



Marketing & Membership

April 24, 2014



MOVIECLIPS.COM

Our Hero!

Better
Marketing

More
Members



Objectives

Marketing

- Build visibility for key RESO initiatives
- Develop a community around RESO that can help spread the word
- Rebrand RESO and make it easy to understand and access

Membership

- Maintain and increase RESO membership
- Build adoption of key initiatives — Data Dictionary, RETS 1.8, API



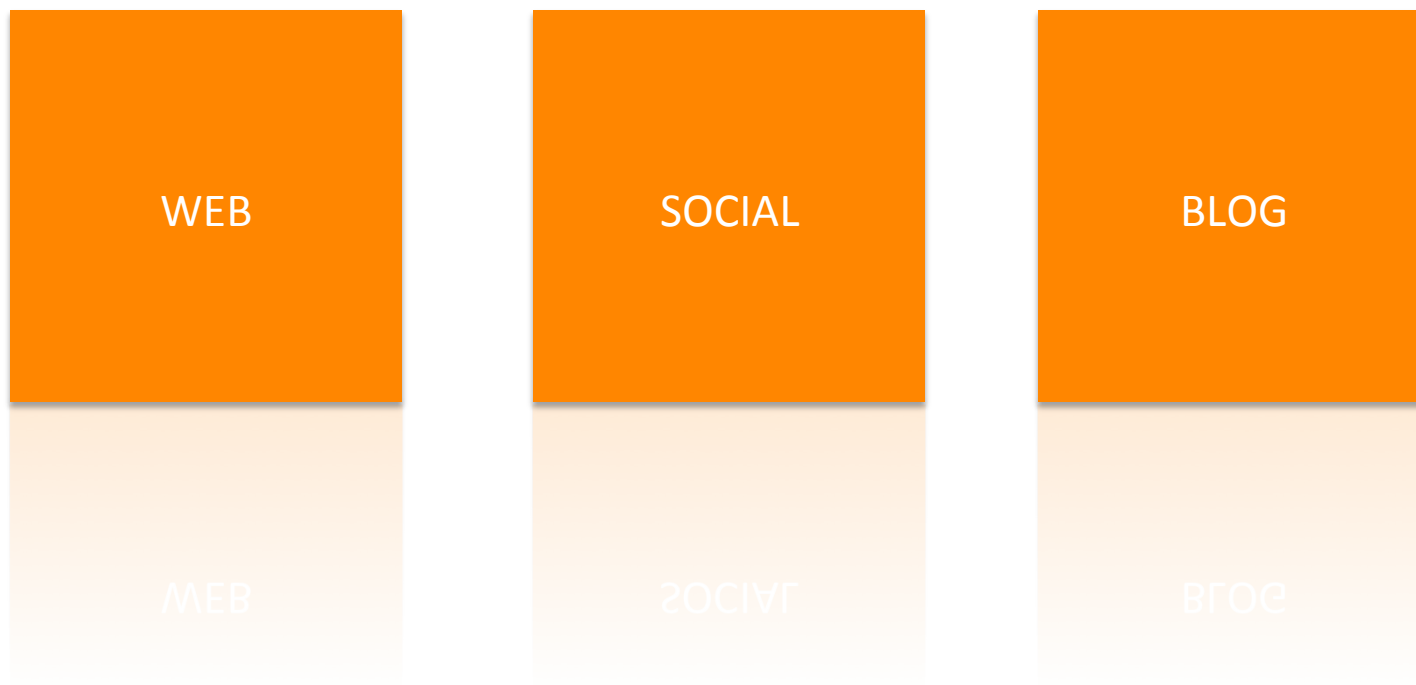








2014 Initiatives



RESO.org Tomorrow



The screenshot shows the RESO.org website interface. At the top left is the RESO logo (Real Estate Standards Organization) and a "MEMBERS LOGIN" link. A navigation menu includes "HOME", "JOIN", "ABOUT RESO", "EVENTS", "RESOURCES", "CONTACT US", and "MEMBERS ONLY". A central banner features the text: "An environment for the development and implementation of data standards and processes that facilitate innovation, insure portability, eliminate redundancies and obtain maximum efficiencies for all parties participating in the real estate transaction." Below this are four buttons: "GET INVOLVED", "JOIN RESO", "RESOURCES", and "SUBMIT A CASE". To the right is a "RETS" (Real Estate Transaction Standard) graphic. Below the banner are two sections: "What's New with RESO . . ." and "Industry News".

What's New with RESO . . .

- RESO announces [Data Dictionary v1.3 draft](#) for comment and review.
- Beta Testers needed for [libRETS update](#) to RETS 1.8
- [Register now](#) for the RESO Spring Meeting.
- RESO releases new [RETS Web API \(v.1.0\)](#) for comment

Industry News

[Homebuilder D.R. Horton net income rises 18%](#)
Homebuilder D.R. Horton recorded a net income for its second fiscal quarter ended March 31, 2014 of \$131 million as...

[Stewart Information Services 1Q earnings suffer from mortgage reductions](#)
"The first quarter of 2014 was a challenge for Stewart. While we made progress on our strategic initiatives, operations suffered..."

April 30, 2014



New Web Initiatives: Blog

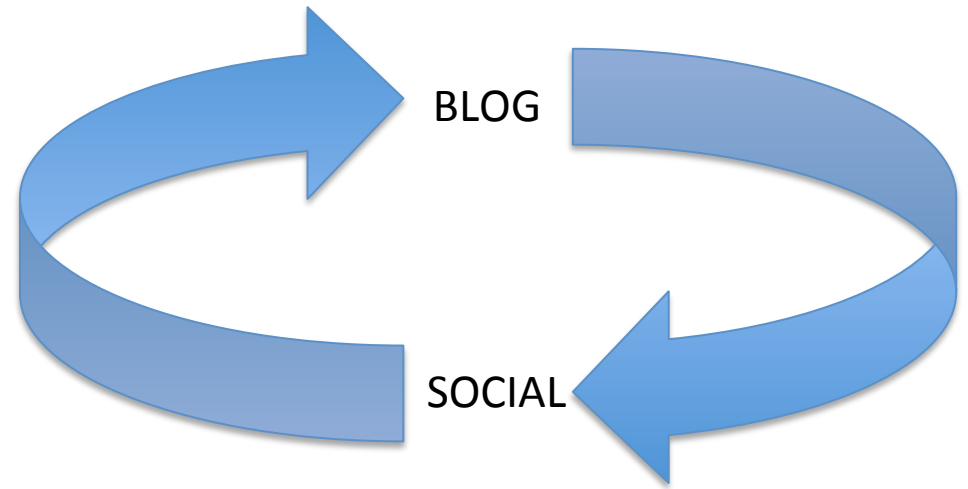
- Blog will contain posts and content from workgroups and executive director
- New content will be published at least bi-weekly
- Content will be promoted via social media

Content

- ✓ New members
- ✓ Updates about initiatives
- ✓ Success stories
- ✓ Member and vendor profiles
- ✓ Event announcements/recaps
- ✓ Workgroup activities

Content Marketing: Blog and Social

- Goal is to connect website/blog with social to drive traffic and engagement
- Content is also distributed to email subscribers



Social Media: Facebook

- We need YOUR help
- Participate in and monitor Facebook groups
 - Raise the Bar
 - What Should I Spend My Money On
 - Tech Support for Realtors
- Utilize blog content on social to drive traffic back to RESO.org
 - Tag key contributors on Facebook in all posts as appropriate



RESO Data Dictionary

TODAY *without* data dictionary



TOMORROW *with* data dictionary



RESO New API



We need YOU!



We all need Friends — We're Together Again!

