



**2008**

**Mid-Year Technology Review**

**WAV GROUP**

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**[www.WAVgroup.com](http://www.WAVgroup.com)**

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## **Mid Year Technology Overview**

It is our pleasure to present the annual WAV Group Mid-Year Technology Review.

The information included was gathered from meetings and surveys at NAR's Mid-Year Conference in Washington, DC as well as on-going technology reviews we conduct throughout the year.

While not intended as a detailed product comparison, we hope this overview serves as a useful resource to you. Our experience in helping MLSs, Associations, and Brokers with vendor selection has taught us that no single product can ever be the best choice every time for meeting a client's specific business needs.

Please feel free to contact us if you require a more detailed vendor/product review or help with any technology decisions for your organization.

### **MLS Technology**

Over the past year, we have not seen any huge revelations in the MLS vendor world in terms of major new functionality as we have in years past. Breakthroughs like 'mapping' have been well adopted in nearly every system. What we are seeing now is a move toward refinement and enhanced usability combined with interoperability between MLS data and component data.

In the past, an agent would need to look up a listing in MLS, then click over to the tax tab and perform a new search to get tax data for that listing, then perform a new search for market data, CMA data or other functions. Today many MLS systems are smarter – passing the search parameters and data sets between these different modules without the need to begin a new search.

Some MLS vendors like Promatch and Rapattoni showed new usability gains this year by integrating Microsoft Silverlight technology into their MLS systems. Silverlight leverages broadband connections to the Internet by providing an infrastructure for delivering Rich Media Applications through a web browser. Now agents accessing an MLS application powered with Silverlight can view user generated content, video tours, podcasts, and integrate any other .net application.

A continuing trend among MLS Vendors is a renewed focus on allowing Agents to leverage MLS data to communicate with buyers and sellers in more powerful ways. Customer portals are becoming the norm on many MLS systems. Marketlinx was an early pioneer in this area and has upgraded their MLXchange PRO functionality considerably and FBS, who has entered the large MLS market with their win in ARMLS, has a very strong customer portal. Reporting, which has been identified as a weak area in most MLS systems for years, appears to also be getting better. Many offer new flexibility in pulling data into reports and also now offer better broker and agent branding on reports. We also like the trend that provides the ability to combine multiple reports together into a presentation.

MLSs are also taking a close look at the data that they allow their subscribers to share with consumers on public facing websites. Now that Zillow has pulled AVMs and sold data out of the bag for display to all consumers, some MLSs are responding

with tools that allow their subscribers to do the same. Rules that prohibited the display of sold listing data and days on market are being reconsidered. AVM applications that were long buried deeply within the appraiser market are being transformed into consumer applications to enable brokers to compete with Zestimates. Products like the RealistValue Map take data, mapping and valuation to the next level and can be easily integrated with other MLS products. Although most MLSs are 'reactive' rather than 'proactive' on this issue, we applaud the depth of consideration that boards and MLS management are excising in these areas. MLSs Vendors are also responding to the need of MLSs who choose to offer a consumer website for property search as a member benefit. As reviewed in our WAV Group MLS Consumer Website Effectiveness Study, some MLSs are looking to improve their web presence, re-launch a consumer website, or launch their first consumer website. Although many MLS vendors have incorporated consumer portals into their product mix, these systems are being enhanced to meet the new demands for features and functionality found on best-of-breed sites.

### **Data Sharing**

In last year's report we discussed the possibility of a national MLS database. The energy by NAR in 2006 and 2007 to contemplate this move has generated new thinking around the industry. The point of the concept was to allow agents and brokers to have access to property data anywhere in the United States without having to be a member of multiple MLSs. As this discussion has evolved, we believe most brokers and MLSs have come to the conclusion that this issue is most relevant in those regions where old MLS boundaries overlap and traditional marketing areas need to be redefined. When this occurs, regionalization efforts and data sharing efforts will truly move forward as we see in California and other high density markets like those covered by MRIS and TREND.

