



FALL 2019 Conference

My Storyline on the Journey to Success with RESO

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ANTON ROEGER

CIO, APC Data Analytics, LLC

- Real Estate Agent with 18+ years experience and over 1,000 sales as an individual
- Real Estate Investor (65 residential and 4 commercial properties) over 20 years
- Brokerage Owner for the past 15 years of the highest single producing office in Charleston SC
- Engineering background - applied analytics to real estate knowledge
- Focus on the Charleston SC MLS



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NOAH LEASK

CEO, APC Data Analytics, LLC

- An award-winning, 28-year technology veteran with expertise in:
 - Secure software engineering
 - Reverse engineering
 - Cyber operations and payload development & deployment
 - Virtualization
 - Cloud security
 - Big Data
 - Communications



The challenge

- Lack of true analytical tools using MLS Data to price homes
- No ability to present the MLS Data in a manner so that buyers, sellers and investors understand accurate home values
- Time consuming processes to run CMAs and produce a value output without doing a deep dive into the comps even though the data is available
- No consistent process from agent to agent on how they determine home values from MLS Data

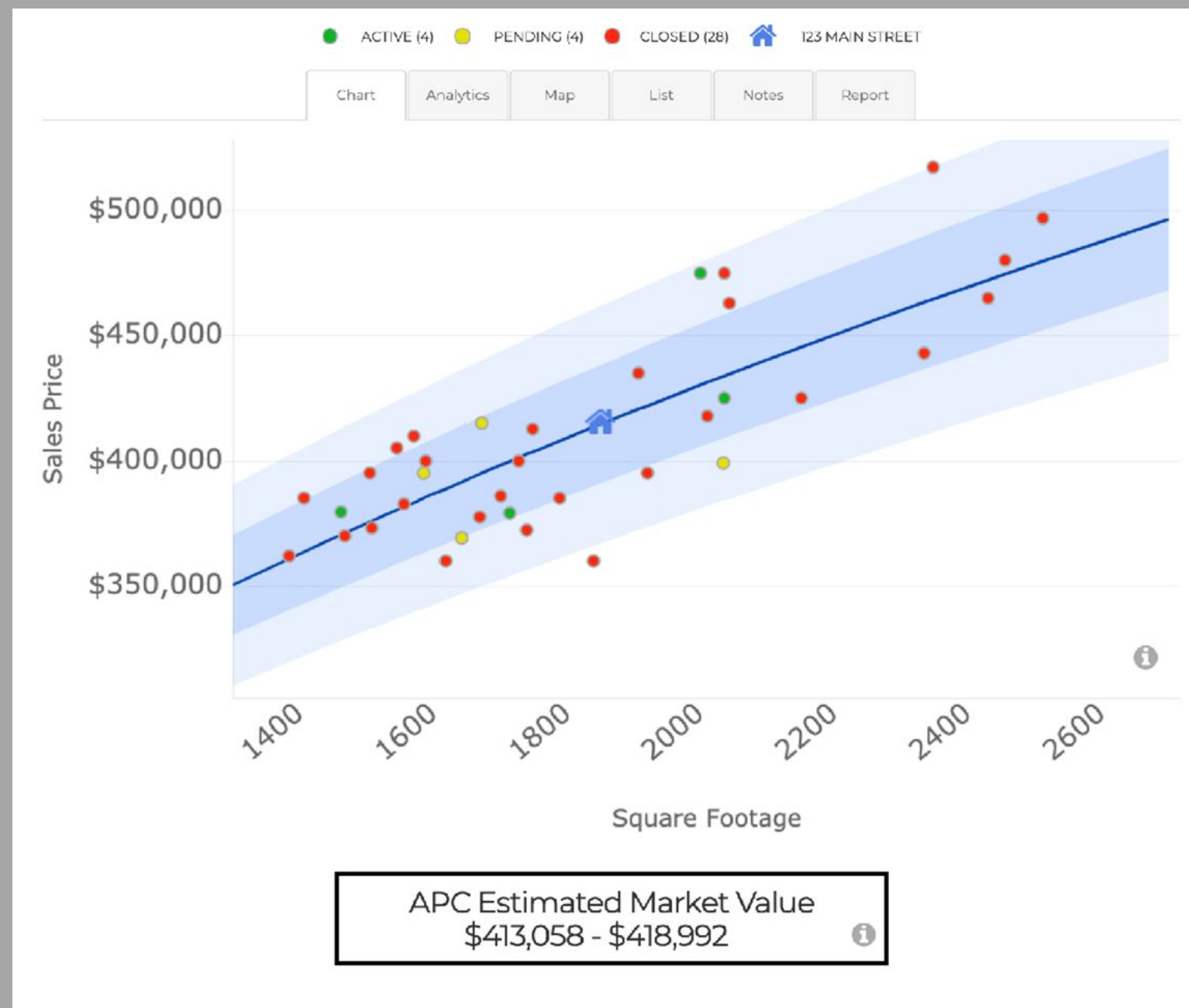
The idea: Pricing model software

- Pricing algorithm developed in spreadsheet over the past 18 years utilizing local MLS Data
- Conceptually created a pricing model design with the goal to be an analytical, visual and interactive tool for agents
- Engaged local software development company to design and implement The Idea
- The Idea needed the ability to import real time MLS Data

Proof of concept: minimum viable product

- Found business partner to advise and drive software design and the integration of MLS Data into The Idea
- Imported the real-time MLS Data with RETS from local MLS
- Completed a Proof of Concept focus group with 30+ local agents for input into features of the software
- Minimum Viable Product rolled out to first real estate office
- Access to 6,000 agents within the local MLS

ctmls charleston, sc mls data rets feed



- Proof of Concept
- 30+ Beta Testers
- Minimal Viable Product
- MLS Data Import with RETS
- One MLS Data set only

The struggle: multiple mls data sets

- Next step was to integrate into second MLS to learn how to integrate on a national level one MLS at a time.
- Connected with broker in second MLS who wanted to use the pricing tool and obtained second MLS Data Agreement.
- Found out quickly that the data from every MLS was different. Some RETS 1.2, 1.5, 1.72 and some custom APIs.
- Software built for CTMLS which was on RETS did not work on the second MLS.
- Developers offered to help develop a custom RETS importer for each MLS. The cost involved and complications did not make this a viable solution.

