WAV Group 2006 Mid-Year Technology Review

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Overview

It is our pleasure to present some of the information we obtained while attending the NAR Mid-Year Conference, as well as from our ongoing technology reviews of vendor products, in our 2006 Midyear NAR Technology Review. At the conference we met with many MLS vendors and real estate technology providers to review their latest technology. During our visits we examined the functional aspects of the system and asked the vendors to describe the significant differentiators as compared to their competition. We also asked other vendors we were not able to meet with to provide us with updates on their products and services. Any who responded are included in the report.

MLS, broker and agent products continue to mature! MLS vendors are making significant strides with Internet systems and are adding richer functionality to platforms that are stable and installed. Broker and agent products are becoming more powerful and easy to use. The right technology choice will come down to a multitude of factors in addition to the actual software functions. Responsiveness, reputation, ongoing upgrades and company culture are also an important component of any technology decision. Technology choices are long term commitments requiring significant investments of time, and money to deploy. If you need assistance in evaluating products for your organization please contact us for more information. WAV Group provides complete technology evaluation, implementation and "Request for Proposal" services. For more information, contact:

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Highlights

The MLS Vendors

In terms of industry news things are actually pretty quiet this year. There was some churn and a few MLSs moved to new products but we didn't see as many major product issues we have seen in other years.

Interealty joined **Marketlinx** at **First American** last October and we have seen things come together pretty nicely. Brian Foreman and his crew have been given the reins and they are quietly putting the two companies together. So far we haven't seen the fallout that has been evident with other merged MLS vendors. On the other hand, since most of the Marketlinx people worked at Interealty at one time or another maybe this should be expected. All in all, the First American MLS team had a good year with some new wins, many renewals and great customer ratings on our annual MLS technology survey.

Our MLS technology survey report is available for free at:
http://www.wavgroup.com/Home/news/Reports/2005MLSTechReport

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Fidelity is doing better as well. After a tumultuous few years things have really stabilized at Fidelity and they seem to have a good strong management and product team asking the right questions and doing the right things with their Paragon product. This may not have translated into significant new wins yet but perception always lags reality and we liked the enhancements we saw in Paragon this year.   In addition to Paragon, Fidelity has MLS and broker accounting and back office systems, transaction management, as well as broker and agent productivity tools.

Rapattoni continues to rank highly in MLS user ratings and had another great year adding a number of new customers. Andy Rapattoni, never shy in taking on new challenges, has also entered the security business as a reseller of the RSA security product line. This is a significant event as they are offering these services to any MLS regardless of their MLS vendor and they can have the infrastructure to support the products which may be attractive to many MLSs.

Solid Earth has an extremely loyal customer base and the company's policy of not biting off more than they can chew has really served them well. They are small but they are doing some very progressive things with their MLS system. They have also made a business decision to provide mapping services on a modular basis to MLSs and already have one account - Realcomp in Michigan. We expect to see more vendors create modular offerings that will allow them to provide products into MLSs where they do not supply the core product.

Stratus, the other big MLS vendor, continues to do what they do and do it well. In addition to their two long term customers Toronto and Long Island, they now supply listing management services to RMLS in Minnesota. They also recently announced the creation of their new browser system which is totally multi-lingual. Like Solid Earth they will not expand for the sake of expanding. Carlos Grass, the CEO, tells us he would love to add more accounts but only the right type. Their system and model and designed to serve large MLSs that want to have more control in the design process. By working with a few large accounts they feel they can successfully deliver to this model.

Tarasoft is another MLS company that has been making great strides and is probably the fastest growing MLS vendor over the last three years in terms of new members served. They provide MLS services to a number of large MLSs in North America, including the largest, Metropolitan Regional Information Service (MRIS) with 58,000 members. In April 2006, MRIS announced a long term extension with Tarasoft. Montreal also chose Tarasoft recently to install a fully multilingual MLS system for their members. Tarasoft can provide browser services to a client's back-end database or complete MLS services. Their flexibility and responsiveness to unique MLS requirements is a significant strength and Matrix puts considerable control into the hands of the MLS in terms of overall design and customization.

FBS has had a banner year adding a significant number of new customer accounts in 2005 and 2006.   They also were ranked at the top of our 2005 MLS Technology Survey, published in December 2005, in the group of MLS vendors with 5 or more accounts. FBS is unique in that it is an employee owned company. They are also one of the quickest vendors we have seen in terms of being able to add new functionality based on customer feedback. They listen well and the way they have constructed their MLS system allows them to make changes quite

easily. Their system also puts a lot of control into the hands of the MLS, if they want it, to make routine database changes.

Offutt is another vendor primarily serving the small to mid sized markets that has had a very good year adding a host of new accounts. They also just landed their largest single account winning the Northern New England Real Estate Network, with 9000 members. It will be worth watching how this installation goes and how their product scales for MLSs of this size. If it goes well they may give the large MLS vendors some competition.

Realgo, an MLS vendor that served one customer located in Colorado, was purchased by their very happy customer! Lauren Emery, CEO of IRES, LLC. which provides MLS services to a number of the Rocky Mountain MLSs says that for now they are not entering the vendor market. While they will offer services to MLSs within the state they have no immediate plans to market elsewhere.

ProMatch LLC is a company that serves 38 MLSs from 100 to 800 users. They have recently gone through an ownership change.   Their new owner and President, Jeffrey Relick, informed us that while their original product was distributed, which they still offer, they also now offer an Internet system as well. Currently the Internet version is primarily a search system but they are aggressively building out full MLS features in this product.

Real Estate Technologies, Inc., an MLS company serving small to mid sized MLSs is owned by the Sun Media Company in Florida. Originally offering distributed products they too have moved into the Internet arena. RETI is also rolling out broker analytic tools this year which they say will provide ways to fully analyze firm and agent performance. It will also provide economic forecasting tools.

Realty Server a relative newcomer, had its first installation in Canmore, Alberta, in 2001, RealtyServer has grown to become one of the three largest MLS software providers in Canada. With two new Associations already in 2006 the company now serves 19 Boards and is looking to expand in the U.S. in the coming year.

Technology Concepts, **Inc** serves small to mid-sized MLSs in about 10 states and also offers broker/agent products. Their MLS system is called MyPlaceConnection™. The Technology Concepts data model delivers information in three dimensions – product inventory, product location, and behavioral. They tout the system framework is very open and able to be adapted to any real estate information application.

MLS Feature Improvements

CMAs Improve
One MLS module that has improved significantly over the last couple of years is the CMA module. Several vendors have made nice enhancements in this area adding strong customer reports supported by graphics and easy to use wizards. There is also more ability to use non-MLS data with certain products, so tax data and even FSBO data can be added to the reports. Most of the major vendors have made nice strides in their CMA products. One vendor has

taken it a step further using "regression analysis" to calculate adjustment values based on historical data.

Mapping

Map products continue to improve and it is common place now to see online parcels and aerial photos with more visually pleasing street maps. Searching with maps is becoming more and more sophisticated with the ability to use irregular polygons and multiple shapes in a single search on some systems. Interestingly enough some of the largest vendors still lag behind some of the smaller vendors in the mapping department.

CRM Tools

CRM tools are also coming of age though the tools found in the MLS systems still don't match the type of functionality we are seeing in third party products this year. Brokers and agents are finally realizing they need to build solid processes, or partner with a capable company, to harvest the traffic that continues to grow on the Internet. The answer isn't more leads, but rather qualified prospects! A number of companies and products have grown up around this very real need.

Graphics

For all the graphical power available to vendors today our MLS vendor community has not really done a great job of taking data and representing it in graphical format. We have seen a few graphs here and there and agent photos are now the norm but what we haven't seen is a clear visual representation of market trends, unless we look at specific broker products. This year we saw a couple of glimpses of better graphical data display on MLS products. One in particular has created graphical displays on maps to show average prices. You can immediately see areas compared which is a nice client feature. What we didn't see, that we think is a natural next step, is true trend analysis that graphically displays changes in price over time, overlaid on maps! What are the up and coming areas? Which ones have slipped? The data is in every MLS system today but so far no one is doing a great job of using it.

Other Technology Notes

Most Home - eTeam
Over the last year Most Home has been on a roll adding new customers at a rapid pace. eTeam manages the process of turning Internet leads into real customers for real estate companies. Real estate firms joining Most Home have come to the conclusion that taking leads from the Internet and turning them into customers costs money, takes time and expertise and doing it in-house is not that attractive of an option. Most Home has lead tools a company can bring in-house if they want but Most Home can handle the whole process as well. Basically they take whatever leads a company gets from the Internet and funnel them into their qualification center and licensed real estate agents work them until they are passed on as real prospects, eliminated, or put into an incubation process for further monitoring.

Listing Book
The functionality we saw in Listing Book was very impressive, not so much the technology which is good, but rather their understanding of how to interact with agents, buyers and

sellers with technology. This was the first tool we saw that expanded on the auto-email concept to set up comprehensive feed back loops to the agent, buyer and seller providing each with valuable information from their unique perspective in the transaction.

Sellers can see competitive property info as well as well as what Listing Book users are viewing and tagging their home. They can see all of the appointments for their property in their online calendar and also review buyer comments on their home.

Buyers get tools as well. They don't have to sift through multiple emails to see matching properties like they would on most MLS products but rather have a personal website where they can view auto search properties, modify search requirements, save favorites and can communicate with their agent on their time schedule.

While only installed in one account to date, based on the penetration and use we see in that account, it appears that Listing Book is a product to be watched this year!

Threewide - List Exporter
ListExporter is an MLS tool to build and manage customized data feeds for agents, brokers and MLS/Association-approved third parties. With ListExporter, MLS staffs can selectively package listing data and images and push the files to any destination, in any industry standard format (including RETS), as often as they need to. Threewide has done a great job over the last couple of years in rolling out their product line and they have clearly found a niche that no one else is filling as successfully. They make it easy for MLSs to manage their data feeds. While these capabilities exist in various forms with MLS vendors none have created an interface as simple and effective as Threewide's.

About our Company

WAV Group provides professional consulting services to the Real Estate industry.

We help Multiple Listing Services, associations, real estate firms, franchise organizations and technology vendors in the US, Canada and Europe reach their business and technology goals.

Whether it is a vendor selection and implementation for a real estate association, assisting a technology vendor develop a better user interface for their product or conducting research to determine member or client issues, **WAV Group** begins with a clear understanding of the needs and objectives of the customer as well as the end user. All of our partners have been executives with major technology companies. We have over 24 years experience developing and delivering technology solutions to the real estate industry. We have a clear understanding of the challenges our client's face today.

Our team can help you outline a new strategic direction for growth, product or service improvement. We can help you better understand your member and clients needs by proven research methodology. We can assist you to make wise technology decision and stay with you and drive implementation if needed. In short, we work with your organization to help you successfully reach your specific business objectives!

For a complete list of services we offer visit www.wavgroup.com. Please feel free to call us for more information or if we can assist you in any way.

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MLS Vendors & Systems

FBS

flexmls™ Web

Number of Systems: **80 Multiple Listing Services**

General Overview
FBS has been serving MLS organizations for over twenty-five years, first as a printer and then as an MLS vendor. FBS accounts range in size from 100 to 7800 users. The largest account is Metro MLS in Milwaukee. In the 2005 WAV Group MLS Technology Survey, released in December of 2005, FBS was ranked number 1 in the category of vendors with 5 or more accounts.

FBS is an employee-owned company. FBS stresses they listen to their clients to innovate and provide what they call "Net Results" – which they say means they want to help their clients sell more real estate more easily.

Product Overview – Features
FBS provides a suite of products for access to MLS data, including flexmls Web for access to live data, flexmls PC for off-line access, and flexmls Wireless for access from any HTML-capable mobile phone or PDA.

flexmls™ is one of the only true open browser systems we have reviewed. It works with all browsers from Internet Explorer, to browsers like Firefox and Opera.   The system has a clean simple interface that does a good job of putting important things right on the opening "dashboard". You can access your own listings, make edits, work with prospects, see what autoemails have been viewed by customers or pull up saved searches right from the opening page.

The CMA module is very well built and lets users pull both MLS and tax data into the final report. It also has a quick CMA feature that features a one button radius search.

Last year we reported on the FBS "Listing Tour" which provides a very elegant way to browse properties seeing all of the relevant information from high resolution photos, data and maps to tours and open house information. This year they have improved this function by automatically optimizing the high resolution photos to the users PC resolution which has improved the photo display speed significantly.

We also noted last year they needed to beef up their mapping features and they have. FBS now offers a very attractive suite of mapping products including street, parcel and aerial with searches possible by radius and irregular polygons.

flexmls™ also provides the ability to handle administrative level changes right at the MLS without having to wait for the vendor to do it for you including adding or changing database fields, creating or changing input and status change screens or creating custom reports.

Differentiators:
1. Built-in cross MLS data sharing for regionalization
2. High level of data integrity control through reasonableness constraints, related fields, and other business rule functions in the Administrative module.
3. Cross-browser compatibility.
4. Sophisticated suite of presentation tools, including layered mapping, high resolution photo tours and multi-document CMA presentations.