The popular solution to satisfy this subscriber need has been data sharing among neighboring MLSs. In response, NAR's National MLS concept has morphed to building a library of property-based information by archiving MLS data and tax data.

WAV Group has researched the key data sharing initiatives across the United States, categorized them by philosophy, evaluated the benefits and weaknesses of each type, and continues to consult with MLSs to help make strategic decision about data sharing vs. regionalization. While data sharing may be the easiest first step it can also be a deterrent to the more logical solution of regionalization. WAV Group recommends that MLSs do a detailed review of their market needs before jumping into a short term decision in data sharing that may actually inhibit a better long term solution.

### **Data Syndication**

Data syndication continues to be an important consideration for real estate brokers, MLSs and agents across the industry. Should brokers syndicate data? Should MLSs syndicate data for members? Should agents be allowed to syndicate data? What is the best way to syndicate data? Is listing accuracy important on third party

websites? How can brokers manage listing display liabilities on third party websites?

Major third party listing portals have long sought access to listing data for display on their websites, and now they are getting the data from broker feeds, and sometimes from MLSs. They also get listings directly from franchises, from agents, from magazines, from newspapers, from agent websites, from virtual tours, even scraping the data from other third party websites. The online listings at many of these sites are a disorganized mess – duplicate listings, expired listings, agents advertising other agent listings, inaccurate listings, etc.

The practice of listing syndication is a relatively new strategy with wobbly legs. There are technologies emerging that shore up many of the problems that face this marketing model today, and we are sure that there will be more to come. The listing portals have teamed up with the NAR RETS committee to build a standard set of data fields for syndication. Threewise and others have focused on MLS and Broker needs to control and measure data flow and syndication effectiveness.

### **Customer Relationship Management (CRM) Solutions**

CRM solutions continue to evolve at a reasonable pace. These solutions are offered along two parallel paths – site license to MLSs or direct to agents and brokers.

Either way, to be successful these software offerings need to pull discrete components together in a way that is meaningful and easy to use for both agents and clients. To accomplish this, integration with active and sold data is necessary to power CMAs and Buyer Tours; flexible design tools that allow agents to customize reports to reflect their brand, and integration with agent and broker websites to enable smooth insertion of new business coming from online marketing efforts.

CRM vendors are also well positioned to solve challenges facing agents and brokers who seek to combine MLS data from multiple MLSs for client reporting. In this way, they provide a solution similar to data sharing.

In supporting integration between CRM solutions and MLS software, MLSs are shifting the focus of the software from agent-centric to customer-centric – realizing that the MLS information is not solely for agents, but moreover for the customer the agent is representing.

A new business model that is becoming prevalent is offering a baseline CRM to an MLS for free, and allowing power users to pay for upgrades.

### **Automated Valuation Models (AVMs)**

The real estate industry is headed directly toward Automated Valuation Modeling as a new competency. Zillow's Zestimates created the consumer and industrial demand. Combining tax data with accurate MLS active listing data is beginning to produce AVMs that are coming closer to reflecting property value. Zillow indicates

that they can predict a home's value within 5% on 1 out of every 4 homes. Not great. First American has done some comparative research on the accuracy of AVM tools but this research has not been released. We understand that this report indicates that MLSs are in the best possible position to provide the most accurate AVM should they wish to do so. As a result we expect to see more MLS vendors develop consumer facing AVM applications for their customers. There are also likely to be firms offering this service directly to brokers.

We also see AVMs being combined with 'social interaction' whereby consumer and agents provide feedback after seeing the home at an open house or showing. Since everyone has an opinion, why not collect those also?

### **Broker Back Office Solutions**

Companies providing back office solutions to the Broker community are continuing to integrate broker financials with performance reporting. Emerging trends are to provide a Broker with a 360° view of their agents, offices, and franchise: income, expense, commissions, lead generation, marketing, mortgage, transaction management, customer management, document management, title, relocation, showings, floor time, MLS data feeds, forecasting and budgeting. No single technology company has really tied all of this together yet.