The solution: RESO

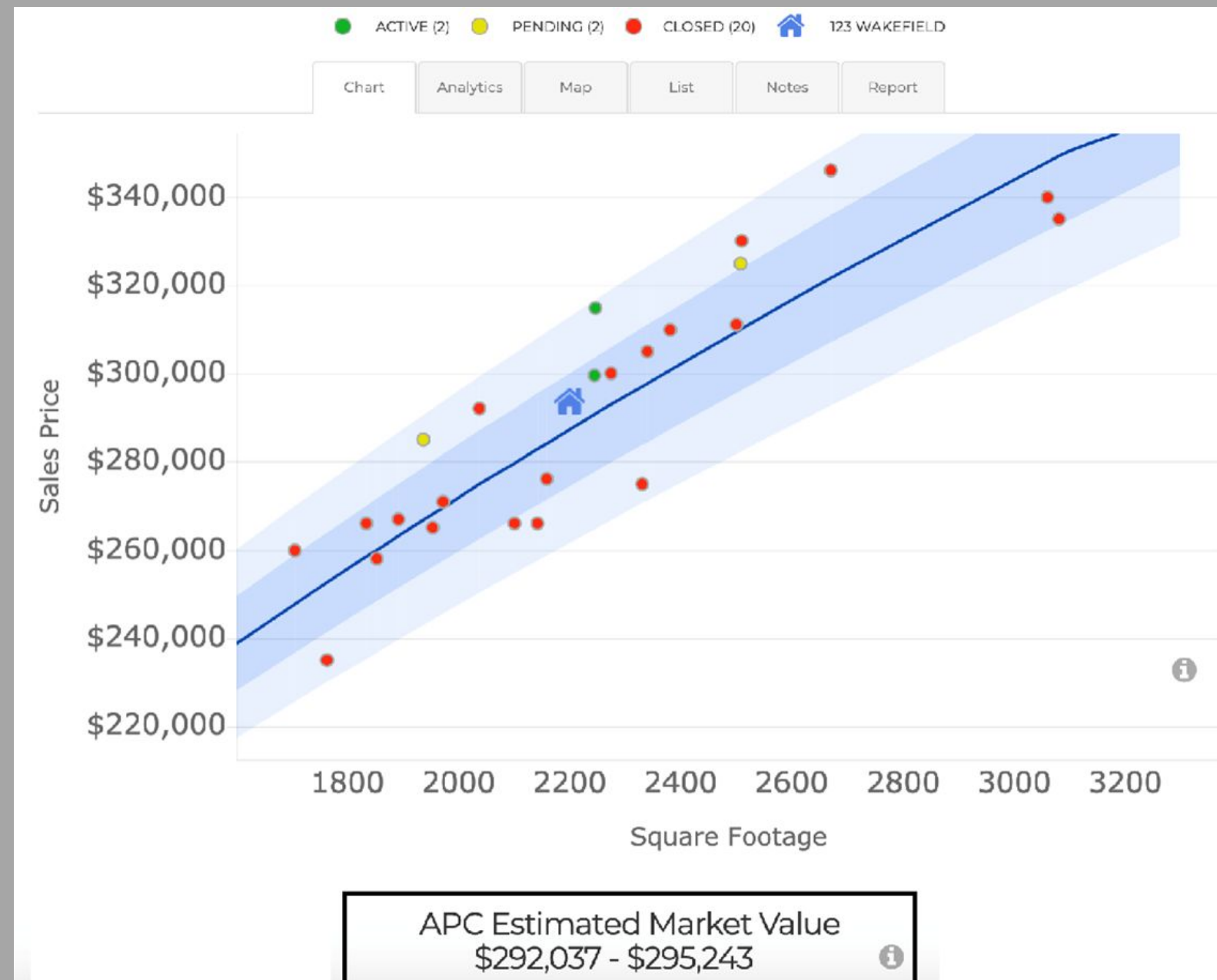
- We found and purchased a RETS to RESO Web API Data Asset.
- Redesigned the application to run on our RESO Web API.
- Importing and converting MLS data based on RESO now only requires a few hours with minimal software modifications.
- Contacted brokers in 6 different MLSs to obtain MLS Data Agreements and RETS Credentials for their offices.
- Allowed us to quickly integrate into the software an additional 6 MLSs in less than a 60-day window.
- Access jumped to 74,800 agents (7 MLSs) since we were on RESO.