Fidelity National MLS Systems & Solutions

Paragon™ 3 MLS Online (release 3.7)

Number of Systems: 310 Organizations utilize Fidelity MLS software
                                Over 19,700 Offices, 323,000+ Users
                                150 MLS organizations use Paragon 3

General Overview
Fidelity National Real Estate Solutions (FNRES) has an entire suite of products serving the real estate industry from MLS systems to membership/accounting to broker back office. Over the last couple of years we have seen FNRES rebuild their internal teams under strong leadership while their Paragon product has matured. Since January 2005 they have installed over 90 Paragon MLS systems. This is an impressive number though the majority of these have been small to mid-sized current customers there are many choices for these MLSs and they chose Paragon. There appears to be a strong commitment by management in both their MLS and broker divisions to leverage their impressive product line and look for ways to glue it all together. With the increased demands for single data entry and increased product integration this is a move in the right direction.

Product Overview - Features
Last year we noted that Paragon had many nice features that were often hard to find due to an interface that was not very intuitive. Things have improved.   Fidelity brought in Mary Reed as VP and product manager for Paragon and Marty along with Rob Overman and his team are making a number of nice system and interface improvements. Paragon has always been a deep system with a lot of power. The interface changes are bringing the power closer to the surface making it easier for users to take advantage of some of the more interesting features.

Paragon 3.7 enhancements and integrations include:
- Newly Upgraded Mapping for Paragon TM MLS System
- Launch of Integrated Print-on-Demand Solution - GetMediaNow!
- Integration with new Tax Profile system – Tax Insight TM
- Integration with new Voice Recognition Product – VoiceAlert TM
  - Ability to access up-to-the-minute information directly from the MLS
  - Notifies users when match is made on up to five listings and recites listing detail
- Integration with State-of-the-art transaction management system – TransactionPoint®
- Integration with real-time mortgage calculation plug In – RatePlugTM

One of the features we like a lot on Paragon is the listing grid display which allows users to move columns around with their mouse, like a windows program.

The CMA has also been rewritten over the last year or so and is greatly improved.

Paragon support has also been improved to include access to the complete knowledge base used by their online support teams.

Mapping has improved but still only features radius and rubber band searching with polygon searches still in the planning stage along with access to aerial photos. They will provide Parcel Map integration if the data is available.

Offline Product
FNRES offers a distributed product with a very similar interface to the online version.

Differentiators:

1. Integrated and Customizable MLS Solution allowing private branding by MLS, broker, and agent.
2. Scales from 33 to over 18,000 users
3. Extensive suite of standing-alone and integrated products for MLS, brokers and agents.
4. Over 90 Paragon 3 installations since January 2005

First American MLS Solutions, Inc (FAMLS)

MLXchange and TEMPO

Number of Systems: MLXchange: 59 customers (200,000+ users) 48 discrete
                                MLXchange systems
                                TEMPO: 27 customers (300,000+ users)

General Overview
First American, FAMLS's parent company, provides title, real estate, and consumer information and services and is North America's largest data provider. FAMLS, through various name changes, mergers and acquisitions can trace its origins in the MLS business back to 1966. FAMLS serves MLSs from 300-member associations to some of the largest MLSs in the world, including the Arizona Regional MLS (38,000 members), SoCal MLS (35,000 members) and Southeast Florida MLS (35,000 members).

Born of the merger between two major MLS vendors, MarketLinx Solutions and Interealty, FAMLS is an independently incorporated member of the First American Family of companies. MarketLinx was acquired by the First American Corporation in September 2003 and Interealty was acquired in October 2005.

Bryan Forman, formerly president of Interealty, has been given charge of the entire FAMLS division. Along with key executives Rich Paulson on the product side and Chris Bennett on the sales side they are blending the Interealty and Marketlinx teams together. At this stage, they are supporting both MLXchange and Tempo but long term, they state they will be looking to merge into a single development track.

Adding to their product line, First American acquired Maryland Management Systems, Inc., a provider of membership management systems, in January 2006.

Since May 1, 2005 MLXchange has renewed or extended 19 accounts and added 4 new customers while adding 9 MLXchange Professional site licenses. Tempo has seen 7 account renewals or extensions during the same period. According to First American they have not lost any accounts during this period.

Product Overview – Features
FAMLS offers a full line of technology products and support services to the real estate industry, including MLS, Association Management, Transaction Management, and Public Records Data as well as full service support to both MLS staff and end users.

MLXchange is a web-based MLS system that offers powerful listing search, display, reporting, and presentation capabilities. MLXchange has always been a powerful system with one of the best search engines available and rated number one in WAV Group's 2005 MLS Technology Survey in the large MLS vendor category. It is very fast and offers Count on the Fly when doing a search showing users immediately showing the impact of any search criteria entered. Only one other vendor, Solid Earth, offers a similar feature today.

Standard features include mapping, driving directions, e-mail, prospecting notification, listing and membership maintenance, tax search, property history, hotsheet, CMA/buyer's tour, statistical reports, and a host of financial calculators and worksheets.

MLXchange offers other tools for power users, such as an easy-to-use online report editor, and MLX Professional, which provides additional online CRM tools including an Agent Web Site, e-mail templates, and task-management capabilities.

MLXchange offers offline functionality through First American MLS Passport and wireless access through First American MLS Wireless. MLXchange comes with a NAR-certified RETS server which makes it compatible with any number of third party applications, as well as FAMLS applications like GIS Service, Transaction Manager, Realist, etc.

TEMPO is a web-based MLS system that is used in both vendor-hosted and turnkey configurations. In addition to its many standard MLS features, TEMPO offers a recently-updated interface that is very user-friendly. The new Client Gateway module provides a customizable agent/prospect Web site portal, enhanced e-mail functions such as non-delivery receipts, polygon-based map searches, and a customizable agent desktop that lets agents add and organize their most frequently used tools and Internet resources.

TEMPO is compatible with an array of both First American and third-party applications, including WyldFyre Listings (for offline data access), FAMLS Wireless, FAMLS GIS Service, FAMLS Transaction Manager, Realist, etc.

Differentiators:

MLXchange
1. MLXchange uses Asynchronous JavaScript and XML (AJAX) to enable a rich, desktop-style interface that provides excellent program performance for MLSs of any size. System speed is very impressive even with the "Count on the Fly" feature.
2. FAMLS believes their a-la-carte options for its MLXchange customers are unique. They offer a number of options products and services, including:
   o MLS Passport (offline/distributed)
   o MLS Wireless
   o MLX Professional (CRM tools)
   o MLS GIS Service
   o MLS Data Checker
   o Membership Director and Transaction Manager
   o Tax data services
   o Training and technical support.
3. MLXchange provides full regionalization capabilities. From system defaults and search templates, to reports, presentations, program graphics and business rules, most aspects of the program can be customized to dynamically reflect the sub-region or association of the logged-in user.

Tempo
1. Through its platform architecture and easy-to-user interface, TEMPO has an impressive record serving some of the nation's largest MLSs.
2. TEMPO is known for being a highly customized application, which include extensive branding and custom-designed reports.
3. Users can design their own dashboard/desktop and place on it those modules they use most frequently from a menu of choices.

Offutt Systems, Inc.

InnoVia

Number of Systems: **65 systems**

General Overview
Offutt Systems Inc. has been providing MLS services to the real estate industry since 1971. They are a privately owned company of 80 employees, and are based in Greensboro, North Carolina.   Offutt informs us their average account size is 1800 members. Over the last 12 months or so they have added 10 new customers. They recently won their largest customer to date, the Northern New England Real Estate Network, serving 9,000 members. According to Offutt they have renewed all of their clients (19) that were up for renewal in 2005 and 2006.

Product Overview – Features
Offutt offers both online and offline products and the interface is nearly identical. For MLSs still needing a fully distributed product this is an attractive option since users really only need to learn one product and can work both online and offline. The online product is 100% browser based. Agents can use their browser of choice including, Netscape, Internet Explorer, Firefox or AOL.

Features worth noting on the InnoVia system include:
- o   Map based searching by Polygon, Circle, or Rectangle
- o   Map Comps
- o   Integrated Tax Records
- o   PowerPoint Slideshows
- o   Fax-To-PDF uploading of documents
- o   Comprehensive CMA.

Pocket InnoVia: their solution for PDA users, offers the same look and feel as the other InnoVia products. Agents can access MLS on their Pocket PC's, Palm Pilots, and Blackberry devices, complete with color photographs.

Differentiators:
1. Online and Offline Products are twins.
2. PDA solutions that also look, feel, and function like the online and offline products.
3. "Fax to PDF" document management.   This is a great feature and really simplifies the ability for agents to use documents with listings effectively.

Promatch Solutions, LLC

Promatch ILS (MLS System)
Promatch Connected (Web Sites)
Promatch Digital Print (MLS Books, Real Estate Broker/Agent Literature)

Number of Systems: 38 Boards

General Overview
Promatch Solutions is one of the oldest MLS providers in the country, having been in business for over 39 years. The company has recently experienced an ownership and management change which the company says will strengthen their "focus on customer service". The ownership change mixes new management with an employee base that boasts an average 10.6 years in the MLS provider industry.

Promatch says they operate their company around three driving philosophies.

> 1) Create MLS systems that are "Easy to learn. Easy to use." They believe the technology should do the "heavy lifting" while the user interface remains simple.   User experience is evaluated on a regular basis and a focus of discussion on each enhancement is added to the Promatch ILS system.

> 2) Provide superior customer support. Promatch places a high value on customer support. They claim to be highly responsive to change requests at the Board/Association level as well as questions at the user level. They point out that users are always greeted by a live person who can help, not a voicemail or email system. Their customers rate their service as a top reason for remaining with Promatch.

> 3) Continually innovate. The end goal is to continually find new ways to make their end users more effective in doing their jobs by streamlining, simplifying and enhancing existing capabilities.

In addition to the Promatch ILS software, Promatch retains its heritage as a quality print shop. Having migrated to 100% digital printing Promatch today continues to produce MLS books for those boards needing that media as well as mailers, literature and commercial applications.

ProMatch has customers ranging from 20 to 800 members.

Product Feature/Services Overview
The ProMatch system is a client based application, that works online and offline. They are in the process of creating a pure full featured browser based product.   The currently offer a browser search product.

Promatch ILS System Highlights
- Intuitive and easy to use screen layouts
- Clear and concise listing and report formats
- Smart Space – a user tool to provide updated information to the user without requiring a search or report to be created.
- Hypersearch – lets you find property listings in three keystrokes or less!
- Online access from anywhere. System provides property search capability from any Internet linked computer.
- Saved searches may be reviewed with clients offline.

Promatch Connected
- Low cost personal web sites with listing search capability.
- Lets you create an instant web site in under 10 minutes.
- No web master, no maintenance. All data is from the Promatch ILS database.
- Instantaneous updating, always in synch with the Promatch ILS database.

Promatch Digital Print
- Full digital print capability.
- Full document assembly and binding.
- Fulfillment and mailing services

Differentiators:
1. The system is easy to learn and easy to use. Promatch feels their interfaces are logical and easily learned reducing the cost of training for new agents and providing new agent tools and reports with minimum mouse clicks.
2. Smart Space and Hypersearch provide information to the user in three keystrokes or less without cumbersome search criteria or reports.
3. Promatch Connected provides low cost Real Estate agent web sites derived from the same data in the MLS system. There is no web master needed and no maintenance.

Rapattoni Corporation

Rapattoni MLS

Number of Systems: 99 systems
                                220,000+ agents

General Overview

Rapattoni Corporation has been serving the real estate industry under the same name and management for 36 years. The company provides an array of integrated products and services for real estate associations and MLS organizations including Internet MLS systems, association management software, and Secure Logon for multiple listing services and other related online services. Rapattoni's attention to site security has made it the only MLS vendor that has qualified all of its nearly 100 hosted sites for NAR's REALTOR® Secure certification. Rapattoni has received high marks over the last two years on the WAV Group MLS Technology Survey.

Rapattoni's headquarters and Internet data center are located in Simi Valley, California.

User Interface – Features

Rapattoni MLS is an Internet-based multiple listing system that serves MLSs from the very small to the very large. The system is designed with hundreds of variables at the database level that allow each MLS to configure the system to meet its own business rules, without hard coding. Rapattoni claims this flexible underlying structure within a single software set enables them to install new features and enhancements for all of its customers on a regular basis.

Rapattoni's newest version (10), which has been rolled out for 70% of its user base so far, brings a number of enhancements. New features of v.10 include:

- A user-customizable Home page with movable modules
- A new, expanded design that includes keyboard shortcuts for selecting menu items
- Streamlined tool and menu bars
- A collapsible Options pane
- Paginated search results for faster display time
- User-customizable One Line Grid format that allows clicking column headings to sort listings on the fly.

Other new features include a rebuilt PDA interface for mobile access to the live MLS (available to all users at no extra charge), and integrated language translation for an MLS's public searches. In the works for deployment later this year is a Client Portal which will let clients directly view and manage listings in their agent-provided prospect carts.

Rapattoni's internal GIS department is currently developing additional mapping features such as enlarged street maps showing points of interest, and enhancements for aerial photographs that will let the user view roads and highways as an overlay. Searching on a map is currently limited to radius and rectangle searches.

The Rapattoni MLS interface is easy to navigate and they have moved to a non-scrolling, application-style menu and toolbars. The auto-prospecting is robust and allows multiple sets of search parameters to be saved per prospect and auto-emailing of new listing matches. Statistics can be produced from almost anywhere in the system, using any search criteria.

In terms of online help Rapattoni MLS probably provides the best set of tools we have seen with an extensive set of multimedia tutorials to users and announce upcoming features as well as complete searchable Online Help..

