



Research & Development Workgroup

Chair:

Greg Moore

Vice-Chair:

John Breault

Workgroup Chair



Greg Moore / greg.m@rmls.com

As CTO of RMLS in Oregon, Greg directs and manages development and information technology policies, programs and schedules. He is in charge of current and future data processing requirements, computer services, network communications and management information services.

Workgroup Vice-Chair



John Breault / john@rirealtors.org

John Breault is Vice President, MLS & Member Services for the Rhode Island Association of REALTORS® and State-Wide MLS and is responsible for directing efforts to advance the products and services of the organization to meet subscriber needs.

Today's Agenda

- The Role of the RESO R&D Workgroup
- Recent Workgroup Items
- ULI Elevator Pitch
- ULI Data Pilot
- ULI Business Rules & Workflows

R&D Charter

Our purpose is to *solicit business cases and review underlying business needs, opportunities and challenges* within the real estate industry. We identify how RESO can *directly benefit the industry* with solutions developed through the creation and evolution of standards. After careful and critical examination of submitted business cases, we coordinate with other workgroups and subject matter experts in and out of the RESO community.

Recent Workgroup Items

- Caravans
- Media Modifications
- Photo Metadata
- Business Case Review
- New Construction Fields
- Unique Licensee Identifier (ULI)



Unique Licensee Identifier (ULI)

A Business Case
& Elevator Pitch
for Real Estate

Potent Quotable

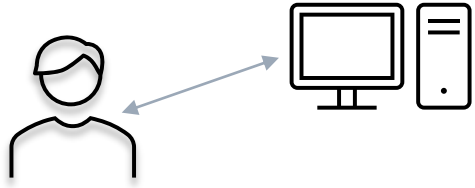
“You are unique, and if that is not fulfilled, then something has been lost.”

– Martha Graham, Professional Dancer

MLS 1
John K Smith, Century 21 ABC Realty
NRDS ID: 123456
License# 654321, State: FL

Challenges
• Deduplication/authorizing agent access to integrated products

SSO



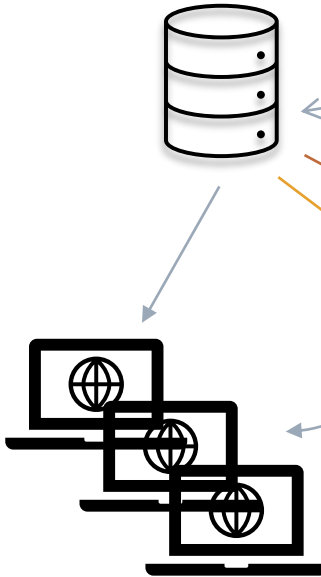
Century 21 Back Office System

Challenges
• Agent transaction histories
• Linking agents to their inventory
• Company IDX/VOW sites
• Productivity reports/awards

John K. Smith, Century 21 ABC Realty

MLS 2
Jack Smith, C21 ABC Realty
NRDS ID: 123456
License# 654321, State: FL
Multiple MLS IDs

MLS 3
John K Smith, ABC Realty
NRDS ID: 333444
License# 5353, State: GA



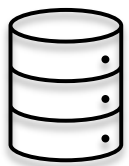
Search Portals

Challenges
• Linking listings across multiple MLSs
• Long-term agent transaction histories



Showing Service

Challenges
• Linking multiple IDs to one individual
• Access to listings across multiple MLSs