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tmls raleigh durham, NC

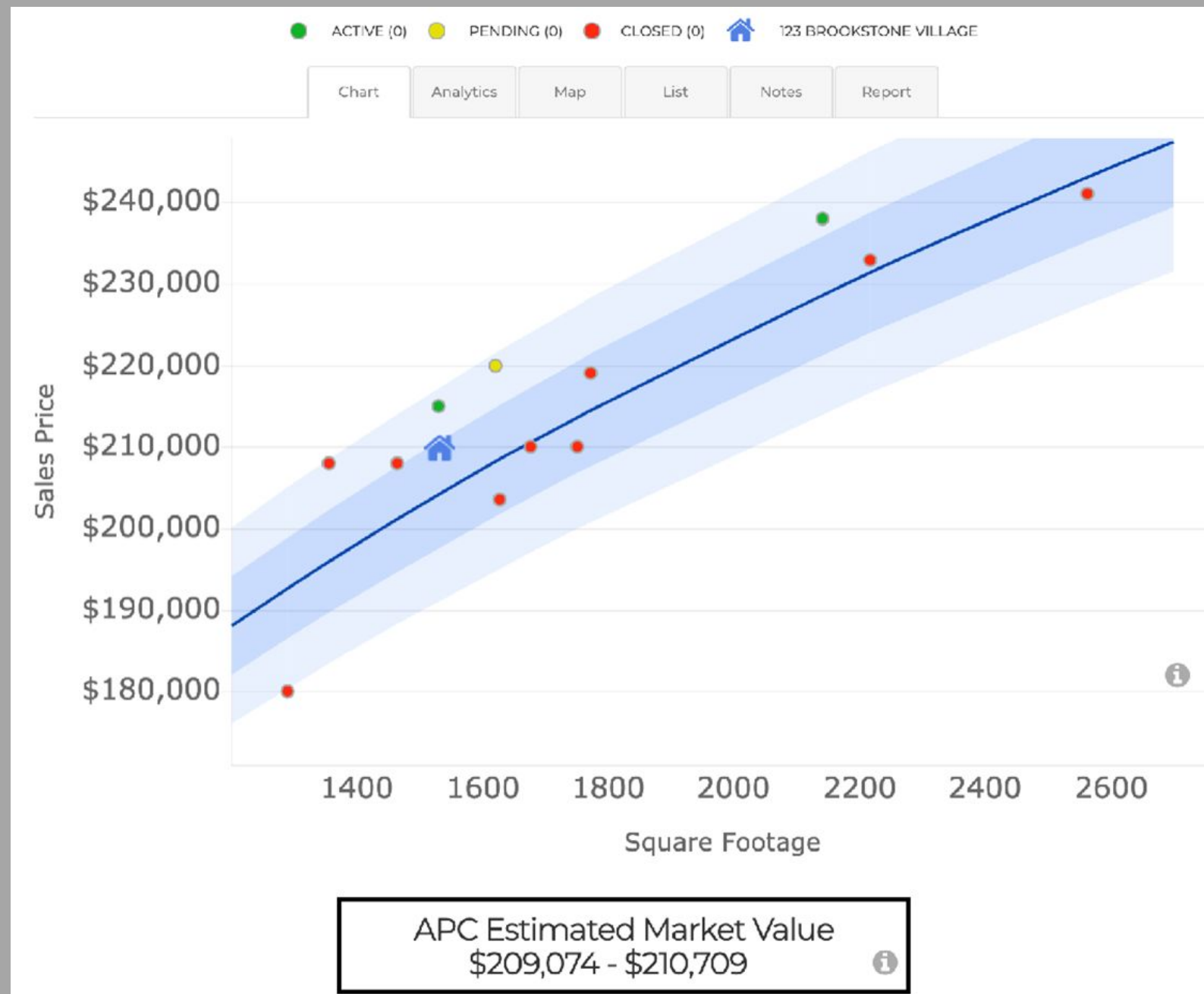
Mls data reso web api



- Same RESO Data
- Same Display
- Same Analytics
- RESO MLS Data Import
- Multiple MLS Data sets

cmls charlotte-Asheville, NC

mls data reso web api



- Same RESO Data
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ability to perform data analytics

- Each MLS Data set can be analyzed with the same algorithm and software.
- Additional insight can be pulled because of the information within each data set that is RESO Compliant.
 - Seasonality Adjustment
 - Market Condition Adjustment
 - Days on Market from Final List
 - Probability of Sale

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ability to create new age analytical data

LPxDOM

(Last Price Change Days on Market)
Price change time stamps allow us to analyze the number of days on market from the final list price which is a more accurate analysis of time frame to sell.