### **Wireless**

Mobile applications continue to fulfill promises of productivity to agents, brokers and consumers today. If you can wait a few minutes, you can find anything that you need by using your smartphone. As wireless evolves, the wait will be shorter and the experience richer. Access to listing information has gone wireless and the features and functionality continues to expand, but the speed is still a problem. In WAV Group MLS satisfaction surveys we see that those who use cell phones to access MLS data value the service greatly, but adoption rates are still in their infancy. Strides are being made in unusual places in this category. One example is being able to call a computer on your phone and have the computer speak to you and tell you about the listing (VoicePad). The technology is obviously not new but the application is a novel idea of using the voice functionality of a phone for needed MLS information in the field. MLS Access Security applications (Clareity) are also using phones to text message temporary access passwords to agents.

### **Agent and Broker Websites**

Leading developers in these applications are providing more integrated functionality that ties listing data together with community and tax data with multimedia, and displays it on a map for easy access.

Blogs continue to grow in popularity for replacing news pages for brokers and agents. MLSs are beginning to use blogs to communicate with their members and also to facilitate conversations between agents and consumers. Lastly, some agent websites are now fully powered by blog technology with an integrated property search tool.

We also see the emergence of Wikis replacing the static buyer and seller resource pages, and social networks replacing the static agent pages. These trends are allowing individual agents and brokers of all sizes to offer the consumer a dynamic perspective about local real estate market offerings.

Website back office solutions are continuing to develop in the direction of being able to accept leads from a variety of sources and funnel those leads through relocation departments and to agents according to rules established by the site owner.

Reporting continues to improve to provide site owners with statistical information about the effectiveness of lead sources and conversion rates. This enables better online marketing decisions. Brokers can now see website traffic influences that are driven by listing volume, listing syndication, newspaper advertising, newsletters, and other marketing initiatives.

Although features play a very important role in the success of a website vendor, we strongly encourage brokers and agents to select vendors who have a long history of managing MLS data feeds and complying with MLS rules and regulations. Managing hundreds of MLS data feeds to support agent and broker websites is not easy – the data changes constantly and it takes specialized skills and data instrumentation to keep the display of information accurate. Only a few of the largest brokers in America are managing their own data feeds across multiple MLSs – most select vendors such as (e-Neighborhoods, Fidelity's Data Aggregation, etc).

The keys to a successful broker website are:

- Excellent branding
- Great map based property search with integrated AVM, Mortgage Calculators, sold data and neighborhood information
- Dynamic Agent Biography pages that seem more like social networks than Rolodex cards – consumers want learn more about agents online.
- Active real estate discussions about local real estate activity and trends that impact buyers and sellers today
- Listing Syndication
- Lead Management
- Website Log Analytics to manage success in every area of the site.

### **Lockboxes**

This product category has two primary competitors – GE Supra and Sentrilock. Both are excellent solutions and both companies are innovating new features at a rapid pace. Now agents can open lock boxes remotely, provide one day codes, notify

sellers of showings and more.....all from a wireless device. Perhaps the biggest news at Mid-year is that GE Supra will have a BlackBerry solution available by the end of 2008. This will put a lot of pressure on the Palm Treo adoption in real estate and likely open the door for Blackberry and to a lesser degree, the iPhone. Sentrilock continues to make strides in market share to balance the leading position held by GE Supra.

## **Mapping**

Someone comes out with a cool new feature every day in this technology area. Anything can be layered on a map in any combination of ways – a listing, sold listings, plat data, crime, schools, churches, Starbucks, hospitals, rubber band searches, polygon searches, radius searches.....

Innovation strides in mapping are two pronged – finding sources for compelling location based data and combining the information on an easy to use map.

Microsoft Maps

seem to be the industry favorite followed by MapQuest and Google. The cost of mapping can be pretty expensive – around 1/3 of a penny per map, but the top vendors are now selling site licenses for unlimited access to maps at much lower costs.

Industry insiders anticipate that we will see more Plat maps on consumer facing websites in the near future. We also noted in our review that merging GIS and Tax data with listing data is a ‘must have’ in real estate today.

