

# Why RESO Web API

Michael Hayes

---



# Why Web API

---

- Homes.com
- How did we get here - industry
- Ask the 'Why' first
- Why Homes is embracing Web API

# Homes.com

---

- Consumer property search portal
- IDX websites for brokers and agents
- MLS consumer websites
- Lead management and incubation tools



# Homes.com

---

- 824 feeds currently being processed
- 723 are unique data sources
- Multiple feeds from 92 MLS's
- 3.2 million listings sourced
- 2.7 million are processed at least hourly
- 64.2 million images
- 6.9 million images processed daily

# Homes.com's Why

Our purpose is to connect consumers and real estate professionals through a simply smarter home search experience.

# We Believe...

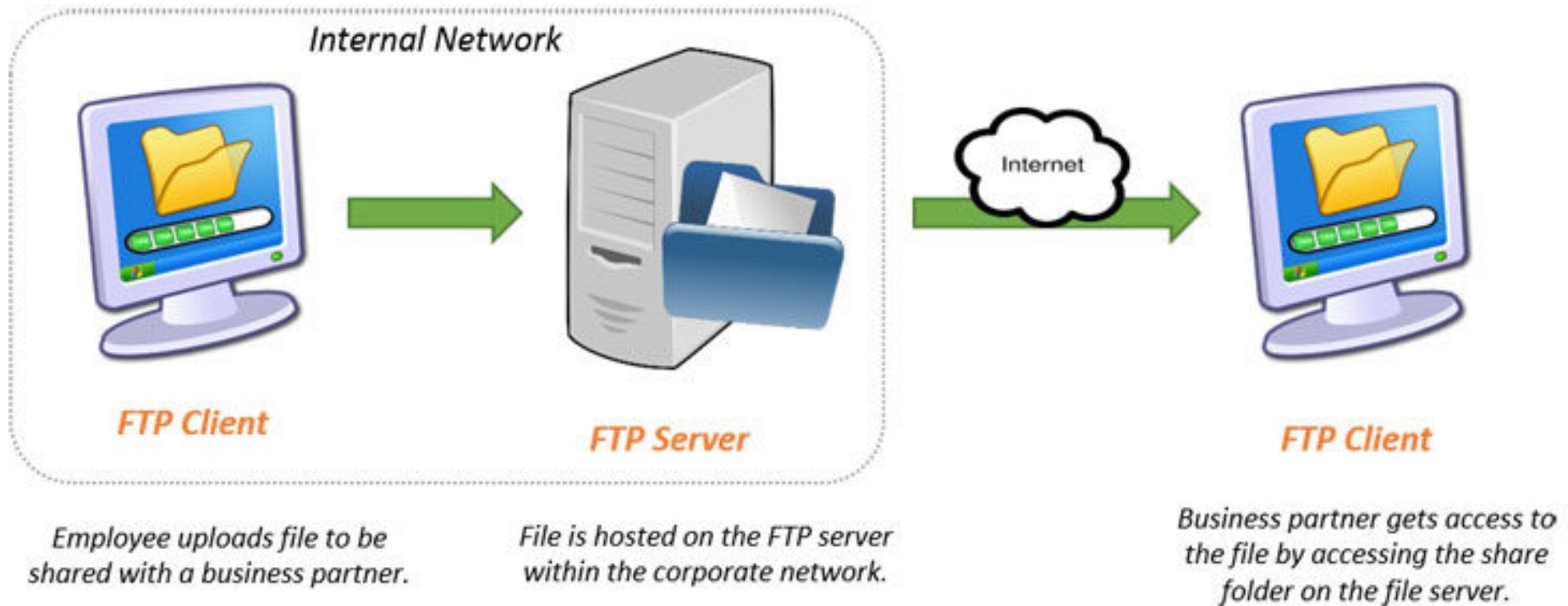
---

- We believe consumers should always **work with a licensed real estate professional**
- We believe in the **value of the MLS** and are committed to displaying accurate listing data.
- We believe consumers should always be able to **easily determine who the listing broker and agent is for listings, without confusion.**
- We promise **not to compete** against brokers. Homes.com is not licensed as a brokerage.





# 'FTP' – RETS – Web API











# Real Estate Transaction Standard

# RETS

What is RETS?

Most Importantly,  
Why should you care?