Differentiators:
1. Flexible database structure offers customization within a single software set, enabling regular enhancements and free upgrades.
2. Parcel mapping can be fully integrated in the MLS software (not a separate product).
3. Statistics can be generated on-the-fly based on any criteria, from any search or display.
4. Seamless integration with Rapattoni Magic association management systems. Nice parcel mapping product with good MLS integration features.
5. Included PDA interface gives users mobile access to live MLS data.

Real Estate Technologies, Inc.

EZ List MLS

Number of Systems: 14

General Overview
Real Estate Technologies, Inc. a wholly owned subsidiary of the Sun Coast Media Group (SCMG). The heritage of this Florida based corporation extends over one hundred years and it has become Florida's largest family owned newspaper. Sun Coast Media Group has annual sales in excess of $50,000,000 and assets over $18,000,000. They have over 525 employees and say they have never had a layoff. SCMG owns a telephone company that provides both wireless and fully digitized telephone services. The company is six years old and still has its first customer.

Real Estate Technologies, Inc. is a wholly owned subsidiary of the Sun Coast Media Group.   RETI say they specialize in boards of 2500 members or less. Being part of the Sun Coast Group gives them some unique advantages including firm financial footing and the ability to offer their customers 24/7 support through their parent company, something not seen even from the biggest vendors.

Product Overview – Features
EZlist~MLS operates in the desktop, web and wireless environments. EZList has also established a relationship and integration strategy with autorealty.com a sales contract forms company and expresscopy.com a marketing materials company. The system includes built-in mapping services from GeoJet and Google Mapping and they are planning to add other mapping companies over time.

EZlist~MLS has interconnectivity between all of its product offerings. This means that such important items such as saved grids, saved searches and all prospect information appears real time in all products.

RETI notes that they embrace new developments such as zillow.com and provide this capability within our CMA function.

RETI is releasing a product called EZlist~PizPak this summer. This product is designed primarily for brokers and provides multiple capabilities to fully analyze firm and agent performance. It will also provide economic forecasting tools.

Differentiators:
1. Unlimited bandwidth given to all accounts. (They own a telephone company)
2. They provide built-in mapping functions from GeoJet & Google Mapping with others coming.
3. They embrace new technologies actually useful to agents such as auto-population of sales contract forms, specialty marketing forms, zillow.com and advanced security techniques. Their system allows users to create client websites for listing display.
4. All customers have the same rev version of our products.

RealtyServer

Interface

Number of Systems: 19 TOTAL as follows:
13 installed as sole MLS provider
2 under installation as sole MLS provider
4 installed as joint/alternate MLS provider

General Overview
RealtyServer specializes exclusively in MLS software for real estate Boards. Starting with its first installation in Canmore, Alberta, in 2001, RealtyServer has grown rapidly to become one of the three largest MLS software providers in Canada. With two new Associations already in 2006 the company now servers 19 Boards. Typical installations are in the 100 to 1,200 members size range; plus there is one installed parallel system serving a 10,000 member MLS. RealtyServer is a private company owned by 3 individuals with 12 employees.

Product Overview – Features
RealtyServer offers two front end access products; a browser based solution called "Interface Express" that offers an easy to use format that requires no installed components, and a distributed product called "Interface" that takes advantage of the robust Window® programming environment to provide a full featured stand alone solution. All products run off data warehoused in a UNIX based server running PostgreSQL.

The overall package includes leading edge technologies such as wireless palm, mapping, CMAs, forms, contact management, and the various other advanced features one would expect to find in a full featured MLS system.

User interfaces are kept simple and intuitive and the screens and navigation are all clean, direct and functional.

Differentiators:
1. Flexible open contracts
2. Easily configured and installed
3. All inclusive pricing that covers all modifications and upgrades

Solid Earth

List-It MLS

Number of Systems: **20 systems, 31 associations.**

General Overview

Solid Earth was founded in 1998 by experts in custom software implementation, project management, commercial real estate appraisal, appraisal software development and computer programming. They are a small company with only 11 employees. Solid Earth treats each installation as a custom installation and will not take on additional installations until the most current system is up and running successfully and to a customer's full satisfaction. This process of not trying to expand to quickly has served their customers well and is evident in the high marks they receive from their customers on support.

The management team at Solid Earth says their focus in the future is to:
- Form meaningful, lasting partnerships with REALTOR® Associations
- Continue to develop the core LIST-

Product Overview - Features

The LIST-IT platform now serves 50,000+ agents from New York to Florida.

LIST-IT MLS includes:
- Primary MLS
- An MLS Public website
- Mobile web
- Backup hub

The opening page of Solid Earth is owned entirely by the MLS. The MLS can display any information they want on this page from news to alerts.

Working with the LIST-IT system it becomes clear the strength of the system is their searching and map modules and integration of these tools into the CMA. Along with Interealty they are the only other vendor to offer true Count on the Fly during a search showing users the impact of search criteria as it is entered. Boolean logic is very strong and enables and/or/not searching on property features. Map searches are powerful and allow users to designate specific search areas using irregular polygons.   Map displays can include any layers available.

Statistical analysis and valuation tools are impressive on the LIST-IT system.

One of the more impressive new enhancements we saw at the show was Sold Earth's new regression analysis tool that provides automatic adjustments during a CMA based on historical pricing data. Their history in AVM development and commercial real estate is very evident in this module as they introduce tools significantly different from anything else we have seen on MLS systems.

Documents can be attached to listings and can either be scanned and uploaded or faxed in. Unlike some other systems they will accepts multiple formats including PDF, Word and Excel.

In reviewing the system it seems evident that Solid Earth is intent on providing very professional and unique tools for their customers. The challenge, as with any complex software, will be to present

these tools in a visually pleasing and easy to use interface so the average user can take advantage of these advanced features.

Differentiators:
1. Project approach to software: always changing, usually no charge
2. Controlled growth. One installation at-a-time
3. Software that employs advances in technology such as the AVM and regression analysis.

Stratus Data Systems, Inc.

Stratus MLS

Number of Systems: 3
                             Multiple Listing Service of Long Island, Inc. – 26,000 members
                             Toronto MLS (Canada) – 26,771 members
                             Regional Multiple Listing Service of Minnesota, Inc. – 18,000
                             members

General Overview
The Stratus Data Systems, Inc. (SDS) MLS product is called Stratus MLS. Headquartered in
Valhalla, NY, SDS was founded in 1998 when management purchased the assets of 18-year-old
Greenwich, CT.-based Dator Corp., a leader in MLS systems, and incorporated the flexibility and
functionality of older systems into the Web environment. SDS is committed to building and
supporting large, stable systems that meet their customer requirements. MLS systems are the
company's only business. Since the early 1980's, the company's talented group of MLS professionals
and veteran developers have developed and supported large MLS systems recognized for reliability,
performance, and versatility. While they do not build custom systems for each client they are
committed to being extremely responsive to their client needs and requests for enhancements. They
have made a conscious decision not to expand beyond their current client base unless the fit is right.
Stratus customers range from 18,000 to 26,771 members. The company has earned a reputation for
responsiveness and excellent service.

Product Overview – Features

Updated Stratus MLS for ASP.NET & Multi-Lingual Functionality:
SDS has migrated its Web-based Stratus MLS system from ASP to ASP.NET. Stratus agents can
now have access to property listings and tools to conduct business and real estate transactions in
multiple languages, if an MLS/Board wishes.

SDS says it was apparent from the outset that a true multilingual system could not properly be
achieved by modifying the existing Stratus MLS system. To do so would have required hard-coding
translations, a huge compromise to flexibility and growth as well as system performance. Instead,
they have designed and developed a system from the ground up to accommodate the European
continent's multilingual needs. Users dynamically select language and country, allowing access to the
MLS database in their native language as well as familiar formats for date, time, currency, and units
of measurement. Table-driven language implementation allows the MLS to provide all user-interface
and pop-up help translations without the expense of translators and programmers.

The system is brand-able and flexible. It uses advanced technology, employs a .NET platform, and
supports all common wireless platforms.

Stratus Unplugged:
SDS offers wireless, real-time Internet access to listing data via a PDA device with either an ISP or
WIFI hotspot.   Stratus Unplugged functions include: Search Listings; Hotsheet; Prospect Match;
Search Public Records; Search Contacts, Agents, Brokers and more.

Optional Services:
- Agent Web Page Creation Wizards
- Search Engine For Brokers/Agents for Broker Reciprocity – IDX
- Integrated Showing Assist from Showing Time manages appointment scheduling, improves

call tracking and response.
- Interface for Pocket Real Estate
- RETS support for third-party vendors

Differentiators:
1. **Ease of Use**: Consistent and intuitive navigation with comprehensive Help command for every page and function.
2. **Customizable system** – Not Off-the-Shelf. Stratus MLS™ adjusts to an agent's way of working, with a flexible, highly adaptable technology that can be customized to an MLS' needs. Stratus has the first browser based multi-lingual MLS system.
3. **Expandable**: Stratus is designed to expand and develop as technologies emerge and requirements change.
4. **Proven Reliability & Performance**: Stratus MLS averts common downtime problems by employing redundant components at every possible level, and database replication to multiple servers. This methodology was introduced in the late 1980's, with Stratus MLS' predecessor, and the SDS team is proud of its two-decade 99% uptime record.

Tarasoft

Tarasoft Matrix

Number of Systems: MRIS (Metropolitan Regional MLS 58,000)
MRMLS (Multi-Regional MLS – 27,000)
RMLS (Regional MLS of Minnesota – 21,000)
GSBRMLS (Greater South Bay Regional – 6000)
GMREB (Greater Montreal Real Estate Board – 10,000)

General Company Overview
Since 2003 Tarasoft has entered into agreements with 5 of the nations largest MLS providers representing over 125,000 subscribers making Tarasoft one of the fastest growing MLS web-based system providers in the industry. This year Tarasoft has entered into a new agreement with the Greater Montreal Real Estate Board to deploy a fully multilingual system in North America. Tarasoft also renewed MRIS, the nations largest MLS with 58,000 subscribers.

Product Overview – Features
Tarasoft is focused on providing solutions to address the demands of North America's largest MLS providers. The Matrix system is fast, even with the largest databases. Navigation is simple and straight forward and they back this up with substantial help and on-line tutorials. They also work with MLSs in a variety of ways from interfacing with in-house listing systems to providing full MLS services.

The Matrix Internet based browser application features include:

- .NET development platform
- Full Multi-Lingual support
- Sophisticated "Admin Panel" functionality providing complete control of entire system to MLS administrators
- Advanced Search Listing builder providing MLS with complete control of all MLS searches in system with additional user control to add/remove any MLS searchable field
- Robust screen design tool providing MLS with the ability to create all screen displays in Matrix
- Robust Report design tool providing MLS with the ability to create all print reports for entire system. Reports would instantly be made available to all users in the form of an Adobe Acrobat PDF, Microsoft Word or HTML
- Robust CMA functionality including the ability to create "subject property" information, property adjustments and detailed CMA charts, graphs and report pages
- Compliant RETS interface providing 3rd party live access to system data including "Roles Based Security"
- Admin panel driven: Allows MLS to add, change or remove any fields that better suit its needs, without having to worry about the platform.
- Sophisticated security layer features exceeding industry standards for MLS security
- Complete MLS control of overall look and feel of entire system including branding, news and calendar events of the system
- Cascading support for individual participating associations providing associations with system control for their specific board members
- Data replication support
- Statistical Designer providing MLS staff with the ability to create statistical information reports on any data in the MLS system.

- Full wireless support providing direct and live access for any wireless devise to MLS data
- Full PDA support
- Full 3rd party vendor support
- Integrated token security support

Differentiators:

1. Speed/Performance/Compatibility: Tarasoft Matrix is compatible with all platforms and all browsers and includes full Mac support. Matrix adapts automatically and seamlessly to localized MLS data and can easily scale to an MLS of any size. The performance of Matrix averages less then 200 milliseconds per search regardless of size of MLS
2. Complete MLS System Control: Tarasoft Matrix empowers MLS staff to have more control of the MLS platform. Examples include search criteria, print reports, display templates plus the ability to customize the overall look and feel of Matrix
3. Included PDA and Wireless Support
4. Included Distributed Desktop Product Option available with Tarasoft Titan.

Technology Concepts, Inc.

MyPlaceConnection™

Number of Systems:	18 MLS
	16 Public websites using MLS data
	80 Agent/Broker websites
	3 Web services (a super-RETS type of data access based on web services)

General Company Overview

Technology Concepts, Inc. is a privately held Minnesota corporation located in Rochester, Minnesota. The Company was founded in 1993 and installed its first real estate information system in 1995 for what was then the Rochester Area Association of REALTORS® (now the Southeast Minnesota Association of REALTORS®). The Company currently serves small to medium-size MLS associations in approximately ten states with its MLS products, along with a growing number of brokers and agents.

Product Overview – Features

MyPlaceConnection is an Internet-based "open" system (developed in Microsoft .Net) that TCI says can be configured for virtually any real estate information application. Using framework architecture with plug-in components, MyPlaceConnection is a dynamic system that they claim can be easily and economically extended to meet new customer requirements.

The Technology Concepts data model delivers information in three dimensions – product inventory, product location, and behavioral. Data on the behavior of buying and selling consumers, and data on the market are inputs to predictive and informational models that can answer questions about pricing, estimated time-to-sell, prospect propensity to buy, etc.

The collection and analysis of behavioral data is accomplished by advanced system technology developed by the Company over the last three years. A business process patent comprising thirty-nine claims was filed on the MyPlaceConnection technology in October 2005.