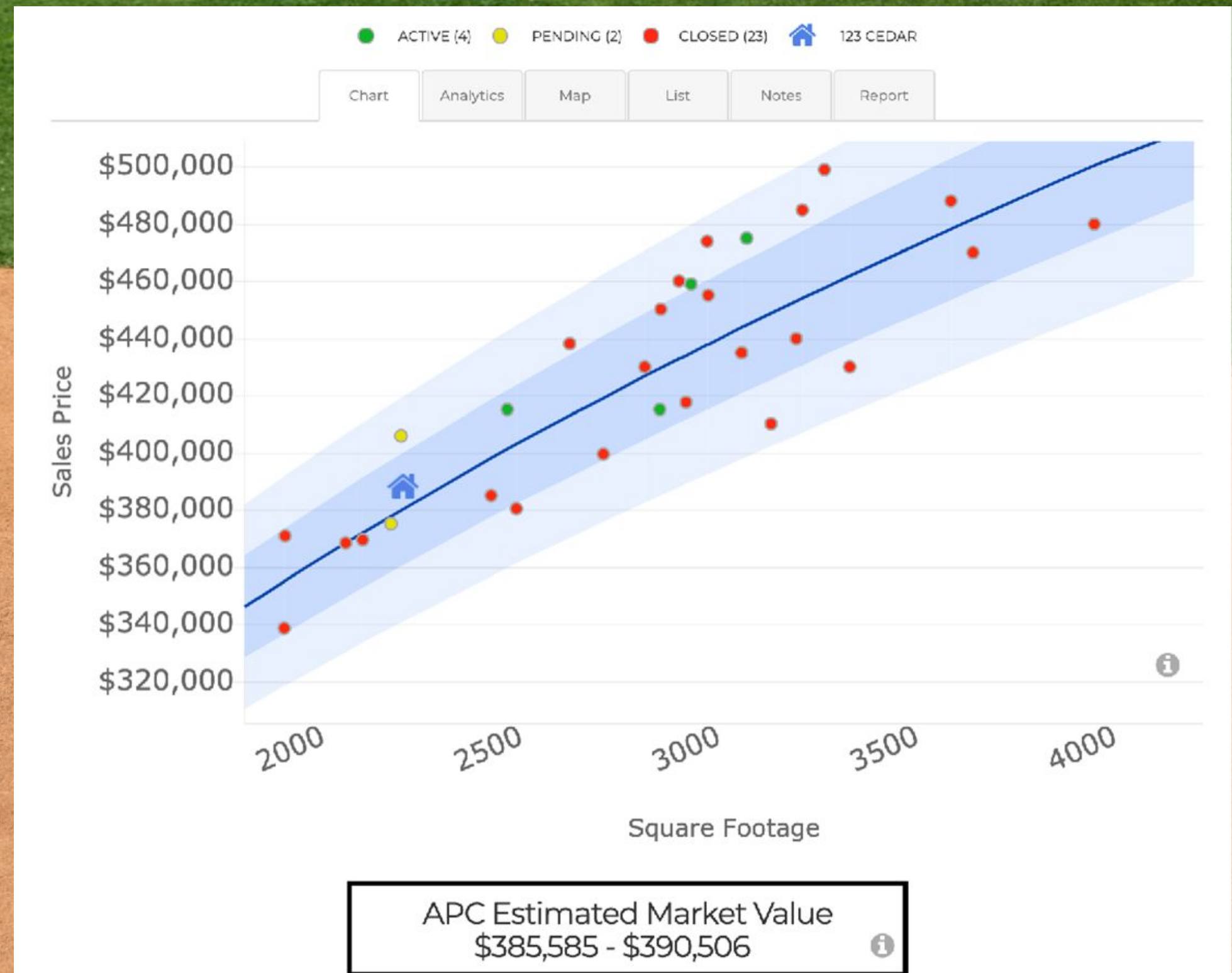
Displays total Days on Market from List Date but also Days on Market since the most recent price change.

<div> ● ACTIVE (4) ● PENDING (2) ● CLOSED (23) 🏠 123 CEDAR </div> <div> Chart Analytics Map List Notes Report </div>											
ACTIVE											
PHOTOS	MLS #	ADDRESS	YEAR BUILT	SQ FT	BED	BATH	DOM	LPxDOM ⓘ	LIST PRICE	\$/SQFT	DELETE
	6229457	733 Edwards Walk	2007	2,464	3	2.5	51	34	\$415,000	\$168.43	✖
	6100753	302 Steer Acres	2007	2,849	4	2.5	42	3	\$414,999	\$145.66	✖
	4886196	716 Walsh Hill	2008	2,928	4	3.5	35	25	\$459,000	\$156.76	✖
	2645048	416 Buck Ridge	2009	3,070	4	2.5	62	33	\$475,000	\$154.72	✖
PENDING											
PHOTOS	MLS #	ADDRESS	YEAR BUILT	SQ FT	BED	BATH	DOM	LPxDOM ⓘ	LIST PRICE	\$/SQFT	DELETE
	6984612	302 Flagstone	2006	2,170	3	2.5	6	-	\$374,999	\$172.81	✖
	4780980	1001 Williams	2008	2,197	3	2	3	-	\$406,000	\$184.80	✖