# RETS

- **RETS – “Real Estate Transaction Standard”**
- **NAR Adopted RETS 1.0 in October 2000**
- **Standardized Protocol for MLS Data Server Interfaces**
- **Allows an MLS to Provide a Standardized Interface for all Third-party Software Providers**
- **How Does RETS Work?**



# RETS – Everyday Protocols

*Orange Inc.  
123 Main Street  
Mountain View, CA 94040*



*Lemmon Co.  
45824 Orange Drive  
Campbell, CA 95008*

Field Names

Name

Street Number

Street Name

City

State

Zip Code

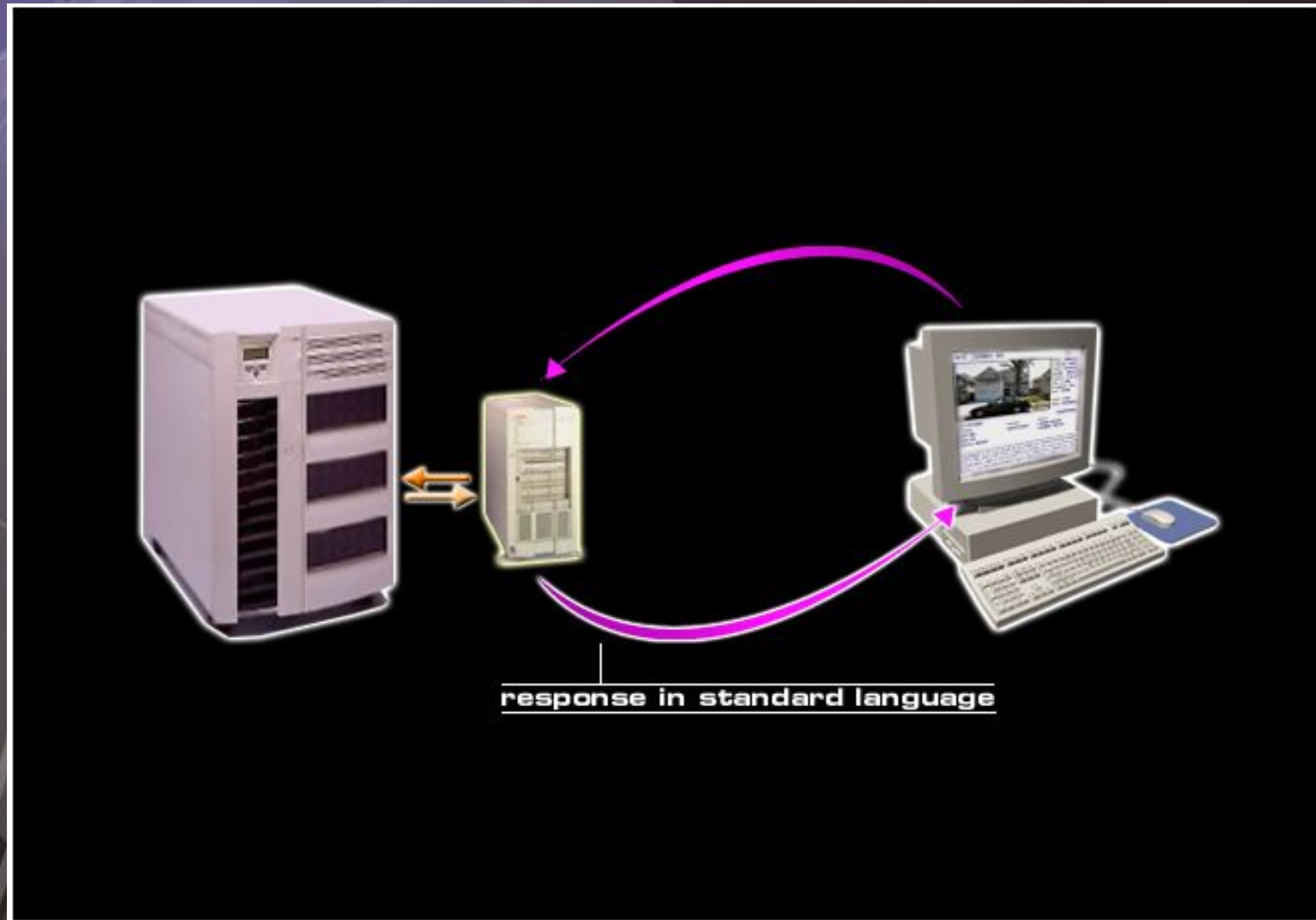
*Lemmon Co.  
45824 Orange Drive  
Campbell, CA 95008*