MyPlaceConnection:
- Integrates graphical, spatial, pictorial, tabular and analytical data into an interactive, collaborative environment.
- Utilizes predictive and informational models, and observational methods to transform aggregated data into valuable information.

The MyPlaceConnection architecture is a component-based, open framework. This allows systems to be tailored to meet virtually any real estate information need simply by selecting the desired functional components from an extensive library and "plugging" them into an open framework. Components are roles-controlled and dynamic within a user's portal, and new components can be added to the library as needed.

Differentiators:

1. Predictive analytical models based on behavioral data
2. Personal web spaces where clients and agents collaborate
3. Simultaneous support of multiple real estate information applications using one program and one database
4. Open system technology

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Membership and Accounting
MLS & Broker

First American MLS Solutions, Inc.

First American MLS Membership Director (previously MMSI Director)

Number of accounts: 100 (REALTOR Associations, Multiple Listing Services)

General Overview

First American, FAMLS's parent company, provides title, real estate, and consumer information and services and is North America's largest data provider. FAMLS, through various name changes, mergers and acquisitions can trace its origins in the MLS business back to 1966.

Born of the merger between two major MLS vendors, MarketLinx Solutions and Interealty, FAMLS is an independently incorporated member of the First American Family of companies.

Adding to their product line, First American acquired Maryland Management Systems, Inc., a provider of membership management systems, in January 2006.

Product feature/service overview:

Standard Features
- Highly flexible billing system
- Accounts receivable
- Education registration and billing
- RPAC tracking and reporting
- Committee, Skills, and Designation tracking
- Member transfer history and change tracking
- Rosters, Labels, and Mail Merges
- Accounting export to major accounting systems
- NRDS II Compliant
- Unlimited phone and web-based support

Optional Modules
- Fully integrated accounting package (Accounts payable and General ledger)
- Integrated Credit Card processing (ask for vendor list)
- Support / Call tracking
- Member store and inventory tracking
- Convention / Meeting / Event planning and registration

Optional browser-based modules (with Real-Time connection to client's system)
- Online Member / Firm account inquiry and payment
- Online Member information update
- Online Member / Firm / Affiliate rosters
- Online Store
- Online Education registration and history
- Online Convention / Meeting / Event registration
- Online Elections and Surveys – New
- Online Membership Application – New

Optional Interfaces
- MLS Interface (for all major vendors, call to confirm)
- Lockbox Interface (for all major vendors, call to confirm)

Services
- Data conversion
- Onsite and remote training
    System Customization to conform to client's business rules and operating procedures

Differentiators
1. Available fully integrated accounting system
2. Rapid development environment allows for flexibility for customizations
3. Best-of-breed hybrid system has client/server interface for staff and real-time browser-based interface for members.

Fidelity National Real Estate Solutions

DPN Financial Management™

Number of Systems: **Over 370 large to enterprise-level brokerages**

General Overview
Fidelity National Real Estate Solutions (FNRES) says their mission is to empower brokers, MLS providers, agents, lenders, mortgage providers, service providers and other real estate professionals with world-class technology, services and information.

Product Overview – Features
Client highlights

    Prudential Fox & Roach
- Multiple acquisitions & Mergers
- 300 Agents to 3500 (10X)
- Accounting staff increase was minimal

    Edina Realty, E.W.M. & Frank Howard Allen:
- Unprecedented growth in 5 years
- 4 to 5 people process all commissions

    Reece Nichols
- 5 to 6 people process all commissions

DPN Financial Management (DPN) is one of the nation's leading providers of back office systems for today's large to enterprise-level brokerages. Through the use of their product, Real Estate Brokers System™ (REBS™), DPN can optimize system functionality, eliminate redundancy and increase productivity.
- Commission processing, agent receivables and general ledger
- Financial reporting
- Customer support

Turnkey solution: DPN offers a true single vendor expertise for hardware, software, implementation and support

Differentiators:
1. No. 1 with Larger Brokers — More medium to large real estate brokers use the DPN back office system, than any other system
2. 25 of top 50 use DPN
3. 80 of top 250 use DPN
4. Integrated End to End Solution: All modules connect via a central database — No separate systems, no imports, no double entry
5. Option Modules for Expansion: Option modules and eSolutions extend the functionality as necessary

Fidelity National MLS Systems & Solutions

LAMPS – **Leading Association Management Processing System**

Number of accounts: 29 organizations -5 state and 24 local Associations
                                 Serving over 150,000 members- Since 1/06 – 11 new installations.

General Overview

Fidelity National Real Estate Solutions (FNRES) has an entire suite of products serving the real estate industry from MLS systems to membership management to broker back office.

Product feature/service overview:

LAMPS was designed to effectively and efficiently manage operations within a REALTOR® organization, LAMPS has two entirely Web-based modules – an Intranet site accessible only to Association staff and a comprehensive suite of tools which empower members to register, make payments online and more.

Association Tools
- 24x7 access to your membership information
- Real-time integration and synchronization with NRDS member information
- Quick and accurate dashboard view of membership data
- Efficiently track dues, education classes, accreditations
- Manage committee activity
- Generate annual dues billing
- Post courses and grade course work
- Maintain document libraries
- Manage RPAC goals, pledges and contributions

Member Tools
- Create and update user profiles on the fly
- Search for courses and view class grading details
- Register for conventions, meetings and see event details
- View committee details
- Access documents only available to members
- Pay invoices online
- Submit RPAC contributions

LAMPS 2.8 Release contains the following enhancements:
- o Dues Validation Wizard
- o New Education Grading Pages – for LAMPS & NRDS Education
    - ▪ Print single certificates
    - ▪ Mass certificate creation
    - ▪ Mass grading option for Passing (P)
- o Dashboard Improvements
- o Menu Reorganization
- o LAMPS Reports; additional filters, formats and more

Differentiators (3-4)

1. **Web-based** – 24x7 access to membership information
2. **Real-time integration** and synchronization with NRDS member information.
3. **Member-enabled** for online payment and registration.
4. **Easily scales** for 200 to over 35,000 members.

Rapattoni Corporation

Rapattoni Magic

Number of Systems: 240

General Overview
Rapattoni Corporation has been serving the real estate industry under the same name and management for 36 years. The company provides an array of integrated products and services for real estate associations and MLS organizations including Internet MLS systems, association management software, and Secure Logon for multiple listing services and other related online services. Rapattoni's attention to site security has made it the only MLS vendor that has qualified all of its nearly 100 hosted sites for NAR's REALTOR® Secure certification. Rapattoni has received high marks over the last two years on the WAV Group MLS Technology Survey.

Rapattoni's headquarters and Internet data center are located in Simi Valley, California.

Product Overview – Features
Rapattoni Magic is the leading association-management software, designed exclusively for real estate associations and multiple listing services. It is a Windows application, operates on a Microsoft server platform, and can support hundreds of local and remote workstations.

The membership database lets an association track and maintain data, which built-in data exchange automates reporting to NRDS. The system contains software to manage events, conventions, contributions, continuing education requirements, committees, classes and more. Merge functions let staff members flexibly utilize the association's data.

E-mail billing streamlines dues billing, and can be coupled with Internet Member Services to allow members to pay invoices online. IMS also gives members access to other association services online, such as signing up for a class, checking their account history, etc. An Internet Store module enables e-commerce for purchasing Realtor® products online.

Differentiators:
1. Designed exclusively for real estate association management.
2. Advanced integration with NRDS through data exchange.
3. The leading association management system with an extensive, nationwide user base including local and state associations and regional MLSs.

Security Products

Clareity Security, LLC

SAFEMLS

Number of Accounts: 16 installed Accounts- Ranging in size from 36,000 users in SOCAL
                                                   MLS to 250 in Shiawassee, MI - 4 in implementation stages

General Overview
Clareity Security, LLC, a leading provider of security products, services, and education for the
real estate industry, developed SAFEMLS® with Secure Computing (NASDAQ: SCUR), a
provider of global security solutions. SAFEMLS® provides real estate professionals with an easy-to-
use system to safeguard sensitive MLS and consumer data. SAFEMLS® was specifically designed to
meet the unique needs of real estate companies and MLSs.

Secure Computing (NASDAQ:SCUR) has been providing security services for over 20 years. Secure
Computing has more than 14,000 global customers, supported by a worldwide network of partners;
including the majority of the Dow Jones Global 50 Titans and the most prominent organizations in
banking, financial services, healthcare, telecommunications, manufacturing, public utilities, and
federal and local governments. The company is headquartered in San Jose, Calif., and has sales
offices worldwide. For more information, see http://www.securecomputing.com

Product Overview – Features
Clareity Security's SAFEMLS™ solution provides MLS organizations assurance that only legitimate
subscribers can access the MLS system, regardless of access method (browser, RETS, software, FTP),
by requiring them to use a one-time-use password generated by a security device, or token.

SAFEMLS™ was jointly developed by Clareity Security and Secure Computing Corporation
(NASDAQ:SCUR), a leading vendor in securing connections between people, applications and
networks™. SAFEMLS™ utilizes proven, easy-to-use technology to safeguard sensitive MLS data
and real estate-related content and is the first security solution specifically designed to meet the
unique needs of real estate companies and MLS organizations. The SAFEMLS™ solution positively
identifies users and controls access to critical business applications while providing MLS the
reporting tools to police and enforce system abuses.

Differentiators:
1. Proven in MLS operation
2. Real estate centric approach.
3. Independent Third party expert.
4. Preferred Security Partner for majority of MLS vendors

Rapattoni Corporation.

Rapattoni Secure Logon

Number of Accounts: 1

General Overview
Rapattoni Corporation has been serving the real estate industry under the same name and management for 36 years. The company provides an array of integrated products and services for real estate associations and MLS organizations including Internet MLS systems, association management software, and Secure Logon for multiple listing services and other related online services. Rapattoni's attention to site security has made it the only MLS vendor that has qualified all of its nearly 100 hosted sites for NAR's REALTOR® Secure certification.

Rapattoni's headquarters and Internet data center are located in Simi Valley, California.

Product Overview – Features
The Rapattoni Secure Logon service allows an MLS to increase its data security by requiring two-factor authentication. Agents must provide something they know (their ID and password) as well as something they have (token) in order to log on. This ensures that only authorized users in good standing can access the MLS.

Secure Logon can be implemented for any MLS vendor's site, and can also secure access to other services such as the association's IMS site, RETS, a broker's network, and third-party software. Several types of tokens are available: a traditional OTP (one-time password) hardware token; a USB-enabled model; or software token that can be installed on a mobile phone or PDA. The MLS can drive these decisions to give their agents the convenience of a single multi-use token.

Rapattoni has partnered with RSA Security, the world leader in online data security (with 70% market share world-wide). Rapattoni utilizes RSA Security's tokens, adapted to fit the real estate industry. Rather than delivering generic security software, Rapattoni has developed the easy online self-registration process, simple logon interface, and staff tools and reports for managing the Secure Logon service.

Rapattoni can provide complete services, including deployment, user orientation, staff training, the online management system, hosting, integration, and ongoing call center support for staff and agents. Rapattoni's pricing/billing model is unique in that the MLS pays for active users only.

Differentiators:
1. Choice of authentication tokens: OTP hardware tokens, USB-enabled hardware tokens, or software tokens that can be installed on a mobile device. Advanced integration with NRDS through data exchange.
2. Complete service package: Rapattoni can provide everything from deployment to training to ongoing support.
3. Rapattoni bills monthly for the number of active users only, and offers a financial protection plan to protect the MLS.
4. Integration with any MLS vendor, and with Rapattoni Magic membership systems.

RSA Security Inc.

RSA Security Real Estate Solutions

Number of Accounts: **2** **-** Mid Florida MLS
                                        - Bakersfield MLS

General Overview
RSA Security Inc. is expert in protecting online identities and digital assets. The inventor of core security technologies for the Internet, the RSA leads the way in strong authentication and encryption, bringing trust to millions of user identities and the transactions that they perform. RSA Security's portfolio of award-winning identity & access management solutions helps businesses to establish who's who online – and what they can do. For more information, visit http://www.rsasecurity.com

Product Overview – Features

RSA Security Real Estate Solutions protect valuable real estate information including:
- MLS listings
- Association Management Information
- Customer Relationship Management Information
- Transaction information

RSA Security Real Estate Solutions include:
- Two-factor authentication (RSA SecurID®)
- Single Sign On (RSA® ClearTrust)
- Federated identity management (RSA® Federated Identity Manager)
- Digital certificates (RSA® Digital Certificate Management Solutions)
- Encryption (RSA BSAFE®)

Partnerships:
RSA has established partnerships with Rapattoni Corporation, planetRE, SolidEarth and Secure Content Group and enable MLS organizations to securely put critical information into the hands of the people entitled to it—while protecting that information against unauthorized access.

Differentiators:
1. A leader in identity and access management solutions with leading real estate partners.
2. Standards-based security solutions to integrate the operations of brokers, MLS, associations and other real estate organizations.
3. Standards-based security solutions to integrate real estate organizations with title companies, lenders and other affiliates.
4. Developer and collaborator on all industry security standards including RETS.

Transaction Management

Fidelity National Real Estate Solutions

TransactionPoint®

Number of Accounts: **Over 300,000 registered users**

General Overview
Fidelity National Real Estate Solutions (FNRES) has an entire suite of products serving the real estate industry from MLS systems to transaction management. The objective of Fidelity National Real Estate Solutions (FNRES) is to empower brokers, MLS providers, agents, lenders, mortgage providers, service providers and other real estate professionals with world-class technology, services and information.