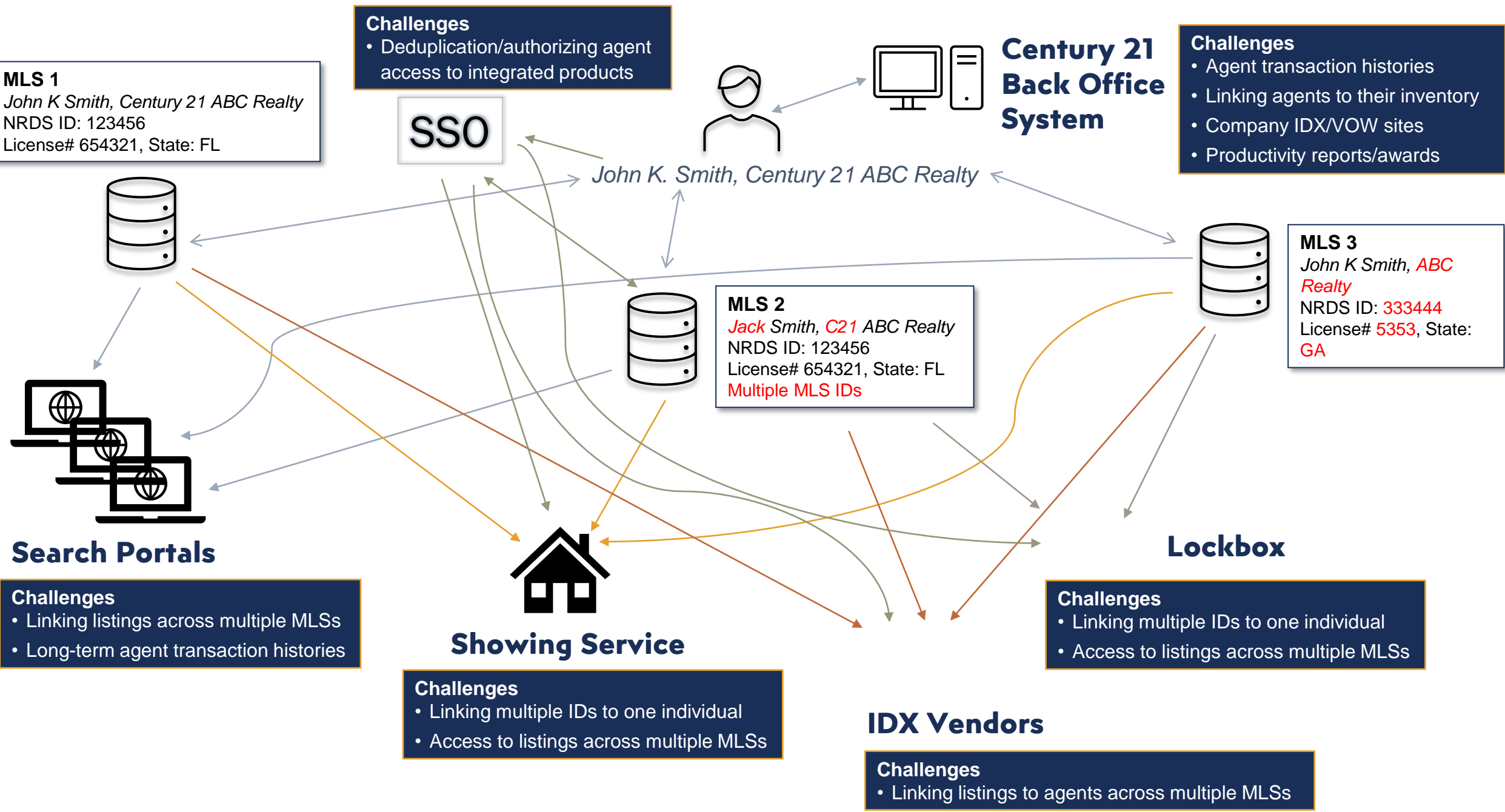


Lockbox

Challenges
• Linking multiple IDs to one individual
• Access to listings across multiple MLSs

IDX Vendors

Challenges
• Linking listings to agents across multiple MLSs



Business Need

Real estate licensees are...

- often licensed in multiple geographies
- belong to multiple MLSs
- change associations and brokerages
- subscribe to many services

Technology systems...

- duplicate and misalign licensee data
- confuse IDs from multiple systems
- cannot create consistency from state licenses, association IDs and MLS IDs

An industrywide identifier for licensees will create data accuracy.

Goal

**create efficiency and clarity
across all technology systems**

*(association, MLS, franchisor, broker,
agent, consumer-facing technology)*

Goal

John K Smith, MLS# A1414141

Jack Smith, MLS#N123121

Jack Smith, MLS#N454322

Jack Smith, MLS#N968589

John K Smith, MLS#0887746



John K Smith,
ULI#03-11111

Goal

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- no business boundaries
- no geographic boundaries
- deduplication
- accurate agent activity tracking
- data display transparency