## **Data Compliance Software**

The popularity of data compliance software is growing. Our latest estimate is that approximately 30% of MLSs are either scheduled to install or already have data compliance software. Our review of this category has shown that the software is very effective in managing key data accuracy issues. One large MLS realized an 85% increase in data accuracy in less than a year by installing software and strictly adhering to data quality standards.

One area of potential improvement is reporting. MLSs and Associations would be able to better manage and report data quality improvements if the systems included simple methods for tracking data accuracy progress over time.

Another area for potential improvement is the ability to check virtual tours for branding and other egregious violations to HUD and MLS rules and regulations. Solutions to this problem are for the MLS to provide virtual tours on every listing, or for the virtual tour industry to develop standards.



Like other component technology attached to the MLS, tighter integration will be the focus of future development. Look for functionality to provide real time field level feedback to agents about data compliance on listing input. This feedback loop will ease the tension between the agent and the MLS on data compliance.

### **Association Management Software**

This category of product is moving from desktop or locally hosted to online enterprise level software. This enables more rapid deployment of features and upgrades and allows more people in the MLS organization to access the components that are important to their daily service tasks with agents.

We expect complete customer relationship management capabilities to emerge to provide a 360° view of all interactions with the agent. Hopefully someone will emerge with a full-featured help desk component to complete the suite of solutions demanded by today's midsize and large MLSs.

### **Forms/Transaction/Document Management**

WAV Group is planning to revisit our industry wide Transaction Management Study this year. Many of the issues we saw in 2005 still exist today. Among them is no clear distribution channel linked to data sources that auto populate key information.

As we recommended in 2005, some statewide associations and MLSs have incorporated forms management and document management and to a lesser extent, transaction management as meaningful first steps. The percentage of transactions going through those systems is nowhere close to 100% but at least they supply the most valuable agent components in these approaches.

In our study in 2005, it was clear that Transaction Management adoption issues are related to cost, pain of entry, training and support, and lack of clear benefit! The overwhelming barrier is that users do not feel like their behavior today for processing transactions is broken. There will need to be a clear significant upside such as cost savings, speed of closing or increased market share to get everyone in a market area use it before the promises of online transaction management to be a success.

Today's systems for forms management, document management and transaction management are excellent in many aspects, and most are quite easy to use. In fact, the California Association of Realtors® released a product called Forms Advisor™ this year that really impressed us. Agents indicate the type of transaction they are performing and forms advisor pulls together all of the forms needed, can populate the WINForms or other form provider, and roll them into RELAY™ or any other transaction management platform. Perhaps Forms Advisor type software will be the key to lead adoption in this product category.

### **3<sup>rd</sup> Party Listing Portals**

Driven by the demand by consumers to search for property outside of the traditional broker or agent website, listing portals continue to evolve in real estate.

Our MLS Consumer Website research surveyed consumers about the use of these websites and learned that the number one reason consumers visit these sites is to avoid sales pressure during their research and market education process.

Many of the listing portals have also done a good job of offering unique features and functionality into the research and market education process making them popular stops on the road to buying or selling a home. Among these features are automated valuation tools, access to sold property data, and deeper community information.

Although business models vary, the trend is toward offering brokers and agents the opportunity to list their homes on this site for free, along with links back to their website for detailed listing information. Portals seek revenue from advertisers rather than listing brokers and agents. In this regard, the portals are working with the brokers exchanging customer traffic for listings.

The biggest challenge to this segment of the real estate industry is listing accuracy and listing maintenance.

## About This Report

Please enjoy the report that follows. It is intended to be a summary of many products in many categories important to real estate today.

We do not represent or favor any product listed here. Participation in the report by vendors is free and open for all to participate. This year we allowed vendors to submit information using an online form for the first time, so much of what you read about the products has not been written by the WAV Group, but rather by the offering vendor. We did exercise some editorial freedoms to clean up some of the entries, and took out overt sales language relative to companies claiming they are the best, most, all inclusive, only, most easy to use, fabulous widget ever seen by humans.