Product Overview – Features
TransactionPoint gives real estate professionals the ability to manage their transaction-related activities through a single centralized platform. The broker or agent can create transactions, add clients, manage activities, upload documents and share information from one location. With TransactionPoint, real estate professionals can:

*   Manage contacts
*   Create to-do lists and calendars
*   Upload or fax documents directly into the system
*   View transaction details with a single click
*   Access a complete audit trail of key events and transaction changes and document viewing
*   Manage every step of the process from one central location

Brokers have the added features of ordering, scheduling and confirming everything from appraisals and inspections to repair services.

Differentiators
1. Transaction management solution for both real estate agents and brokers
2. Integration in process with a variety of software including: Winforms/Zipform, Top Producer, Lone Wolf, Softpro, and DPN Financial Management
3. Archives transaction(s) onto a CD(s) — for use by the client or the company
4. Auto populates new transactions from MLS data

First American Residential Group

Transaction Manager

Number of Accounts: Transaction Manager currently supports more than 145,000
registered users

General Overview
First American Residential Group is a subsidiary business line established by The First American
Corporation in 2002 to address the real estate brokerage, multiple listing service (MLS) and relocation
market segments. Its systems streamline real estate listing, financing and closing processes, with the
objective of increased efficiency and profitability. First American Residential Group operating units
include First American MLS Solutions, the nation's leading provider of MLS systems and real estate
software in North America; and Relocation Advantage and Certified Closing Network, leading
providers of closing management services to relocation companies. For more information, visit:
www.residential.firstam.com.

Product Overview – Features
Transaction Manager is a fourth generation technology platform that supports flexible broker business
models and offers access to a host of features.   Transaction Manager automates and streamlines the
entire transaction process, and is RETS 1.5 certified, offering integration with Web-based broker and
MLS systems. The system is easy-to-use and may be branded and configured to meet the specific
needs of MLSs, brokers, agents, transaction coordinators and local vendors. This open platform
provides numerous transaction management components, including:
- Task lists
- Product and service ordering
- Document management
- Participant management
- Messaging and call logs and more

Differentiators:
1. Integration – Transaction Manager integrates with a multitude of systems including MLS data
   and systems, public record data, title and closing applications, fax capabilities, broker back
   office accounting systems including Lone Wolf Realty Management System, MS Word, and
   real estate forms (including WinForms).
2. Transaction Manager is the only system to be deployed via the MLS; the platform integrates
   with existing or custom systems as well as any other MLS system available in the industry
3. Offers Property information site that can include agent information and photo. Also includes
   property profiles, report farming and labels

GURU NETworks, Inc

g4Enterprise

Number of Accounts: 40 broker accounts with thousands of agents served.

General Overview
Guru is a technology company founded in 1993 that serves the residential real estate industry. They were the first company to do a RETS pull from an MLS and the first to provide a VOW website to a broker. They are now in the fourth generation of their product.

Product Overview/Features
The Enterprise solution provides a full front and back office solution for the broker. They include disbursement using the broker's pay plans and deposit the transactions automatically into their accounting system. Using a dynamically populated website, they capture leads and automatically track them to completion, including the source of business for accurate disbursement of referral payments. As the lead becomes a transaction, there is no duplication of any data entry. As the transactions are closed, the disbursement function creates accurate transactions for the accounting system to process.

All data about the employees and 1099 contractors is captured in the personnel database and is used to dynamically populate the website's office and agent pages with up to the minute information. Interfaces to the local MLSs provide a complete search capability as well as providing the base information for the transaction management functions. They can also provide, depending on the Franchisor, an interface to the financial reporting system to automate that function. Documents, letters and brochures can be auto-populated using data within the system. All participants in the transaction have access to a secure website to view the status of the process.

Differentiators:
1. A total web-based Enterprise Solution
2. Scalable from smallest to largest broker
3. Built on open standards
4. Single Database solution

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Instanet Solutions

TransactionDesk, Instanet Forms, AuthentiSign

Number of Accounts: TransactionDesk 190K
                                   Instanet Forms 265K
                                   60% cross over

General Overview

Instanet Solutions provides Transaction Management, document management and on-line digital signing services through out North America since 1992.

Product Overview – Features

TransactionDesk is a browser based transaction management system online since 2004. TransactionDesk comes with fully integrated contracts and forms (Instanet Forms) and built in digital signing capabilities (AuthentiSign). The TransactionDesk is designed to be fully configurable at the Agents, Transaction Coordinators, Broker and Enterprise user levels.

The TransactionDesk service has integrated the AuthentiSign service. The **AuthentiSign** service enables TD users to package and distribute documents and forms via the internet for secure browser based signing by the different parties involved. All documents signed are protected by the United State Postal Service Electronic Postmark digital signatures.

The **Instanet Forms** service is available as a standalone on-line contract and form management service. The Instanet Forms service went on-line in 1998 and was the first browser based contract and form management service available on-line. Instanet Forms users generated over 4.5 million in 2005. Instanet Forms offers complete integration into any MLS or corporate enterprise intranet at no additional charge. Instanet Forms is completely acrobat PDF based enabling the service to be used without any 3rd party downloads and also providing the highest level of security for all document s created within the service.

Differentiators:
1. Only TMS with built in contracts, forms and digital signatures capabilities.
2. Instanet Solution is a fully privately held company and is not affiliated with any 3rd party organizations (Title, Mortgage, etc…)
3. Real Estate Industry Solutions (REIS, FAR subsidiary) signed agreement to market the TransactionDesk and related services nation wide.

Real Estate Business Technologies, LLC

RELAY™

Number of users: 10,000
Total includes RELAY™ individual agent licenses purchased as May, 2006 and the guest user accounts created by RELAY™ subscribers, for their buyers, sellers, assistants or coordinators. RELAY™ licenses include contracts purchased by Associations of REALTORS® to provide RELAY™ within membership dues. Those Association members are included in the current number of licenses.

General Overview
Real Estate Business Technologies, LLC (REBT) provides technology solutions to enhance the services that REALTORS® deliver to clients with the objective of improving REALTORS®' productivity and efficiency. REBT developed RELAY™ Transaction Management in partnership with the National Association of REALTORS®, and with direction from leading real estate practitioners. REBT also works in partnership with RE FormsNet® (REFN), the developers of ZipForm® and WINForms®, the official real estate forms software of the National Association of REALTORS®. RELAY™ is directly integrated with ZipForm® and WINForms®.

Both REBT and REFN are joint ventures between the National Association of REALTORS® (NAR) and Real Estate Business Services Inc. (REBS). In this relationship, RELAY™ and ZipForm® products are the only REALTOR® owned and operated technology solutions strategically designed for the more than one million REALTOR® members.

Product Overview – Features
RELAY™ is an Internet tool that enables REALTORS® to manage transactions electronically, connecting with clients and with their office through a transaction website. RELAY™ is offered by annual subscription to individual agents, or brokers can set up a multiple-agent account. RELAY™ subscribers can add an assistant or transaction coordinator to their account at no charge, and invite transaction contacts such as a buyer, seller, or guest agent to have role-based access to a specific transaction.

Key RELAY™ Features:

- Branding – each site can be distinctly customized with a Broker banner and agent profile.
- Web-based Convenience – No software is required so agents and their contacts can access the transaction from any internet connection, by just using their secure password.
- One-Click Forms Integration - Completed forms can be synced directly from WINFormsOnline® or ZipFormOnline® into a transaction website with one click, eliminating data entry or multiple document uploading.
- Complete Transaction History - RELAY™ automatically records activity and document updates – a time-saving risk management tool to help brokers keep thorough archives.
- REALTOR®-Controlled Access - Role-based permissions are set by the REALTOR® to determine which documents or activities can be viewed by the seller or buyer side.
- Data Security – RELAY™ holds the REALTOR® Secure certification and has been audited by Cybertrust, the global information security specialist, to ensure client confidence.
- Organized Document Management – Documents can be distributed via email as a link in order to track updates, signatures, and new versions instantly.
- Direct Faxing – Custom fax cover sheets enable contacts to fax signed documents into the transaction website, in one direct step. File saving and naming are automatic.

- Integrated Activity Management – Activity Checklists can be applied to transactions for smooth closings. Checklists enable automated notifications with color-coded activity status. Activities are also listed in can also be exported to a computer calendar.
- Automatic Notifications – Details are easier to track with email notifications that are sent when activities coming due or when new documents become available.
- Guest Accounts - At no charge, the REALTOR® can invite the agent from the other side, the seller, buyer, an assistant, coordinator, or broker to have a role-based user login.
- Cross-site Transactions – When RELAY™ agents represent both sides of a transaction, they can collaborate using the same transaction site.
- Foreign Language Support - One click user interface translations are offered for English, Spanish, Chinese or Vietnamese.
- Customer Satisfaction Feedback - Clients can send instant feedback to the Agent and Broker with a one-click response tool.
- CD Creation Tool - Create CD-ROMs of a complete transaction archive, or create a custom branded client closing package.
- Public Listing Web Pages –Listing documents, photos or video can be published onto a public RELAY™ web page, which can be linked to any website or to an MLS listing. The public RELAY™ listing page offers a preview of the branded transaction website, making a distinct professional impression.

Differentiators:
1. REALTOR® Association owned, and developed in partnership with NAR
2. Offers the most seamless integration with ZipForms®Online and WINFormsOnline®
3. No per-transaction fees
4. User interface offered in choice of four languages, in easy one-click translation

SettlementRoom Systems

Settlement Room

Number of Users: 60,000 + registered

General Overview
SettlementRoom is owned by SettlementRoom Systems, Inc., a privately held technology company. SettlementRoom is web-based transaction management software for real estate. SR has been building, selling and supporting online TM software nationally since 1999 and is the oldest continuously operating company in this category. Settlement Room reports they have customers in every state. The founder and president is Dr. Jonathan Cutler.

Settlement Room makes a point that they do not sell real estate services, title insurance, or loans. They do not rely on venture capital or outside funding to operate. They also do not sell, rent, trade, or otherwise benefit from your personal information. They do not refer real estate agents, appraisers, lenders, or others for a fee.

Product Overview – Features
SettlementRoom is web-based software which manages a real estate transaction from the time of listing until after the closing. SettlementRoom is easily implemented for individual agent, and can also be implemented for teams, offices, entire companies, and larger organizations.

SettlementRoom accounts are accessed using a normal web browser, so you can work on your transactions from any PC. Data is housed in a top tier national data center. .

The basic SettlementRoom concept is to have the software automatically create a virtual website for each real estate transaction (listing, closing, loan, etc.) in which you are participating. Each website the user's name on it and gives them and any invited guests secure point and click document management, messaging, ordering, calendars, contact management, task tracking and more. Clients can log in at any time for up to date transaction and status information. Users automatically get management reports showing all of their current transactions and their status, with single click access into the details of any one of them. At the end of the transaction, the system can provide an archive of all of the documents, information, messages, and tasks for that property.

Differentiators:
1. Independent – Most TM providers are Title Companies or other vendors. SR is a software company with no other "axe to grind."
2. Ease of use – Settlement room claims the shortest learning curve in TM
3. Flexible – works for agents all the way up to large multi-office companies
4. Low cost – No setup fees, built-in faxing and fax-out, per-transaction prices $5 - $20 based on volume

Stewart Transaction Solutions

SureClose®

Number of Users: Over 1.8 million real estate transactions online
                                    Over 23 million real estate documents online
                                    Over 950 Stewart locations using SureClose
                                    Over 150 real estate agents/brokers, non-Stewart title agents and
                                    lenders using SureClose

General Overview
Stewart Transaction Solutions, a wholly owned subsidiary of Stewart Information Services Corp. (SISCO) (NYSE – STC), provides transaction management, title and escrow production, commercial closing, vendor management, underwriter information, title plant and artificial intelligence-based examination systems to Stewart Title offices, independent title agencies, real estate brokers/agents, lenders and title insurance underwriters. Headquartered in Houston, TX, Stewart Transaction Solutions is committed to delivering state-of-the-art real estate information systems and solutions to its clients. More information can be found at http://www.stewarttransactionsolutions.com.

Product Overview – Features
Stewart's online transaction management system is called SureClose. It has been designed to increases office efficiencies, improve communication and enhance the customer experience. Stewart contends that SureClose is the most widely used and distributed transaction management platform in the country, based on 1,800,000-plus transaction files online to date. Developed by Stewart Transaction Solutions to facilitate doing business anywhere in the world, SureClose puts all parties involved in the real estate transaction on the same page online from any PCc, in real time. This means a buyer and seller can find out the status of the property inspection, mortgage documents, homeowners insurance or anything else related to their real estate transaction, anytime they choose, from any place around the globe – eliminating phone-tag between multiple parties, faxes and hassles.

SureClose is available to brokers, REALTORS®, title agents, MLS' and lenders.
With SureClose, all parties to a real estate transaction can:
- Monitor real-time progress of the transaction
- View, print and download pertinent information
- Post and receive messages
- Receive automatic event notifications
- Order settlement services and exchange documents

Differentiators:
1. Experience, Usage and Adoption – SureClose is the most used and one of the most mature TM systems. Stewart's internal usage of SureClose, coupled with one of the largest external customer bases makes SureClose the most production tested of all TM systems.
2. Role-based System with Flexible Template Design - SureClose provides a flexible template design to allow pre-constructed templates for every transaction type. In addition, SureClose document placeholders retain the permissions of each document to ensure document security.
3. Proprietary Print Driver – The SureClose proprietary print driver for document upload allows a substantial benefit to users allowing a convenient method to transport documents seamlessly from other applications.
4. Infrastructure and Compliance - Stewart Transaction Solutions is working towards SAS 70 compliance, as well as redundant production sites. SureClose has hardware encryption to protect all documents plus key sensitive fields for a deeper security, as well as intrusion detection systems and regular security audits.