Next Steps

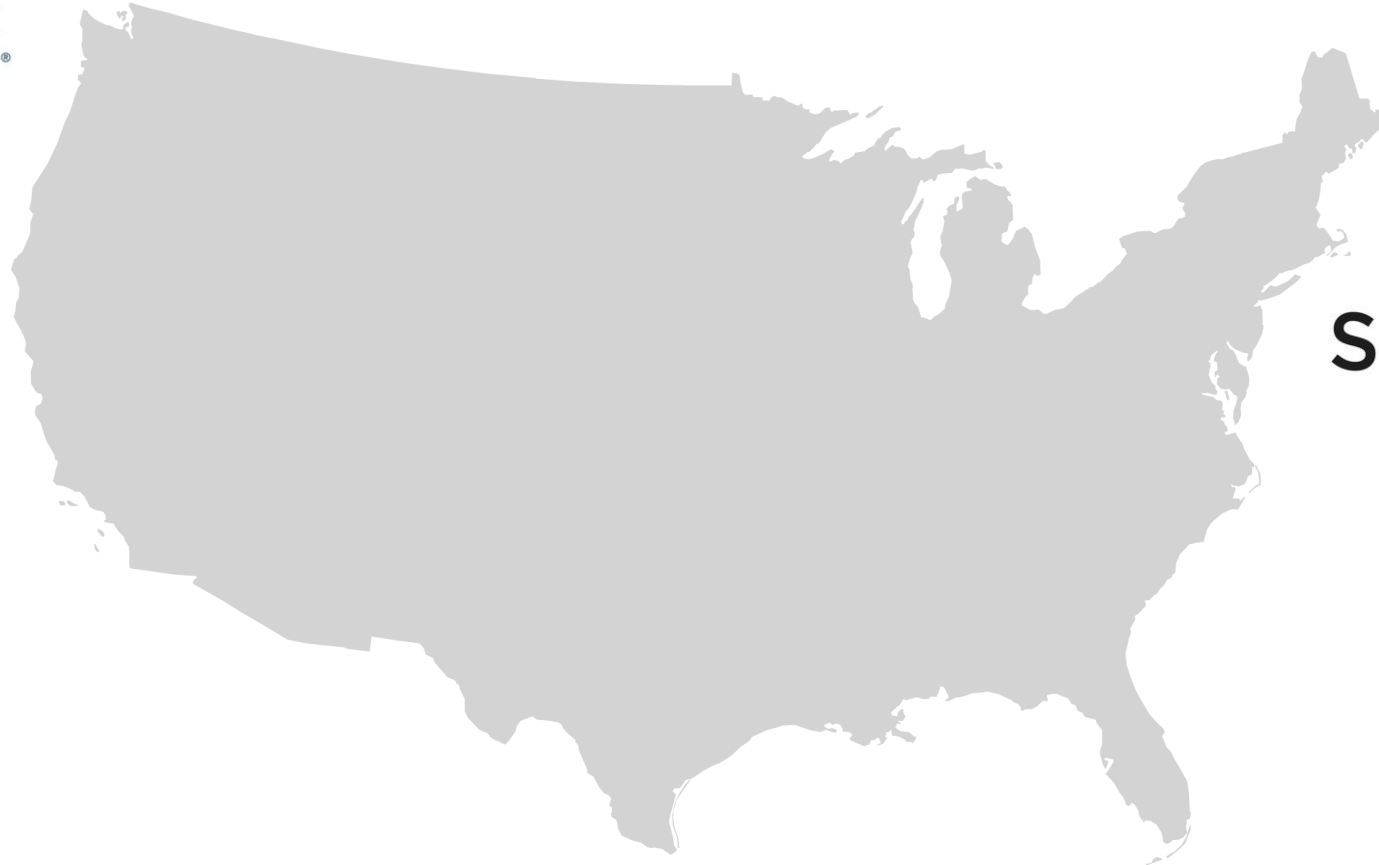
Build
Business
Rules

Design an
Airtight
Workflow

Determine
Centralized or
Decentralized

Attain
Industry
Buy-In

Data Pilot



Data Pilot SQL Query

```
SQLQuery1.sql - 12...E\Greg Moore (63))* X SQLQuery4.sql - 12...E\Greg Moore (66))* SQLQuery5.sql - 12...E\Greg Moore (69))* Smart StateWide U...E\Greg Moore (62)
```

```
where smls.NRDSNumber <> '' --538
and ((smls.FirstName = sw.FirstName or smls.FirstName = sw.Nickname) --517
or smls.LastName = sw.LastName) --534
--NRDSNumber match with First/Nick and Last not match
SELECT smls.FullName, smls.FirstName, smls.OfficeName, smls.NRDSNumber
, sw.FullName, sw.FirstName, sw.Nickname, sw.OfficeName, sw.NRDSNumber
FROM RESO_SmartMLS_ULI_Data smls (no lock)
join RESO_StateWide_ULI_Data sw (no lock) on smls.NRDSNumber = sw.NRDSNumber
where smls.NRDSNumber <> '' --538
and ((smls.FirstName <> sw.FirstName and smls.FirstName <> sw.Nickname) --21
and smls.LastName <> sw.LastName) --4
```