*Orange Inc.  
123 Main Street  
Mountain View, CA 94040*



# RETS- How it Works

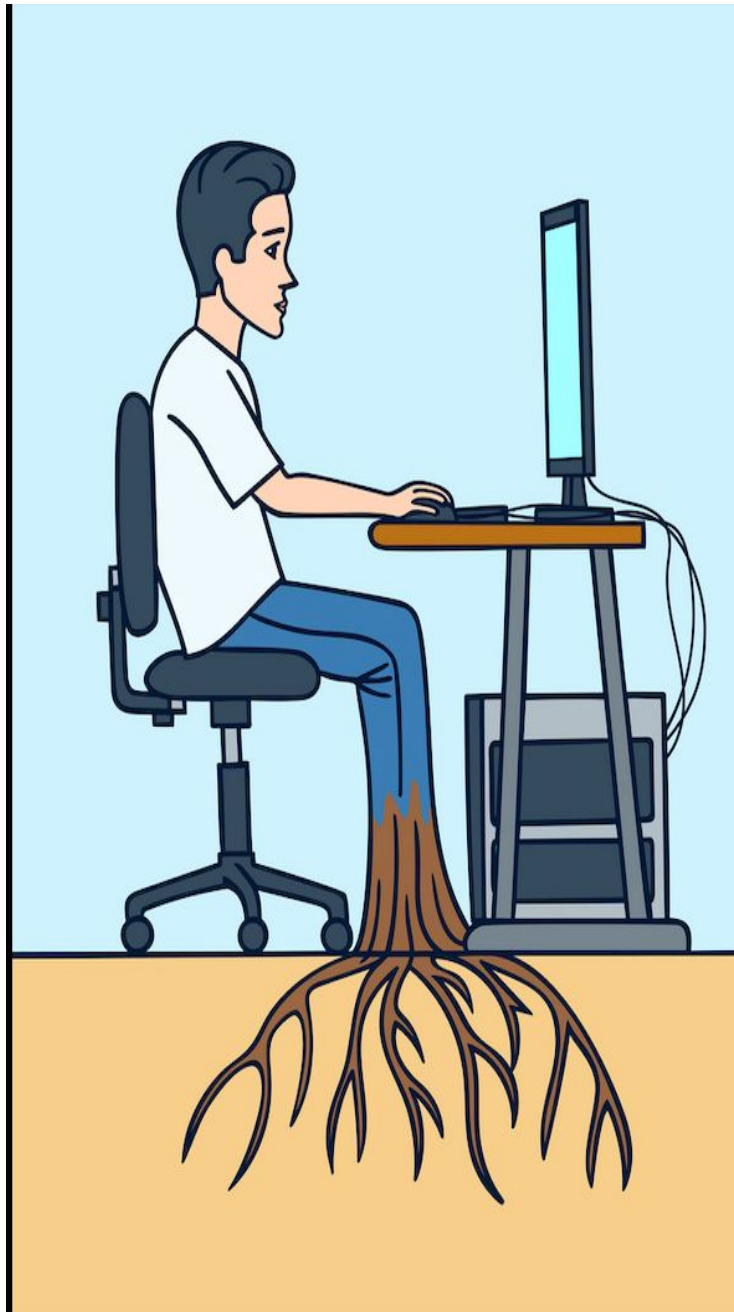


# RETS - Benefits

- **MLS Software Companies Can Focus on Producing Better Products, Instead of Building Custom Interfaces**
- **MLS's Can Provide More Choices to Their Members**
- **REALTORS® Have Tools That Fit Their Needs**
- **Home Buyers & Sellers Receive Better Service**