WAV Group strongly encourages purchasers of software maintain a disciplined process of surveying specific needs for software functionality, and reviewing multiple vendors before making a decision to buy. This report also does not include every vendor in every category. Feel free to send an e-mail to [victor@wavgroup.com](mailto:victor@wavgroup.com) if you would like to submit your product for the 2009 report.

The report is organized by product category in alphabetical order followed by vendor in alphabetical order. If a company has multiple products within a category, we only included the company biography on the first entry to eliminate duplication of information.

## About WAV Group

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

Our goal is to create cost-effective results to help our clients achieve their business goals. Our partners bring a unique blend of international real estate, management and technology expertise coupled with a deep understanding of research modeling and consumer analysis.

WAV Group's clients include some of the largest MLSs in the country, National Association of REALTORS®, California Association of REALTORS®, real estate technology vendors, and real estate firms in the United States, Canada and Europe. We have demonstrated successes working with companies of all sizes from small technology start-ups to Fortune 500 clients.

The WAV Group process begins with a clear understanding of the needs and objectives of the customer as well as the end user. We first define the scope of the project and then work hard to flawlessly execute a program to move our client's business ahead.

WAV Group focuses on four key areas:

- Technology Definition, Evaluation and Selection
- Research – surveys, reports and whitepapers
- Marketing and Communications

- Strategic Planning and New Business Development

Our team can help you outline a new strategic direction for growth, product or service improvement. We can help you better understand your member, clients and consumer needs by proven research methodology. We can assist you to make wise technology decisions 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](http://www.wavgroup.com). We also publish timely information on our blog at <http://waves.wavgroup.com>

Please feel free to call for more information if we can assist you in any way.

## Agent Productivity/CRM Products

### **eNeighborhoods**

#### **eNeighborhoods ProSuite with Wyldfyre**

Number of Customers: 46000

#### **Company Overview**

For over 10 years, eNeighborhoods has provided technology services to the real estate industry through the agent, corporate, and MLS channels, resulting in strong ties to the industry on many different levels – as NAR REALTOR Benefits® partner, approved supplier to all major brands, corporate member of CMLS (Council of Multiple Listing Services).

eNeighborhoods is a highly experienced provider of high-profile, scalable enterprise solutions with expertise in enterprise project management, network support, customer service, and account management.

Customized to meet specific timing and budget as well as MLS rules and guidelines, eNeighborhoods technology powers large-scale enterprise solutions for many successful real estate companies (MLS organizations, franchises, brokers, etc.).

#### **Product Overview**

Entire eNeighborhoods Suite is now available in a Web-based interface requiring no desktop software. Agent accounts and reports are accessible from any Internet connection. All existing customers will be upgraded via a staged approach through the end of the year.

Single-click integration with MLS Alliance and WyldFyre

Now supports .ebb file extension that currently works with many MLS systems and provides single-click access to eNeighborhoods CMA or BuyerTour from a standard MLS export.

#### **Product Differentiators**

All presentations and reports are integrated with eNeighborhoods Data including employment stats, demographics, and school information.

MLS comparables can be supplemented with eNeighborhoods Deed Recording public record information to allow MLS data to be displayed alongside FSBO comparables.

The industry's most comprehensive CMA includes useful content over and above the typical MLS analysis included in a CMA. All content has been designed to assist agents in crafting sales presentations that help them close more business. Out of the box, the eNeighborhoods Suite comes with over 60 different report themes with 40

individual pages in each theme. Additionally, users can add their own content from Word, Excel or PDF files.

### **Key Emerging Trends for This Product Category**

Now more than ever, real estate sales professionals need knowledge tools to help them differentiate themselves in a challenging market. Consumers are demanding more comprehensive information when making buying or selling decisions, over and above basic listing and demographics content that is widely available on the Web.

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## **Fidelity National Real Estate Solutions (FNRES)**

### **rDesk Contact Manager**

Number of Customers: 72000

#### **Company Overview**

Fidelity National Real Estate Solutions (FNRES) is a leading provider of Web technology applications, services, and custom Internet solutions that power agents, brokers, multiple listing services (MLS), builders, lenders, consumers, and all constituents involved in residential real estate.

