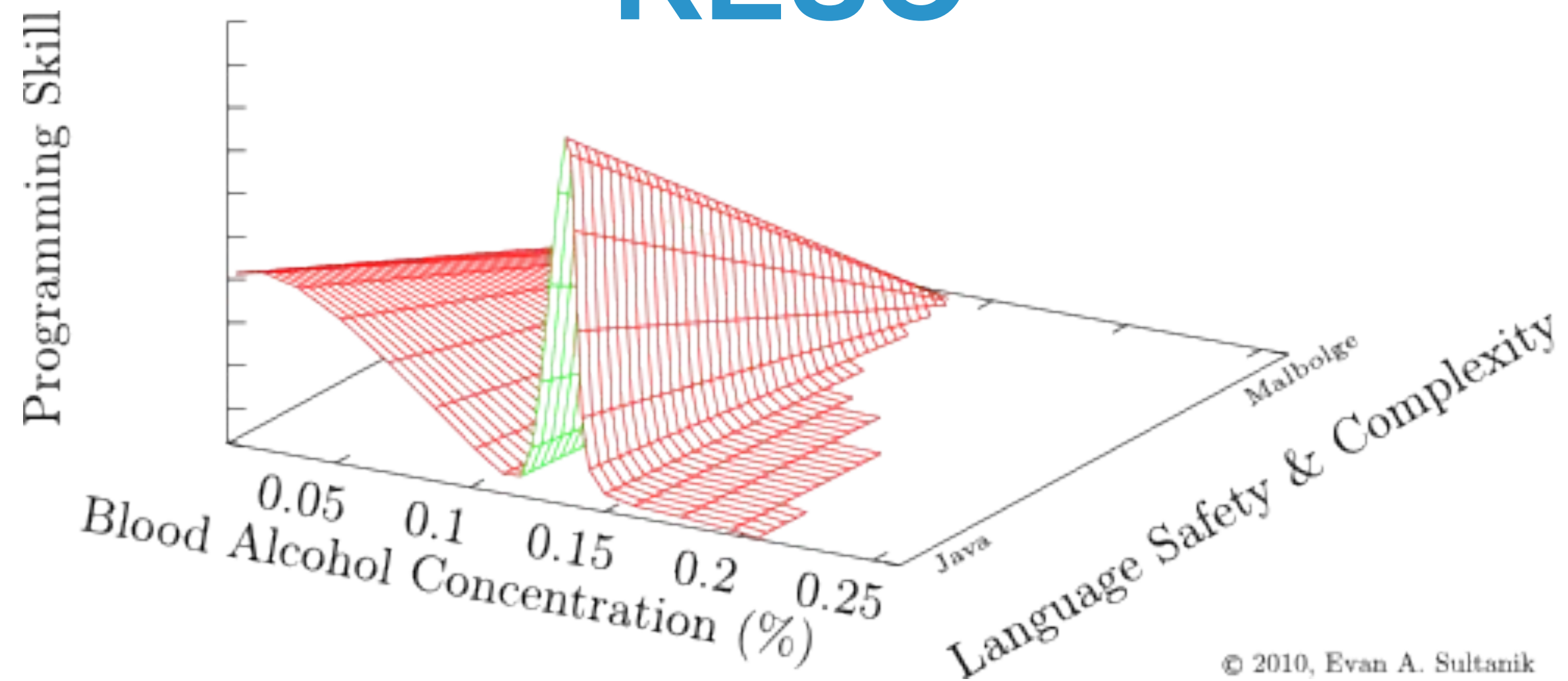
**reality**

# RESO FALL 2019 Conference

## 800+ member organizations



# PRODUCTIVITY “PEAKS” AT RESO



An aerial night photograph of a city skyline. In the foreground, a large, modern building complex with a grid-like facade is illuminated. To its left is a parking lot filled with cars. In front of the building is a landscaped area with a green lawn and a colorful, winding path. The background features several tall skyscrapers, some with glowing windows and others with red or blue lights at their peaks. The sky is a deep blue, suggesting twilight.

# **BUSINESS TRACK**

# **TECHNICAL TRACK**

# Social Media

---

REAL ESTATE STANDARDS ORGANIZATION,  
#RESOSTANDARDS, @RESOSTANDARDS  
& RESO

Use the  
hashtag:  
**#RESO19**



# Certification Lounge

---



Sponsored by



# Download the Event App!

---

Do you have the #RESO19 conference app yet?!

Our app is packed with great features we think you'll enjoy and is available for download now! It's easy to access and use - just follow the two simple steps below!

**Step 1:** Visit the Apple App Store or Google Play Store

**Step 2:** Search for the "RESO Events" app through cadmiumCD, download then click on the Fall 2019



# 2020 Spring & Fall Conferences Bundle Option!

**2020 Spring**  
**Technology Summit**  
**April 20-23 I**  
**New Orleans, LA**

**MEMBERS - \$650**  
**NON-MEMBERS - \$850**  
**Limited time offer!**

Make sure you take  
advantage of this  
incredible deal while it  
lasts!

Visit the on-site  
Registration Desk to



**2020 Fall Conference**  
**October 26-29 I**  
**St. Petersburg, FL**





# Show Us Your (RESO)... Socks!

---

Once you and your socks leave the conference, we'll rarely get to see you "rock your RESO" socks!

Take a picture of you and your socks in action and let us know where you're wearing them - we want to see your sock story!

Then email them to [claire@reso.org](mailto:claire@reso.org) or post directly on our social media channels with the hashtags [#RockYourRESO](#) and [#RESO19!](#)

**RESO<sup>®</sup>**



**LEARN  
CONTRIBUTE  
ENJOY**