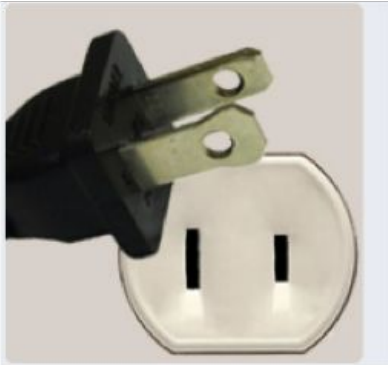


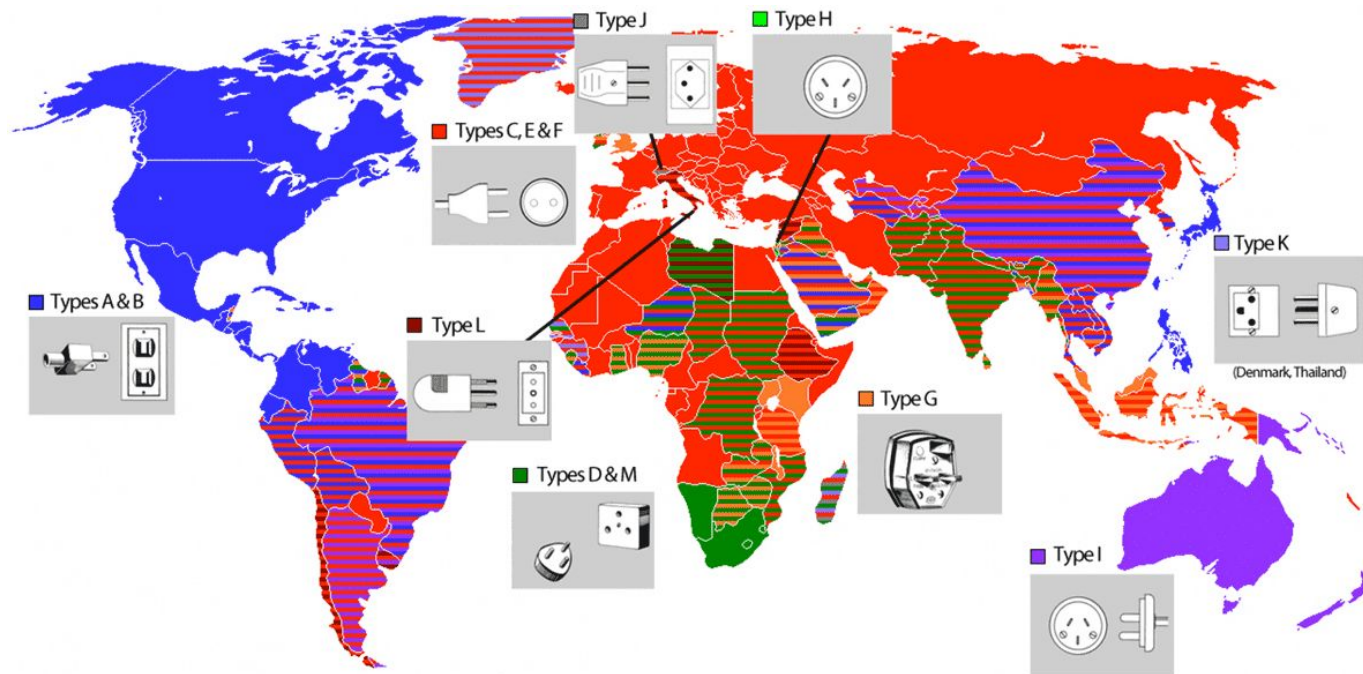




# FTP – ‘RETS’ – Web API

---







# FTP – RETS – Web API

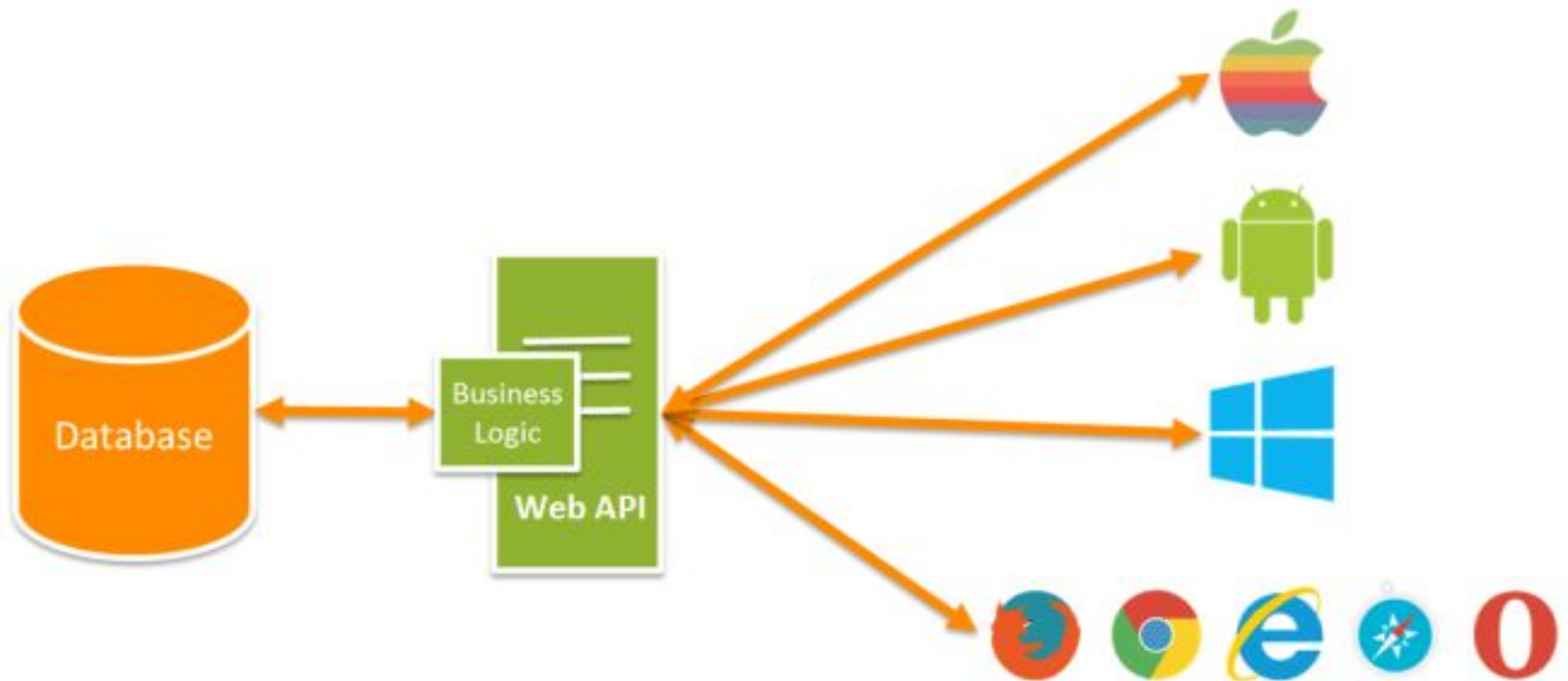
---





# FTP – RETS – ‘Web API’

---









What is your why?

# What could be your “Why Not”

---

- Protect the data
- Can't let data outside of our system
- Don't share the data with outside vendors
- Prevent 3rd party tools
- No one likes change
- Sharing is risky
- Too much work

# Ask the Why First

---

- Timely & accurate real estate data for brokers, agents and their customers
- MLSs have different data structures & fields, including display rules
  - Not static
- Consumer and professional tools have evolved with evolution accelerating