Scheduling Systems

Hunt Real Estate Corporation

ProShow

Number of Accounts: ProShow was created in-house for company use in Hunt's residential real estate division. ProShow is now fully deployed and ready to be marketed to outside firms.

General Overview

Hunt Real Estate Corporation is a family-owned real estate and homeownership services company established in 1911 in Western and Central New York State. Hunt Real Estate offers integrated real estate homeownership services and is a leader in the residential real estate industry with more than 95 years experience in developing consumer-oriented products and services. The company provides residential and commercial real estate brokerage, mortgage banking, title services, property and casualty insurance, national and international relocation services, home building and home repair and maintenance services.

With 25 residential offices and over 850 real estate agents, Hunt Real Estate Corporation continues to expand its product and service offerings.   All real estate and homeownership services are available to consumers on the Internet at http://www.r-house.com.

Product Overview – Features

What Is ProShow?

- An appointment scheduling system to streamline the property showing process
- Appointments are scheduled by a professional customer service team
- Original system launched in 1999
- Web version launched in September 2004
- Currently operated from our administrative offices in Williamsville, NY

How does ProShow work?

- At the time of listing, the agent and homeowner determine the showing procedure for that listing. These instructions are provided to ProShow.
- Any agents with an MLS Public ID can call the ProShow number to schedule a showing appointment
- ProShow reviews the showing instructions provided, confirms the appointment with the homeowner and records the appointment
- Showing instructions can be changed as needed

Benefits to Listing Agents

- Listing agents can focus their efforts on listing and selling houses
- If the branch office is closed, ProShow can still schedule appointments
- Insures that the homeowner's needs are met
- Real time information available to the homeowner
- Produces professional reports
- Optional live callback to showing agents for buyer feedback
- Information available to listing agent via secure access
- Accurate records of showing activity

Benefits to Showing Agents

- One phone call allows the scheduling of multiple appointments
- Outstanding customer service available seven days a week
- Convenient, faster, saves time and frustration

Benefits to Homeowners

- Direct control of how the property is shown

- One number to cancel showings in an emergency
- Access to reports 24/7
- Convenient access = more showings = faster sale
- Accurate records of showing activity

Differentiators:
1. Operating in multiple markets.
2. Designed as a web based and phone based application
3. Focused on providing data to auto-populate along with integrating with other products to help enhance user experience and flow of process
4. Over 5 years of proven customer service

Showing Time

ShowingDesk, ShowingAlert, ShowingAssist

Number of Accounts: **3,000 offices, 15 MLSs**
3,000 offices use ShowingDesk and/or ShowingAlert
15 MLSs use ShowingAssist.

General Overview
ShowingTime products have been used in the real estate industry for more than 12 years to help offices and MLSs manage the showing appointment process. Its products are used by 3,000 offices, 150,000 agents and 15 MLSs to manage more than 500,000 showings each month. All types of offices use ShowingDesk, from major franchises like RE/MAX, Coldwell Banker, Century 21, Prudential, ERA and Keller Williams, to large independent firms such as Baird & Warner, Long & Foster and Real Estate One, to hundreds of smaller independent offices.

During the first quarter of 2006, ShowingTime introduced a Web-enabled version of ShowingDesk for real estate offices seeking a showing management system without installing software. Fully accessible via the Internet, ShowingDesk Web Edition is scalable for any sized office, from as few as one or two agents to as many as 50 or more offices. It automatically links to the MLS to download listings, agents and offices and includes an automated showing feedback system, online reports, technical support and training.

In addition, a usage milestone was reached for ShowingAssist, now accessed by more than 100,000 agents across the country. It has been successfully integrated into several popular MLS systems, including those provided by First American MLS Solutions, Fidelity, Rapattoni, Stratus and Offutt.

Product Overview – Features
ShowingTime's three primary products are used by real estate offices and MLSs:

ShowingDesk helps offices manage the showing appointment process at the front desk. Its point-and-click format is easy to use and helps streamline call activity, with all the data collected being delivered back to brokers and agents in the form of 20 useful reports. Showing notifications and feedback requests are sent automatically by the system, while unfinished tasks are logged into a task list so nothing slips through the cracks.

ShowingAlert gives offices a tool to capture showing requests on their web sites. When a buyer is browsing listings on an office's web site, they can click a 'schedule a showing' button to request an appointment, which delivers a qualified lead to the office. Brokers also receive a monthly dashboard report to see how their web site activity compares with other offices.

ShowingAssist, the patented MLS-based system, gives MLSs a tool that enables members to request showings while logged into the MLS anytime of the day or night. It allows listing agents to post showing instructions and enter available hours for showings on an interactive appointment calendar. Showing agents can request showings anytime they're logged into the MLS by simply clicking a button next to the listing. Both receive e-mail showing notifications after the appointment is requested, meaning the entire process can be completed without a single callback.

Differentiators:
1. Provided first web-enabled showing management system for offices, including automated showing feedback

2. Provided first showing management system for MLSs, enabling 24/7 agent-to-agent showing requests
3. Fully integrated showing management product set linking offices & MLSs

Tax/Public Record & Data Checking Products

First American Corporation

MLS Data Checker (MDC)

Number of Accounts: Houston Association of REALTORS (22,000 members) Live beta test: Pacific West Association of REALTORS (15,000 subscribers) Orange, CA. Version 1.0 release due mid July 2006.

General Overview
The First American Corporation is the nation's leading, diversified provider of business information and related products and services. First American RES is the nation's largest and most comprehensive collector of property, ownership and related information.

FAMLS's parent company—The First American Corporation—is a Fortune 500 company that trades on the New York Stock Exchange as FAF. First American provides title, real estate, and consumer information and services and is North America's largest data provider.

User Interface – Features
MLS Data Checker offers increased listing accuracy for MLSs and their members. This web based software program monitors the quality of MLS information and enforces compliance with multiple listing service rules and regulations.

MLS Data Checker works with TEMPO and MLXchange to automatically find violations according to MLS policy. The program highlights each infraction for easy review and then prompts the user for the appropriate action. The program automatically notifies the listing agent or broker of the violation by e-mail, including information regarding any grace periods and potential penalties. Member-reported violations can be manually entered and are tracked through the same review process.

Listing changes and corrections are detected and logged for easy review by the system administrator. Agents and brokers who fail to correct violations can be automatically fined through an interface with the Membership Management system. Repeat offenders can be automatically identified and fined immediately.

MLS Data checker improves the accuracy and completeness of MLS data by automating the detection of infractions across the entire listing inventory. This minimizes the staff time required while increasing adherence to MLS rules and regulations. The installation pipeline for MLS Data Checker currently includes more than 20 accounts;

Differentiators:
1. The flexible and intelligent detection engine is 100% customizable to the unique regulations of each MLS.
2. MLS Data Checker works with virtually any membership management system to automate and de-personalize the billing of fines.
3. 3 MLS Data Checker provides additional functionality for the detection and special management of repeat offenders -- typically the largest source of data violations in any MLS.

First American Real Estate Solutions

Realist

Number of Accounts: 60 Realist accounts, 454,251 users
                                 16 Data Licensing accounts, 149,646 users

General Overview
The First American Corporation is the nation's leading, diversified provider of business information and related products and services. First American RES is the nation's largest and most comprehensive collector of property, ownership and related information.

Realist is First American RES's online tax data product. This is a browser based system that integrates with the existing MLS system. They currently have systems in place with most major MLS system vendors.

Product Overview – Features
The Realist product allows you to search and use tax data via a simple Web interface. Like any tax system you can identify properties by any number of filters. Unlike other systems, this product provides deeper content and more intelligent use of the data. The interface is simple and well thought out.

Realist has a number of attractive features that really fit with the way agents work. Their comparable search, which is included in their base product, is a quick and easy way to find 20 comparable listings using only a subject property. Users can then select the ones they think are best and quickly calculate statistics and suggested value of the subject property.

Realist also stresses the data itself. They claim that they often have more current data on their system then the local government systems because they key in directly from documents. Unlike MLSs that manage tax integration themselves, relying on tapes or feeds supplied periodically from the counties, FARES gets their update from the source, the actual mortgage instruments and recorded deeds. In addition the accuracy of the system is higher because they enter the data twice. It is entered at two different locations by two different people. If the two entries don't match, those records are pulled and examined again.

First American has introduced GIS mapping services through Realist in the last year and continues developing this feature. Realist can perform radius, rectangle, rubber band, or polygon searches on street maps or aerial maps. Additionally, Realist supports parcel layer data which allows the user to see individual parcel boundaries on street maps or aerial maps. Users can use the Realist Identify feature to simply point and click on any property to display a thumbnail of information about the property. Users can link to the full property report from the individual thumbnail.

Realist also now supports Foreclosure data. Users can search on –pre-foreclosure data to locate properties that are in this state. Additionally, Realist flags properties that have some type of foreclosure activity.

Differentiators:
1. Content and Currency. First American uses a double entry process to ensure accuracy
2. Specifically designed as an MLS product. Complete integration with MLS system
3. Auto-populate listings and provides extensive and powerful export features
4. XML tools to support combined reports, reverse linking and combined CMA (listings and non-listed sales combined in one CMA)

iMapp, Inc.

iMapp & iCheck

Number of Accounts: 31 iMapp Tax Mapping Clients

General Overview
iMapp has been in business since 1997 serving REALTOR® Associations and Regional MLS's nationwide ranging in size from 1,000-15,000 members. iMapp products are currently being used by over 100,000 REALTORS®.

Product Overview – Features
iMapp's Tax Mapping Suite features:

- GIS interactive parcel mapping, aerial photos, street mapping, core tax data, updated deeds, integrated MLS data and demographic data
- Deed & Mortgage Data keyed on site with weekly updates
- Directly links from any web based MLS
- Multiple search options including Tax & MLS
- Map based searches using polygons" for tax or MLS
- Instant comparable analysis of sold properties including FSBOs
- Auto Property Evaluator instantly calculates suggested sale price for subject property
- Mailing label and farming features

iCheck

- iMapp's MLS data validation software provides REALTOR® Associations a means to verify data accuracy of MLS listings, ensuring their quality and reliability. iCheck is tailored to the needs of each Association or MLS, applying their specific rules and regulations against selected data fields. Relevant violation data is saved for statistical analysis and fine collection; member and broker notification may be by email and/or letter and may include a copy of the erroneous field, the applicable Rule/Regulation and count of violations.

Differentiators:
1. Each system is custom designed per Association.
2. 1st Company to utilize on-line GIS Parcel mapping technology.
3. All data collected and cleaned by iMapp personnel in Tampa, Florida.
4. Focused on providing data to auto-populate along with integrating with other products to help enhance user experience and flow of process

Real Info, Inc.

i-Val, Q-Val, realAssessment, TVSP

Number of Accounts: **Over 250 customers**
Customers include lenders, AVM resellers, subscribers of data, and specialty use customers.

General Overview
Real Info, Inc. is a nationally recognized AVM and data provider with national coverage in over 1,100 jurisdictions within the U.S. Headquartered in Buffalo, NY, Real Info, Inc. along with its sister company Kirchmeyer & Associates, Inc. provide the total valuation solution, from AVMs and property reports to full traditional appraisals nationwide.

Product Overview – Feature
i-Val is a nationally recognized hedonic AVM that emulates the logic of the traditional appraisal process by utilizing all available property information and characteristics to provide an accurate estimation of fair market value, along with comparable property information and a statistically valid confidence score.

Q-Val is an hedonic AVM that combines the unique logic of i-Val with our trained staff's knowledge of properties and valuations. Each Q-Val report is manually reviewed and updated by trained staff to ensure high quality results.

realAssessment is a nationally recognized tax-assessed value AVM that estimated fair market value based on the subject property's tax-assessed value and a proprietary analysis of tax-assessed values versus fair market values in the property's location. realAssessment also provides comparable property information and a statistically valid confidence score.

TVSP is Real Info's Total Valuation Solution Program. This program allows independent appraisers and appraisal companies to market VMs to their customers on a revenue-sharing basis

In the past 12 months, Real Info has greatly improved its geographic coverage through acquisition of new data providers. Additionally, Real Info has successfully put emphasis on internal testing and analysis to improve the accuracy of its products. Both of these efforts have produced dramatic improvements in Real Info's test results as conducted by independent third parties.

Differentiators:
1. Independently owned with a concentration on quality products and customer service.
2. Affiliated with related Kirchmeyer & Associates to provide automated and traditional appraisal services. Integrated with AIM®, AIM® for Windows® and SureClose®
3. TVSP provides automated valuation tools directly to appraisers for marketing to their customers. Single point of access to multiple and disparate data sources (Title Plant, Public Records, Aerials, Demographics, Schools, etc.)
4. Direct collection of property data in the New York Metro areas gives Real Info unique coverage as compared to other national AVMs.

REIData, Inc.

PropertyInfo.com

Number of Accounts: 2,300
REIData currently manages 2,300 customer accounts. It services the Realty, Title and Lending Market segments. In the Realty segment it services approximately 130,000 realtors through 13 MLS Accounts. Via its PropertyInfo.com portal, the company produces more than 30,000 Property Profile reports per month.