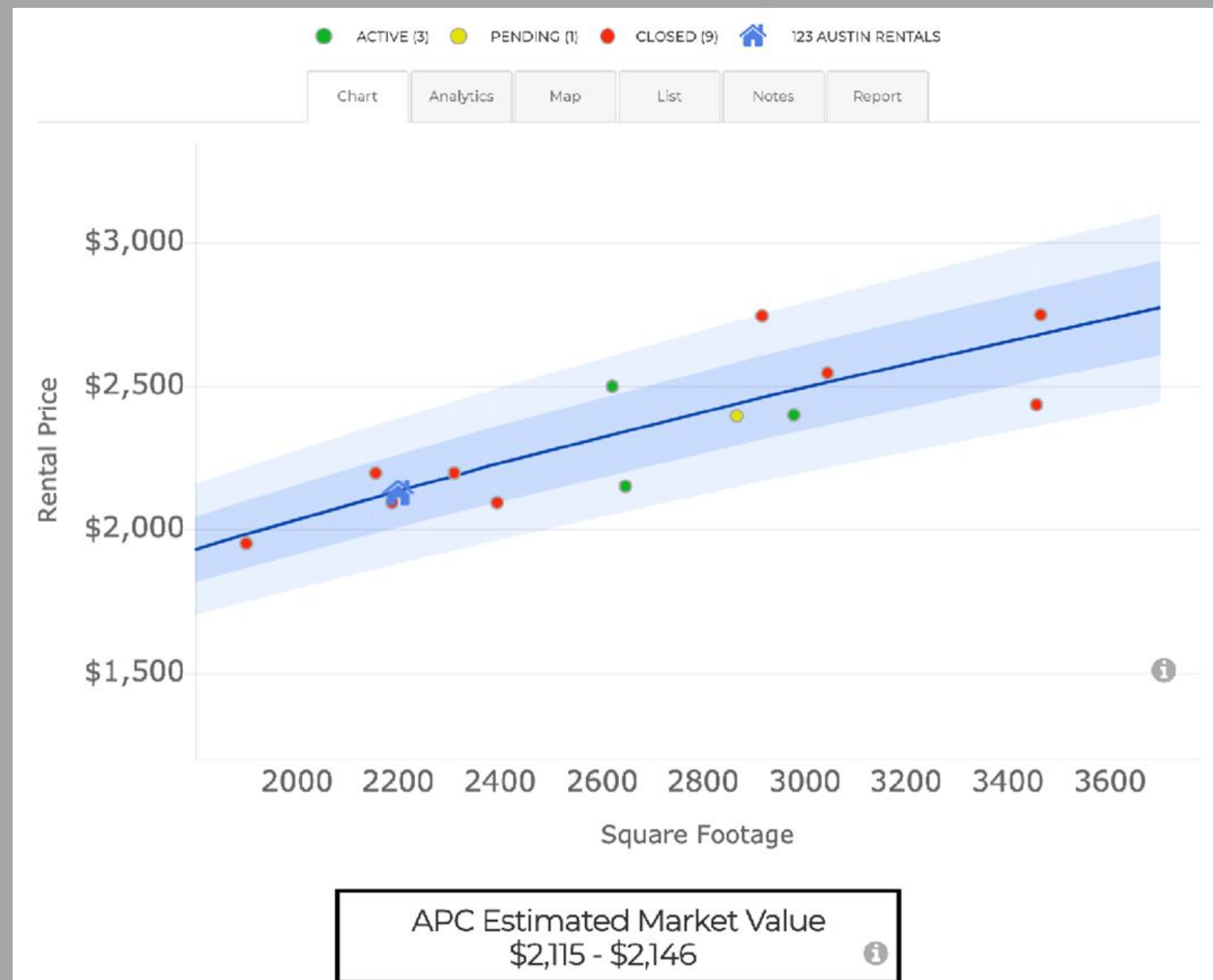
abor mls property type residential

RESO allows analysis and displayed data across multiple MLSs and across data property types with the same code requirements of the software package.

Example of a home in Austin, Texas for analyzing a home's sale market value based on MLS Data.



abor mls property type rental



RESO allows analysis and displayed data across multiple MLSs and across data property types with the same code requirements of the software package.

Example of a home in Austin, Texas for analyzing a home's rental market value based on MLS Data.



reso makes it easy!

- We now have MLS Data Access Agreements and clients in 31 MLSs.
- We now have an agent reach of 507,385 agents.
- We have minimized our coding and development expenses.

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THANK YOU!

Comments or Questions?