The first to put listings on the Internet through HomeSeekers.com, the firm was also first to launch a comprehensive desktop productivity portal, rDesk®, for real estate agents.

Fidelity National Real Estate Solutions provides Web applications for agent/broker Websites (rDesk Website™) home and property listings (HomeSeekers.com), comparative market analyses (rDesk CMA & Buyer's Tour™), property marketing flyers, agent productivity (rDesk), IDX and VOW listings search (rDesk IDX™), MLS data aggregation and more.

The Data Aggregation Group, a unit within the Broker and Agent Products Division of Fidelity National Real Estate Solutions, has been the central MLS Data provider for all Fidelity National Broker and Agent Products.

#### **Product Overview**

Increased action plan activities to automate an agent's touch with consumers.

Grouping of contacts to better categorize leads for follow-up.

Graphical email cards and campaigns including agent photo and logo to brand them to the consumer.

Lead history to track all the activity of a contact.

#### **Product Differentiators**

Integrates with all the other rDesk products providing consistency for the agents' activities.

Ease-of-use; Focusing on the heart of contact management without extra distractions from functions that are rarely used.

Attractive user interface that makes working with the product enjoyable.

#### **Key Emerging Trends for This Product Category**

Agents are concentrating more on the core functions and getting back to basics...realizing that simple is better.

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## Technology Concepts

### PAMS (Productivity and Management Suite)

#### Company Overview

Technology Concepts has been in the business of developing and marketing real estate information systems since 1993. It's focus until recently has been primarily on advanced MLS systems, but has expanded to meet the demands of a rapidly-changing real estate marketplace with its new Productivity and Management Suite (PAMS), which allows consumers, real estate agents, managing brokers, and real estate company executives to manage their portion of the sales process from contact to contract.

#### Product Overview

PAMS is a new product with all new features.

Single, integrated solution: One product, many faces.

User-specific content: After log-on, the user (consumer, agent, managing broker, company executive, etc.) is presented with the look-and-feel, functionality, and information appropriate to their needs.

Behavioral analytics: Market, consumer, agents, office, corporate, competition.

Database agnostic: Seamlessly accommodates data from multiple MLS systems and other sources.

Private MLS: Customized MLS functions that are independent of the system chosen by the local real estate association.

Automatic Localization: Consumers are automatically taken to the most local Web level (local office, their agent, etc.) based on log-on and/or search geography.

#### Product Differentiators

Extensive use of behavioral information – market behavior, client behavior, agent performance (best practices), corporate /company/office performance, and competitive performance.

Focus on process management in the client pipeline from contact-to-contract in order to increase both volume and flow rate through the pipeline.

Ability to inclusively meet the needs of all participants in the real estate process with a single application through the use of roles-controlled access to data and function.

#### Key Emerging Trends for This Product Category

Two important trends are re-shaping the real estate industry. One is MLS consolidation – a trend called the “soap bubble effect” – where just as two soap bubbles coming together tend to join and become one, so MLSs are joining to gain the advantages of scale. A number of forces are driving this trend and one of the

positive results is data rationalization. Instead of numerous small islands of isolated MLS data, larger and larger data domains are emerging.

The second, and related, trend is the MLS becoming a data source instead of a data system. More and more large real estate firms are not using the MLS association's system, but obtaining the MLS data for use in their own proprietary systems. This latter trend was the basis for Technology Concept's new PAMS system that includes a full MLS system as part of its productivity and management tools. PAMS is MLS data agnostic so it can work with virtually any MLS data source.

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## **AVM Technology**

### **First American CoreLogic**

#### **Realist ValueMap**

##### **Company Overview**

The First American Corporation is the nation's leading, diversified provider of business information and related products and services. First American CoreLogic is a leading provider of Automated Valuation Models (AVMs), and the nation's largest, most comprehensive collector of property, ownership and related information.

Realist ValueMap, from First American CoreLogic, is a premier home valuation Website that combines world-class AVMs with MLS listing data to produce the most accurate home valuations in the market.