General Overview
REIData Inc. is a wholly owned subsidiary of Stewart Information Services Corp. (NYSE-STC) serving the title, realty and lending markets in three primary ways: data access, integrated data applications, and online product distribution through its Web portal, PropertyInfo.com. Through a single point of access, PropertyInfo.com brings together public records, aerial imagery, maps, search and extraction tools, editable reports and documents, and integrated processing applications.

Product Overview – Feature
REIData offers several industry-specific applications and reports through its Web portal.
SearchManager™ is a time-saving interactive title plant index and document image examination application used by title agents to prepare title exams and policy commitments. Title information can be integrated with aerial imagery, tax information and the user's data to create comprehensive reports.
AutoExam™ enables title professionals to generate preliminary title reports in minutes, using Patterned Data Extraction (PDE) technology. The application extracts legal, vesting, dates, amounts, lenders, trustees and other pertinent information and integrates this data with the user's own title examination rules to produce a short form title policy package that includes all transmittal letters in the user's form and format.
Designed as a marketing tool for Realtors®, MLS, and title company customer service departments, **Property Profiles** presents property characteristics, tax, assessment, plat map, comparable market analysis (CMA), aerial photos, school report, aerial images, neighbors names, nearby businesses, demographics, and more, all formatted in a convenient presentation quality report.
ListingChecker™ and AutoPop™ are designed to enhance the quality of MLS data. The programs check MLS listings for irregularities and missing information, and automatically populate the MLS with recent transaction data.
PropertyAnalyst™ is a powerful interactive Global Imaging Service (GIS) research tool for the real estate professional which displays aerial imagery overlaid with parcel boundaries and other property data layers.
PropertyInfo.com provides tools for the real estate lending industry that include Document Images, Basic Flood Determination, Life of Loan Flood Report, Legal & Vesting, Owner & Encumbrance, and Comparable Market Analysis.
All of the reports and functionalities mentioned above are available on a subscription or per use basis as well as in bundled office solutions for each industry type. See: http://www.propertyinfo.com.

Differentiators:
1. Integrated with AIM®, AIM® for Windows® and SureClose®
2. Single point of access to multiple and disparate data sources (Title Plant, Public Records, Aerials, Demographics, Schools, etc.)
3. Available in both Subscription and Transactional pricing models.
4. Experienced, trained professionals, with significant experience in the Realty, Title and Lending Market segments.

Broker & Agent Products

Fidelity National Real Estate Solutions

AgentOffice®

Number of Customers: Over 55, 500 users

General Overview
Fidelity National Real Estate Solutions (FNRES) says their mission is to empower brokers, MLS providers, agents, lenders, mortgage providers, service providers and other real estate professionals with world-class technology, services and information.

Product Overview – Features
AgentOffice is a complete, full-featured package of essential tools, specifically created to help today's real estate agents build and manage the day-to-day activities of their real estate business. AgentOffice can:
- Manage contacts
- Track activities with a choice of pre-formatted and customizable plans
- Track appointments, deadlines and to-do lists
- Develop professional-quality letters, flyers, postcards and brochures
- Create impressive Competitive Marketing Analysis (CMA) presentations
- Manage online communications in one central location
- Save contact information from Internet leads and follow-up with a single click
- Synchronize with networks, home PCs, laptops as well as Palm OS® and Windows® Mobile based hand-held devices

Differentiators:
1. AgentOffice can be purchased for a one-time fee with no additional monthly charges to access the software or the data that's been entered.
2. Can be synchronized with today's most popular hand-held device — including Palm OS and Windows Mobile based systems
3. Up to 2 additional assistants can be added-on at no additional cost.

AutoRealty LLC

AutoContract, AutoContract OnLine, AutoMLSDataFeed, AutoSignREVault

Number of Customers: MLS clients, Real Estate Association clients, Broker clients (large and small) and individual agents. No number provided.

General Overview
AutoRealty is a 15 year old automated forms software provider for the residential real estate market. The company claims to have been the first to provide WindowsTM versions of its software, the first to offer an integrated OnLine version, the first to offer automated form fill from an MLS data feed using a RETS client, and the first to offer the electronic signature product for handheld devices.

Product Overview – Features
Software
- Desktop and OnLine versions of AutoContract are available and working files can be shared back and forth between the two versions.
  - Watermarks and custom headers that include a company name can be added to the top of contract to help identify your real estate company.
  - Users can log on to AutoContract online at www.AutoContract.net and have access to create, edit, and delete contracts from anywhere there is access to the internet. This feature is included with AutoContract Gold.

Forms
- Custom forms – they will set up any forms you for a nominal setup charge for each form.
- All the necessary forms are at your fingertips – AutoRealty does not charge to use additional association or MLS forms that you are authorized to use.
- AutoContract Forms are imaged – not typeset – so all changes show up just as if making changes with a pen.
- Forms are identical to the original published form. Regulatory compliance is maintained since AutoContract utilizes a unique graphic oriented forms engine which insures that the form printed will be identical to the original published form.

New Products
- Automated MLS Data Feed to the contract software placing all appropriate MLS data where it belongs in the forms. Fully RETS compliant and certified. Released 18 months ago and now available in multiple MLS across the country.
- Auto-Sign AutoContract provides the capability to capture signatures electronically, in office or in the field, via handheld device. Fully compatible with Palm and Windows Mobile devices. The signatures are fully secure and integrated into the document. Any document change after signing erases the signatures and initials. Will be released mid-summer 2006
- RE Vault AutoRealty's document management solution for easy creation, modification and long term paperless storage of real estate transaction documents. Multiple key word lookup with search time in the milliseconds range. Scheduled for launch mid-summer 2006.

Differentiators:
1. Customized forms are a norm for Autorealty –nominal fee for custom forms.
2. Technological innovation – OnLine and Desktop products work together and now include Auto Sign.
3. Automated MLS data fed directly into the contract forms
4. RE Vault – long term storage of required real estate transaction documents at a reasonable price

Fidelity National Real Estate Solutions

Broker BackOffice Pro™

Number of Customers: Over 3,600 brokerages

General Overview
Fidelity National Real Estate Solutions (FNRES) says their mission is to empower brokers, MLS providers, agents, lenders, mortgage providers, service providers and other real estate professionals with world-class technology, services and information.

Product Overview – Features
Broker BackOffice Pro enables today's real estate brokerages to automate and streamline critical processes like financial management, sales closings and recruiting. Broker BackOffice Pro lets small to mid sized brokerages monitor listing inventory, create cash flow projections, calculate broker fees, manage accounts payable and maximize agent prospecting efforts.

Broker BackOffice Pro gives you the power to:
- Seamlessly manage back office processes while reducing errors
- Measure office productivity and performance with detailed real-time reporting
- Instantly track and access complete contact and agent information
- Professionally manage activities that maximize sales opportunities
- Fully networkable right out of the box and can be loaded on an existing network for shared data and multiple users
- Easily integrate back office management with QuickBooks™ or Peachtree™ accounting systems
- NEW – Ability to seamlessly integrate with Microsoft® Small Business Accounting (SBA).

Differentiators:
1. Ability to distribute commissions during the closing/sales process in BBOP
2. Ability to integrate with QuickBooks™, Peachtree™ as well as Microsoft® Small Business Accounting package
3. Built-in contact management solution
4. Fully networkable right out of the box; allowing different people to run different activities simultaneously.

Terradatum

Broker Metrics and Agent Metrics

Number of Customers: Terradatum serves firms that comprise over 1,200 offices.
40% are single-office brokerages, 60% multi-office. They are
currently in over 60 MLS markets and adding 3-5 per month.

General Overview
Terradatum products provide granular visibility into corporate market positioning combining the
ability to view market penetration and changes in real time across every market and every agent
where the company does business.

User Interface – Features
The AgentMetrics product was designed to view market share, market dynamics and pricing and has
"agent-friendly" usability. The agent can perform a pricing analysis of a listing to create hard data to
share with a client on realistic pricing for their home. They can show clients what kind of market
share they have versus a competitor, and educate their client on dynamic market trends. The reports
are very compelling.

BrokerMetrics is at the heart of Terradatum's technology. With this product they target clients with
hundreds of agents and multiple offices. This tool is designed for agent analysis, recruiting,
efficiency tracking and business modeling. The product analyzes raw MLS data, integrates it with
key company data, and presents results in reports with amazing detail.

These tools are what large firms with multiple offices have been trying to build themselves for years.
In terms of broker market analysis, Terradatum offers a unique and superior product.

Differentiators:
1. The power of their data analysis clearly provides an advantage to their customers in managing
   inventory, market share, and recruiting top agents profitability.

2. The power of their data analysis provides tools we have not found anywhere else to help large
   real estate firms understand and manage their operation more effectively.

Fidelity National Real Estate Solutions

BrokerOffice™ Suite/ManagementCenter™

Number of Accounts: Not reported

General Overview
Fidelity National Real Estate Solutions (FNRES) reports their mission is to empower brokers, MLS providers, agents, lenders, mortgage providers, service providers and other real estate professionals with world-class technology, services and information.

Product – Features
BrokerOffice Suite offers a comprehensive package of fully integrated, Web-based business solutions — an all-inclusive Web site, online marketing, management and productivity solution — designed specifically for brokers and their agents.
- Capture leads quickly to maximize value
- Manage leads and listings securely online
- Allows the broker to keep all staff on track and communicate schedules
- Create professional CMA presentations
- Easily input and update listings
- Reduce compliance risk with access to extensive "Do Not Call" database

ManagementCenter acts as an integrated "Hub" for listings, leads, contacts and activities — a total lead generation and management solution to the brokerage
- Minimize lead mishandling
- Ensure quick response times
- Automate lead management functionality
- Convert more leads to closed business

Differentiators:
1. An all-inclusive Web solution designed to provide a turnkey solution for today's real estate brokerage
2. Ability to customize the brokerage, office and agent Web sites for effective and consistent branding
3. Auto-update all MLS listings directly from the broker/agent Web sites

IDC Global

datafloat

Number of Accounts: 25 accounts in the US, UK, France, Germany

General Overview
IDC Global is one of the few companies that have a working multi-lingual real estate broker system. Their main office is in New York City with branch locations in London, England and Paris, France. Currently serving several large real estate firms around the U.S. IDC has recently landed several more international accounts.   .

IDC Global is powering a major association called ORPI in France with over 1000 real estate firms.

In the U.S., their primary focus has been on the large broker market serving clients that would typically have 800+ agents   The services they provide for these companies can include full listing management systems, integrated forms/contract modules, CRM modules, broker/agent websites with lead management and transaction management..

Product – Features
The key to the datafloat product line is the integration of data. IDC looks at data, whether it is a listing, a customer, or a transaction as just data and their system has been designed to manage this data very easily across multiple platforms. The IDC products work online and offline exactly the same using the identical IE browser interface. They also don't require any big executables to be downloaded as they leverage the power of the browser very nicely.

One of IDC's specialties is helping large real estate firms that span multiple MLSs. They establish data feeds from all of the MLSs and then provide the firm a common real estate platform for their agents to use.   The system can include:

- Full listing management with broker CMA
- Lead integration from corporate site through to productivity modules
- CRM/Contact Management
- Lead Management
- Broker/Agent websites
- Forms/Contract Management Systems
- Transaction Management

Differentiators:
1. Use of offline technology, with heavy AJAX client for feature rich, scalable systems
2. Ability to provide differentiated product for Brokers, branded with distinct report and forms.
3. Able to interface easily with non IDC broker products, such as accounting, back office, MLS, tax data.
4. Extremely flexible product set. Customizes products to customer needs.   They don't believe a canned approach is realistic for real estate firms who desire to differentiate themselves in their markets.

Most Home Technologies, Inc.

eTeam

Number of Accounts: Numerous broker and franchise partners including Windermere in the Northwest, Prudential Colorado and surrounding areas, Prudential Florida WCI and REMAX right across Canada, among many others.

General Overview

Most Home is a seven year old technology and services company that provides lead response solutions for real estate brokers that helps them convert internet leads into qualified prospects for their agents and ancillary business groups. They are based in Vancouver, B.C. Canada where they manage a 25 seat contact/qualification center. They have 55 total employees.

Most Home partners with top brokers to provide them with a dedicated Customer Service eTeam to respond to their internet leads. Their contact center personally responds to every valid lead – they qualify, incubate, manage and convert leads into able buyer and seller referrals for the broker's sales associates.

Most Home maintains that the industry is waking up to the importance of lead management with virtually all of the visionaries calling for a new layer of customer service for the consumer. Some of the very large firms are building out call centers and lead management technology themselves at the cost of millions of dollars while others choose Most Home to manage the process for them.

Product – Features
1. What does eTeam do? eTeam provides an end to end Customer Experience Management solution, or CEM for short. It is a combination of high tech and high touch. Most Home combines technology with a customer service contact center to provide a dedicated customer service response and management of every lead from a broker's web site.
2. How is eTeam different from other lead management companies? It turns technology into a direct customer experience.
3. Can you integrate into an existing website? Yes. They can embed their lead capture forms by working with an existing website provider.
4. How long does it take to get up and running? It will take 3-4 weeks to implement all the pieces – lead capture, email templates, campaign and script messaging and the business rules.
5. How do you pay for eTeam service? There are two options – one is a success fee where you pay a share of the referral fee charged to your Agents for the fully qualified referral and the other is a flat fee that is based on the # of valid leads that they manage for you each month. .

