Research & Development

Paul Desormeaux
& Greg Moore

# Please welcome new RESO R&D Chair!

- **Greg Moore**, RMLS (*Portland*)

MITS

- **Multifamily Information and Transactions Standards**
- Open/Free data standards for the **apartment & multifamily** industry
- Founded by the National Multifamily Housing Council in 2002
- Data exchanged amongst multifamily firms, technology vendors & providers, owners, managers, investors, consumers, etc.
- Interested in someone taking over their standards body aspects
- Different beast then RESO DD: http://www.mitsproject.org/
- Discussion indicated support: Grow RESO, use RESO infrastructure
- Not sure of form this will take or if and when it will happen …

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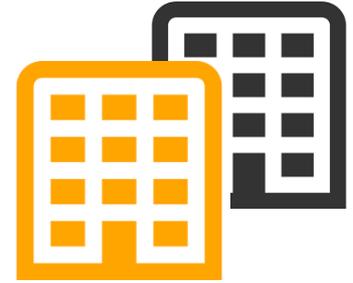
- **Organization Unique IDentifier**
- Uniquely identify **MLSs, Vendors, Board & Associations** (ListAOR)
- Avoid confusion when exchanging data: **Who is listing source?**
- Could be extended to **Franchisors, Brokers, Content Providers, Appointment Systems, Lockbox Companies**, etc.
- **Info Like**: OUID, Type, Association to MLS, Acronym, Name, Address, Vendor, City, StateProvince, Contact Name, Email, Phone, Web, NRDS/CREA ID, Country

- **Next**:
  - Maintenance & tracking framework?
  - How to make available?
  - How to drive adoption?
  - Include in DD?

Internet Tracking

- Track how & where who's listings are found when and why **Analytics**!

- Brewing in R&D for a long while at the **Event Catalog**
- Deemed a priority by RESO BOD, etc.
- R&D recommended forming a new **Internet Tracking Workgroup**

- Just getting started, looking at **Business Cases**, etc.
  - Please investigate joining if of interest to you!

MEDIA - Photos

- Photo **Survey** in early **2015** revealed several photo issues

- From **Survey**:
    - Moving to create a **RESO Media Best Practices** document

    - **DD** & **Transport** W/Gs moving towards creating a standard framework to **relatively categorizing** image quality (i.e. **Thumbnail, Medium, Large, Best**)
    - Possible **DD Media** fields identified: **Orientation, Aspect Ratio, White Padded, Cropped, Branded, Copyright** – Only **Copyright** still being considered

    - **Later**: Video, Stitched image formats (walkthroughs, etc.)

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One RETS Feed Multiple Uses:

Business case 1: An IDX hosting company with more than one customer from the same MLS is often required to pull the same data and images from a RETS server to populate their customers' web sites.
The IDX hosting company is required to login on behalf of the specific individual to pull the data to be displayed on the individual's IDX site to be compliant with the Association's or MLS' IDX display rules.

The RESO R&D committee has discussed this issue and intends to develop a "best practice" document to help alleviate the need to pull multiple copies of the same IDX data and images.
This would provide efficiencies for the IDX hosting company, as well as the MLS, by alleviating the need to pull the same data and images multiple times, decreasing the bandwidth and system stress required to pull and deliver the data (images can be bandwidth intensive, especially as they get larger and more numerous).

For example, a simple member/office status view that an IDX hosting company could query containing only a unique member identifier, status and office identifier would be sufficient to ensure the vendor is able to validate the status of their customers.
IDX hosting companies would be provided with their own limited RETS server access and be required to validate the status of all their customers, nominally daily.
The Association or MLS would provide the unique member and office identifiers if needed.
An additional column could also be added to identify the type of data feed the member or office is authorized to receive (i.e.: IDX or Back-Office to further manage data display authorization).

One RETS Feed Multiple Uses:

Business Case 2: A vendor (or product) supports multiple products and services utilizing MLS Data such as an IDX site, VOW site, statistics, AVM, CRM, Lead Generation, Marketing and back office functions for a Brokerage. The various potential product lines can require various data sets from the MLS. For Example, the back office functions could require fields from the listing and roster data as well as confidential fields such as commissions not available in an IDX feed but are included in a back-office feed from the Association or MLS.

To acquire the needed data today the vendor (or product) is often required to pull multiple datasets for each product or service, such as having to pull an IDX dataset (payload) and a broker backoffice dataset (payload).

The R&D committee recommends to the Data Dictionary workgroup a capability be added to denote the allowed use(s) for each data field defined (i.e.: IDX, VOW, statistics, AVM, CRM, Lead Generation, Marketing, Back-Office).

This would provide efficiencies for the Association/MLS as well as the vendor by alleviating the need to pull the same data (and images) multiple times, decreasing bandwidth usage and system stress as well as reducing administration by the MLS of multiple data feeds for the same vendor.

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The purpose of the RESO Research & Development Workgroup is to solicit and review submitted business cases from the real estate community and identify how RESO can contribute to the benefit of that business process.

Meetings: **1st Thursday** of every month
from **2:00 - 3:00 PM** **EDT**
Email: jeremy@reso.org