100 %

Results Messages

	FullName	FirstName	OfficeName	NRDSNumber	FullName	FirstName	Nickname	OfficeName	NRDSNumber
1	Reedy Kelli	Reedy	HomeSmart Professionals Real E	744516389	Kelli Reedy	Kelli	Kelli	HomeSmart Professionals	744516389
2	Merritt Merriman	Merritt	Residential Valuation Services	641604748	Merrit Merriman III	Merrit	Hem	Residential Valuation Services	641604748
3	Kim Givens-Klimaszewski	Kim	William Raveis Real Estate	237502466	Kimberly Givens-Klimaszewski	Kimberly	Kimberly	William Raveis Real Estate	237502466
4	Hendrik M.K. Van Leesten IV	Hendrik M.K.	Stad Real Estate Development	744042238	Hendrik M.K. Van Leesten IV	Hendrik M.	Hendrik	Stad Real Estate Developmt Corp	744042238

Data Pilot Match Scoring

Goals: 90+% Score/Confidence, No PII

~50% Last Name with First/Nickname Exact Name

Name suffix (Jr., Sr., III), hyphenated names and middle initial must be considered.

95% State and License Number with Exact Name

100% (Number Includes Matching License Type)

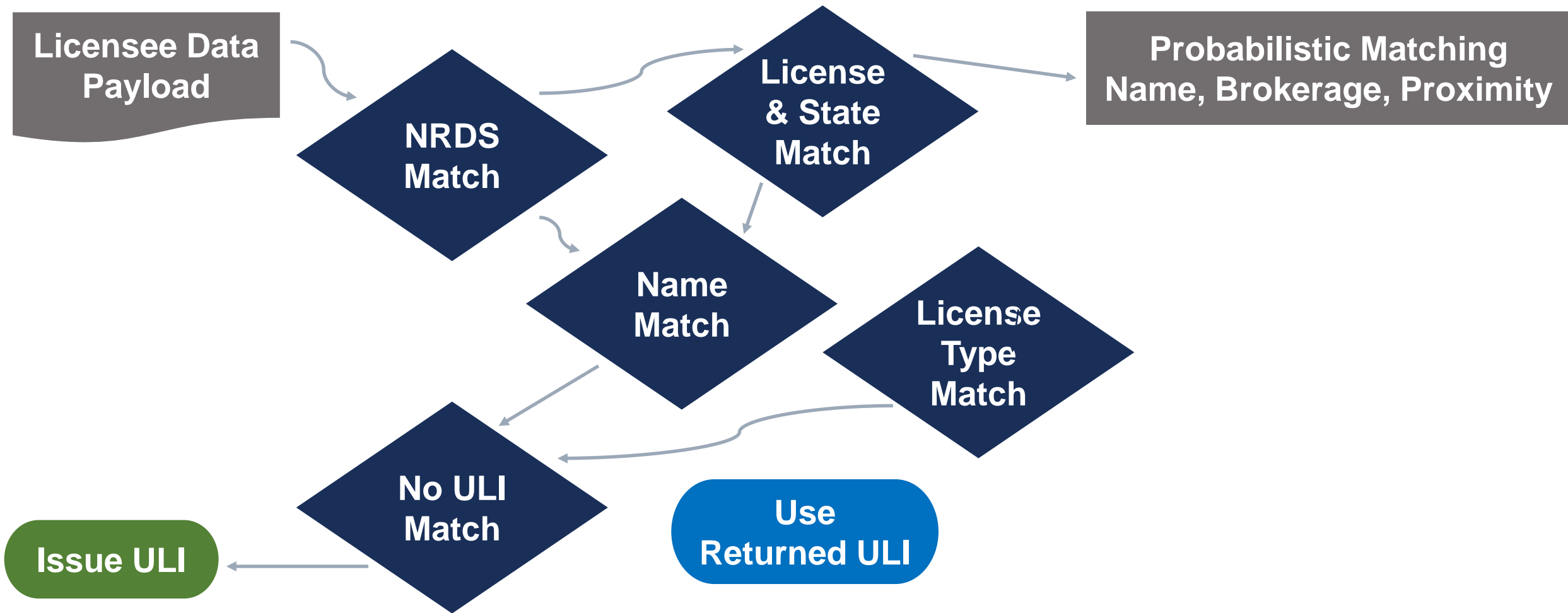
95% NRDS ID with Exact Name

Challenges presented for multistate licensees with no NRDS ID.

15% Office Name

+20% (Office Name Includes Matching Office Address)

Data Pilot Workflow



Next Meetings

ULI

Friday, November 13, 2020

1:00 pm ET / 10:00 am PT

Every two weeks

Research & Development

Friday, December 3, 2020

2:00 pm ET / 11:00 am PT

First Thursday of each month