##### **Product Overview**

Realist ValueMap is integrated with Microsoft Virtual Earth technology. This functionality provides features such as information-based overlays to produce heat maps (thematic mapping), Bird's Eye images, and parcel boundaries. Users can view properties through a map-based interface to obtain MLS-enhanced home valuations, identify nearby homes for sale, update home facts and recalculate a home's estimated value.

Interaction tools such as alerts provide an added benefit to Realist ValueMap by notifying users via email when a change in market conditions is detected (sales activity, change in value, etc.) allowing agents the opportunity to present their customers with an email invitation to return back to their site.

##### **Product Differentiators**

Accurate home valuations supplemented with MLS listing content to produce highly accurate price estimates that truly reflect current market conditions.

Realist ValueMap is a private-label solution that agents and brokers can easily frame within their own Websites without redirection to competing branded sites. With their own branded version of Realist ValueMap, members can differentiate their Website from the competition, increase site traffic and session length, and generate more sales inquiries.

Combining the depth and breadth of the nation's largest real estate information database with Microsoft Virtual Earth functionality provides Realist with an edge above the competition.

##### **Key Emerging Trends for This Product Category**

Home valuation tools are becoming more prevalent than ever. Realist ValueMap has capitalized on this trend by providing highly accurate MLS-enhanced AVMs that respond to current market conditions while also providing interactive tools such as

the trend data, home improvement calculators, “Send to a Friend” email, and the ability to notify users when there are changes to home values, and recent sales activity.

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## **Valet Data Systems, Inc.**

### **MLStimate**

Number of Customers: 2200

#### **Company Overview**

Valet Data Systems, Inc. is an MLS vendor and a software development house. The firm has developed an AVM that works off MLS data for the Northern Nevada Regional MLS.

#### **Product Overview**

Just created this year, this system is still completely new.

#### **Product Differentiators**

MLS data and an advanced statistical model makes for accurate estimates. The fonts, colors, backgrounds, text, etc can all be customized for each user.

Valet Data Systems, Inc. provides free changes and upgrades throughout the life of the agreement.

#### **Key Emerging Trends for This Product Category**

Real estate agents want to keep public users on their Websites and not send them off to a third-party site.

Agents seek to get the feedback directly.

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## **Broker Back office Management Products**

### **MarketLinx, Inc**

#### **Statistics Professional and MLStatsPac**

##### **Company Overview**

MarketLinx, Inc. is the leading provider of Multiple Listing Service (MLS) and real estate information systems in North America. It 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.

MarketLinx provides MLS services to a wide range of accounts, from 300-member associations to some of the largest real estate organizations in the world, including SoCal MLS (50,000 members), Mid-Florida Regional MLS (40,000 members), and Southeast Florida MLS (37,000 members). The firm has 143 MLS customers across the US and Canada representing more than half a million real estate professionals.

MarketLinx has approximately 420 employees in 7 major offices in North America. Formed in January 2007, it combines the strengths of First American MLS Solutions, Inc. (Interealty, MarketLinx and MMSI); Offutt Systems; Sonic Eagle, Inc.; and Lucero Research Corporation to provide customizable technology solutions for multiple listing services, brokers and agents through a single entity. MarketLinx'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/services, and is North America's largest data provider.

Through various name changes, mergers, and acquisitions, MarketLinx can trace its origins in the MLS business back to 1966.

##### **Product Overview**

Statistics Professional provides real-time statistical and reporting and charting for any group of listing search results.

A dedicated server guarantees performance. Users can view high, low and median values for Pricing, Days on Market, Square Feet or any other field, and a variety of colorful chart types is available to easily visualize and understand the data.

The program offers flexible grouping, control, filter, and column options for customized report variations, plus the ability to print or export to PDF.

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## **MarketLinx, Inc.**

### **Lucero Summit**

Number of Customers: 1250

#### **Product Overview**

AgentAchieve users can now import their leads into Lucero.

Report Groups can now be set to automatically email to specified addresses.