# What is Web API

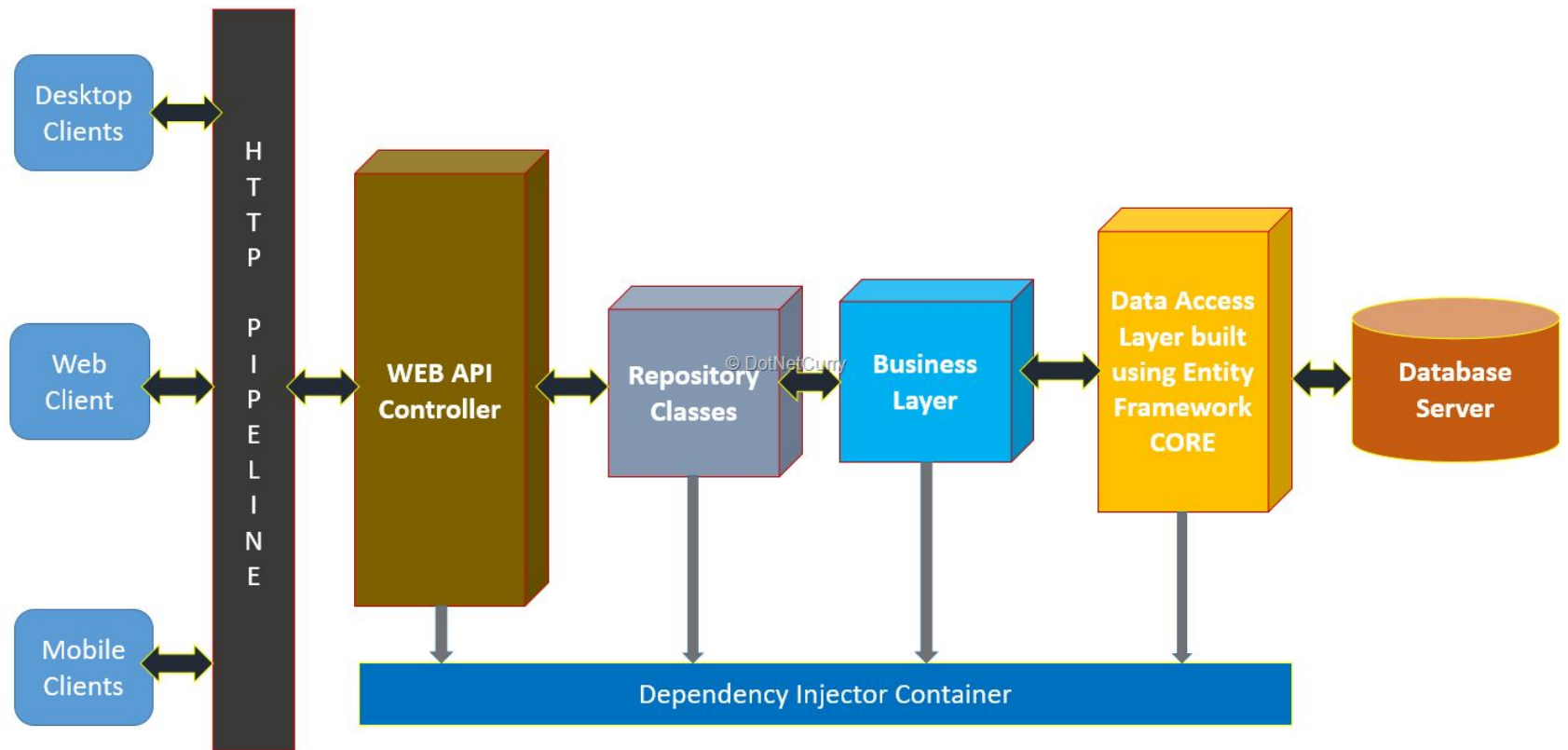
---

- API (Application Programming Interface)
- WEB API – access using HTTPS protocols
- It is a concept not a technology

# RESO Internet Tracking



# Web API





The background of the entire slide is a composite image. It shows a city skyline at night with various skyscrapers and buildings illuminated. Overlaid on this are several glowing white light trails that arc across the frame, connecting different points. There are also several light bulbs depicted, some of which are glowing. In the foreground, there are light trails from a highway or bridge, suggesting movement and connectivity.

RESO IS LIGHTING UP  
**\$1 billion in savings**  
FOR THE REAL ESTATE INDUSTRY



# RESO Case Study

---

Delivering potential for \$1 billion in cost savings with 92% reduction in development time.

- 6 MLSs and 3 MLS software providers utilizing RESO Certified data feeds
- Data Dictionary implementation took 228 hours on 1st MLS, 46 hours on 2nd, and only 24 hours for the 3rd
- Web API implementation took 165 hours on 1st MLS and only 16 hours for 2nd MLS
- Development hours reduced to just 2 hours utilizing the Data Dictionary across the RESO Web API per MLS

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



# Why Homes.com is Moving to Web API

---

- New RETS feed – we schedule 60 hours
- Future estimate for a new Web API feed only 6 to 8 hours
- The on-going is the real charm
  - Metadata changes
  - Display rules changes



Work is Done Upfront



# Work is Done Upfront

---

- RESO work group cast a wide net
  - Left room for interpretation
- Making adjustments with each supplier
- Ready to move from RETS to Web API