Differentiators:
1. Lead generation product that provides "qualified" leads. All qualified leads are actually screened by licensed real estate agents prior to being passed on their clients.
2. Provides a measurable return on Internet investment.
3. Provides significant brand building agent retention/recruitment advantage

Threewide

ListExporter and ListSecure

Number of Accounts: 30 MLSs representing approximately 360,000 brokers and agents

General Overview
Founded in 1999, Threewide simply focuses on the data management needs of MLSs and Associations. Threewide's products facilitate the seamless and secure flow of data from the MLS, Public Record and Membership databases to agents, brokers and MLS/Association approved third-party companies throughout the real estate industry. Threewide enables MLSs and Associations to control, customize and secure listing data and images exports and send them as often as their customers need them for data usage outside the MLS System.

Product Overview – Features

ListExporter
ListExporter is an MLS tool to build and manage customized data feeds for agents, brokers and MLS/Association-approved third parties. With ListExporter, MLS staffs can selectively package listing data and images and push the files to any destination, in any industry standard format (including RETS), as often as they need to. ListExporter provides complete auditing tools to track what data was sent to whom.

ListSecure
ListSecure takes the customized files from ListExporter and secures them with data tags, unique watermarks and secure file pick-up. These technologies enable the MLSs/Associations to track the flow of their data and help them identify any potential data leaks.

Full Service Option
Threewide offers a service option to MLSs and Associations to build and secure the customized data exports for them. The MLSs and Associations approve the data recipients and authorize what data elements are to be sent. Once this is done, Threewide builds the file and works with the data destinations to make sure they are receiving the data.

Differentiators:
1. RETS and real estate data expertise
2. Proven technology to send and synchronize data for uses outside the MLS System
3. Active User Group that helps drive product and service offerings.

Listingbook™, LLC

Listingbook™

Number of Accounts: Currently service one MLS; beginning rollout in 2006.
Listingbook™ currently serves as the hub of all real estate activity in
North Carolina's Triad region (Winston-Salem, Greensboro and High
Point), assisting 2,700 real estate agents, nearly 5,000 sellers, and
151,000 buyers in an agent-centric community.

General Overview
Listingbook, founded in 2000 in Winston-Salem, NC, is an MLS-wide online service that connects
agents and their clients through an integrated platform of client management, sales productivity and
direct marketing tools.

Product Overview – Features
Designed to complement MLS systems, Listingbook™ automates, tracks and analyzes client activities
in an agent-managed, real time environment that encourages collaboration and communication.

CyberCMA®
Morning Reports
Agent Web Pages
Buyer Links – Targeted Marketing Services
Anytime Appointments
Company Reports

For Buyers
- Conducts instant property searches
- Obtains personalized service from agents
- Communicates instantly with agents

For Sellers
- Compares area sales in their neighborhoods
- Obtains showing feedback from their agent
- Receives monthly summaries from agents

For Agents
- Automates the busy work
- Tracks buyer and seller activities
- Enhances agent value to buyers and sellers

For Real Estate Companies
- Tracks showings and listing activities
- Boosts agent productivity
- Creates happier buyers and sellers

For MLS
- Provides additional services to agents (no training, support or equipment expense)
- Ensures secure and reliable data transfer to Listingbook™
- Guarantees no redistribution of data

Differentiators:
1. Online collaborative agent-centric intranet
2. Guarantee no redistribution of data
3. Unique marketing tools
4. Clients receive information not available on public sites

WolfNet Technologies, LLC

mlsfinder.com, MapTracksSM, LeadManagerSM

General Overview
WolfNet is a pioneer in broker reciprocity, IDX and VOW solutions for brokers and agents. As web developers they continue to build corporate intranets and websites with great depth of functionality and design. They are among the top IDX providers in the country serving 72 markets with over 1.8 million listings and over 12 million photos.

Product Overview – Features
WolfNet has deployed a completely modular design to their product, allowing Realtors to buy website and intranet functionality al la carte based on their unique needs as an agent, team, or broker. They also allow their components to be framed into existing websites eliminating the need to start from scratch and abandon the online assets that already have been built.

Their map-based property search, MapTracksSM allows end users to search for properties by viewing and clicking on a map to set their search area (zoom in/out and pan) and to visually display matching properties on the maps. One of the key features is that as users modify their selected map area or any other search criteria (such as price, bed, bath, etc.), the matching property count is updated in real time.

WolfNet also offers a product called LeadManagerSM that sorts leads as they arrive according to whether it's a buyer, seller or prospective relocation transaction. The product allows brokers to assign, distribute and track leads from receipt to closing. The system allows each Company to set up its own rules for lead management and leads only go into the LeadManagerSM system when they're ready to talk with an agent. Leads that are many months or even years away from action go into a separate incubation mode.

They also offer a broker Intranet service that is modular and can be tailored to each company's needs. Modules include Open Houses, non and pre MLS listings, Floor Schedulers, Ad Management, Bulletin boards, etc.

Another product is their regional web site system to bring independent brokers together from the same real estate brand to gain an online advantage. The Regional web site system operates under a "host" model and distributes leads to each office on agreed upon criteria.

Differentiators:
1. Map-based Property Search has count on the fly functionality.
2. Lead Generation, Management, Distribution and Conversion. WolfNet tool allows brokers to assign their own rules for lead management and lead distribution.
3. Modular Company Intranets. WolfNet provides Broker Intranet products to brokerages of nearly all sizes. The system is consistent with all of WolfNet's offerings in that it is based upon a core infrastructure along with 60+ optional expansion "modules".
4. Regional Web Site Systems.
5. Data security. They take their data license agreements very seriously and have a 2 tiered approach to handle SCREEN SCRAPING. They monitor every session for abuse by timing the number of actions per time-frame. When their system notices abnormal behavior, it locks that person's IP address out for a period of time. If repeated abuse is detected, they lock out the entire class c IP addresses and a report is created for the MLS that includes a comprehensive incident report along with their methodology.

NAR – Center for REALTOR® Technology.

NAR-CRT broker and vendor products/utilities

General Overview
NAR's Center for REALTOR® Technology is available to assist REALTORS® as a resource for real estate technology. As NAR's technology advocate, CRT serves as an implementation consultant and information resource providing REALTORS® and the industry with industry-specific technology insight. We would recommend that any real estate professional with technology needs become familiar with the products and services offered through CRT.

Product – Features
The products and services CRT offers the real estate industry fall into four categories:
1. Communication products
2. Security
3. RETS
4. White papers & research

Product Examples:

Communications:
Messenger
The Messenger system (Messenger) is an event based notification system. The new release of Messenger is a simpler and more powerful messaging application that allows calls to be placed to a predetermined number and translates a written message, such as an email, into a voice message

Security Products
No Scrape
NoScrape provides protection against displayed inventory data being "scraped" from your website.

Policy Page
This package allows you to translate MLS Internet display policies into software that can be used to scan participant and subscriber websites for compliance.

reCaptcha
The reCaptcha project is security process for identifying real people versus machine scrapers.

REALTOR® Secure
REALTOR® Secure is a best practices program designed by CRT to assist MLSs, associations, industry vendors and REALTORS® by helping to prevent business interruptions and protect information from internal and external risks. It is a three part certification process including (1) self review, (2) 3rd party security review, and (3) certification.

RETS
Variman
A free MLS RETS server software that allows the use of business rules when distributing Multiple Listing Service information.

vieleRETS
An easy-to-use app to download listing information from their MLS and store it in a variety of

formats. The tool is free, uses the RETS standard and is easy to use with Open Realty (OR) based websites

ezRETS
ezRETS enables members to easily transfer information from your MLS to desktop applications like Word and Excel. ezRETS allows you to easily connect to RETS servers via an ODBC driver and can provide info for custom CMAs, marketing brochures and ROI analysis.

White Papers & Research
CRT provides a number of market studies, white papers and surveys each year on a wide variety of subjects important to our industry. Hyperlinks to recent studies are included below:

2006 REALTOR® Technology Survey
http://www.realtor.org/CRTWeb.nsf/files/2006_REALTOR_Technology_Survey_Final.pdf/$FILE/2006_REALTOR_Technology_Survey_Final.pdf

2006 MLS Technology Survey
http://www.realtor.org/CRTWeb.nsf/files/2005_MLS_Tech_Survey.pdf/$FILE/2005_MLS_Tech_Survey.pdf

Differentiators:
1. CRT serves as a technology resource to provide information and technology solutions to the real estate community.

2. CRT is a key driver to create standards in the real estate industry such as RETS.

Real Estate Blogsites, LLC

Real Estate Blogsite

Number of Accounts: Launched in 4th quarter 2005.

General Overview
Real Estate Blogsites, LLC founded in 2005 is an innovative technology company that provides Web 2.0 products and services for real estate professionals. REB technology provides tools that allow real estate professionals to emerge as thought leaders in their marketplace through natural resonance in the search engines.

Product – Features
A Real Estate Blogsite is a business blogging platform designed specifically for Real Estate agents, brokers and franchises. The REB platform is optimized to help targeted professional messages gain visibility in the natural search results.

Blogsites are built with the most up-to-date technologies utilizing the concepts designed for a sustainable presence on the internet. The platform is adaptable and supports all forms of media syndication including RSS and Atom. The objective is to help REALTORS® syndicate and distribute real estate information in the forms of text in addition to audio and video podcasting. An example would be to create a presentation on the future of real estate in a region. The system can then help the process of syndicating this to several real estate and financial sites around the internet.

Specialized features include:
- Automated pinging
- Topic Cloud(proprietary keyword tagging and content management)
- Unique URL's and RSS feeds for every channel, post and feed within your site
- Multiple blog channels
- Syndicated Guest Web Logs
- Integrated briefings and intelligence channels bringing Google results to you
- Extensive statistics reporting
- Quality Assurance reporting
- An easy-to-use blog editor
- Targeted real estate blogging advice and support
- A domain of choice
- Site design customization
- Audio and video podcast integration
- Existing blog feed conversion

Differentiators:
1. Far reaching search visibility – naturally optimize thousands of search terms
2. Thought leadership coaching, Real Estate Buzz Box integration
3. Performance Analytics and Topic Cloud – Blogsite's proprietary keyword tagging and content management system

Solarcom

Telecom Expense Management

Number of Accounts: Solarcom provides TEM to numerous customers and has just begun
to offer these services to the real estate vertical.

General Overview
Solarcom has delivered technology solutions to businesses since 1976. Starting as an IBM midrange
system reseller, their capabilities and offerings have grown to make thems one of the top solution
providers in the United States. Strategic partnerships with the major IT manufacturers and select
"best-of-breed" specialty firms have enabled them the ability to provide true technology and teleocom
solutions. Solarcom is now offering Telecom Expense Management services to the real estate
industry to help them manage these services more effectively while reducing overall expenditures.

Product – Features
Telecom Lifecycle Management or TLC enables companies to systematically improve the efficiency
of all of their telecom spending for services and equipment. It allows them to build a comprehensive
telecom plan, optimize telecom spending by centralizing contracts, monitor billing and analyze
spending to ensure accuracy. Solarcom has dedicated resources expert in the ever-increasing
complexities of telecom services.

Companies who have launched Telecom Lifecycle Management initiatives have realized first year
savings up to 25%. MLS's that implement TLC can expect on-going savings and better use of their
resources while continuing to improve member services.

Solarcom provides industry-leading TEM solutions designed to provide the information needed to
manage telecom inventory and expenses accurately and effectively. Their telecom specialists help
choose the specific solution best suited to a particular business need and service environment, and
they will guide a company or MLS through the process of implementing a comprehensive TEM
toolset. Supplementary services can help further optimize telecom infrastructure and maximize ROI.

Differentiators:
1. Only TEM company providing services to the real estate industry.
2. Offer free telecom analysis and TEM suitability study
3. Company executives have worked in and are familiar with the real estate technology industry.

Most Home Technologies, Inc.

Wireless Realty Products

Number of Accounts: Through partnerships with First American and Tarasoft, Most Home wireless MLS service is in use by 20 Boards and Associations, representing more than 250,000 real estate agents.

General Overview
Most Home is a seven year old technology and services company that provides numerous solutions for real estate brokers and agents including wireless realty products.

Most Home's wireless MLS service is available to MLS Boards and Associations as an extension to their existing MLS system (MLXchange, Matrix, Paragon, etc.). Our site license includes:
- Wireless MLS Service
- Wireless Device Training
- PDA Client Software
- Location Based Services

Product – Features
1) Browser-based wireless MLS access, anytime, anywhere there is cellular coverage.
2) Automated account activation.
3) End user support, toll-free Monday to Friday 10:00 – 8:00 pm EST.
4) Marketing kit for the Board/Association, to support the launch and ongoing promotion of the service.

Functionality Includes:
- Property Searches by a variety of search criteria – even across multiple property types (new!)
- New! Look up agent and office contact information easily through roster searches
- New! 24-hour hotsheet functionality: MLS members can quickly view all recent changes at a glance. Included are new listings and any listings whose price or status has changed in the past 24 hours.
- New! Integrated email, to email listing data along with the photo to prospects and clients.

Differentiators:
4. End user support, toll-free Monday to Friday 10:00 – 8:00 pm EST, as well as online support resources;
5. Marketing kit for the Board/Association, to support the launch and ongoing promotion of the service.
6. Most Home is compatible with industry standard technologies for data access and security, including RETS. They are working towards full compliance with security protocols including RSA Security, and SAFEMLS™ this fall

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