# Homes.com - Supplier Partners

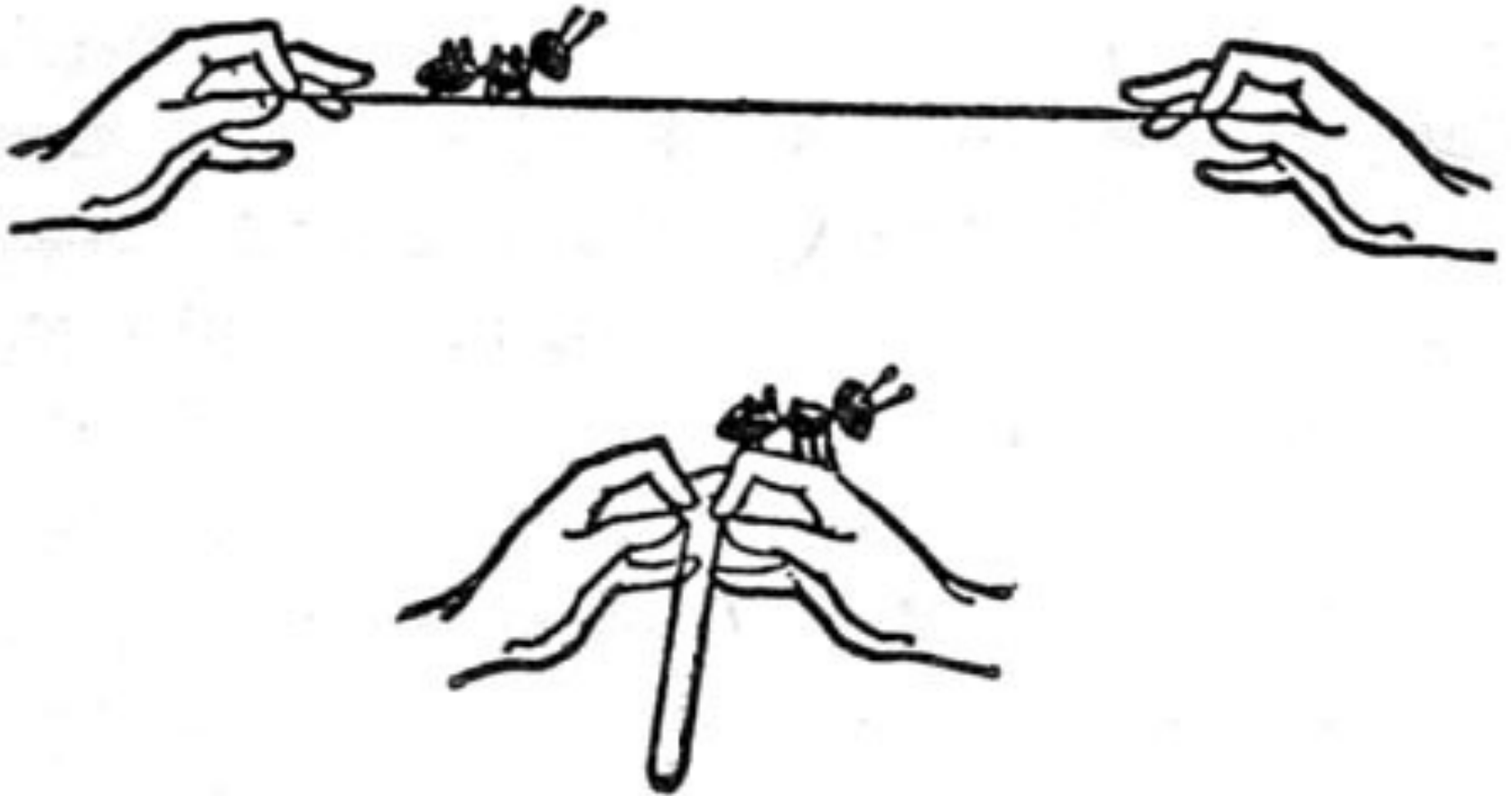
---

- Trestle - CoreLogic
- Spark API - FBS
- MLS Grid – network of MLSs
- MLS Aligned – collaboration of companies
- Black Knight
- Bridge



# Technology and Time

---



# Expand into New Markets Quickly

---



# Get in Front of It

---

- Homes is on the bus



# Get in Front of It

---

- Get on the bus while it is still moving slowly
- It is happening now
- Know your Why



# Thank You

---

Michael@homes.com



# Thank You

---

Michael@homes.com