Bonus calculation routine added, which allows easy calculation of recruiting-style bonuses; plus it will optionally post it to the income ledger for complete tracking.

Enhanced Floor Call logging abilities - it is now easier to link additional listings to a floor call.

Improved MLS interface.

Added the ability to archive advertising history.

Many report enhancements and new reports including Agent Recruiting Production.

Open Houses tracking; this includes reports and the ability to generate ads with open house details.

Seven new fields added to Listing Management.

Enhanced Franchise Crest reporting.

Added ability to generate 1099s for co-op companies.

Added Prorating Units Commission Basis.

Added Complete Agent XML Export.

Improved agent income ledger rebuild functionality.

#### **Product Differentiators**

Hot Feed - RETS Standard Names MLS Interface - vs. IDX for others.

Flexible Automated Commission Calculations.

Most standard and easy to use accountability reports.

Interfaces with QuickBooks Accounting Program.

Task Management tracking every part of brokerage operations.

Automated Floor Time Scheduling.

Automated Franchise Reporting for most popular franchisees.

Comprehensive Listing Management.

Automated Company-Generated Lead Notification.



Comprehensive Listing Advertising System.

Easier to use than most systems.

Provides a list of competitors with phone numbers on [www.golucero.com](http://www.golucero.com).

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## Real Estate Broker Owner Solutions (REBOS)

### Real Estate Profit Navigator

Number of Customers: 15

#### Company Overview

Real Estate Broker Owner Solutions, LLC is a partnership between Real Estate Business Services Inc. (REBS), a subsidiary of the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.), and Real Estate Business Resources (REBR), a subsidiary of the KANSAS ASSOCIATION OF REALTORS®, REBOS provides real estate tools and services to brokers, owners, and firm managers nationwide.

#### Product Overview

Brokerage Summary - As soon as financial data is imported, Real Estate Profit Navigator™ will break it down into an informative and easy to understand Brokerage Summary.

The Brokerage Summary provides a quick window into a brokerage's transactional revenue, revenue from agents, commissions paid, expenses, and additional summary information such as net profit, company dollar, and profit margin.

Key Performance Ratios – Imported financial data is broken down to eleven Key Performance Ratios, with those ratios compared against the REAL Trends top 500 brokerages or internal data. These key ratios cover such details as agent productivity, balance of staff compared to agents and gross commission income, square footage of office space per agent, and more. Brokers can compare this data with the REAL Trends financial performance data to see how they stack up with other brokerages or compare with their internal financial data.

Key Financial Statistics – Brokers can track Key Financial categories and easily see how revenue and expenses are spread out over their business. They can compare with REAL Trends top 500 brokerages to see how they stack up against the industry leaders. They can also compare with their internal financial data to track financial performance month-to-month, quarter to quarter, year to year, or year to date, plus compare office to office numbers as well.

What If Analysis – Brokers can quickly create new scenarios for improvement based on actual financial data, and see how informed planning affects their bottom line. What If Analysis can also be used during forecasting and budgeting to track a roadmap for improvement?

Company Valuator - Powered by Murray Consulting, the Real Estate Profit Navigator™ Company Valuator assists brokerage firm owners in determining the approximate value of their firm based on Steve Murray's formulas, which include real-world, real-time market comparables.

## **Product Differentiators**

Real Estate Profit Navigator is a first of its kind tool for brokerage performance measurement with its closest competitors back office financial systems and franchise reporting tools.

Real Estate Profit Navigator is not a back office application, but complements these applications by adding another level of reporting not available in most back office systems.

The key differences between reports generated from back office applications and Real Estate Profit Navigator is the level of performance data provided. Real Estate Profit Navigator measures 11 key performance ratios and 12 key revenue and expense categories. This data can be compared with internal brokerage data or a national aggregation of brokerage performance data.

Real Estate Profit Navigator is the only tool in real estate that lets brokerages compare their data against REAL Trends aggregated Brokerage Performance data, poising it to possibly become the largest repository for anonymous comparable brokerage performance data nationwide. While some franchise reporting tools provide the same or greater level of financial performance reporting, that data is typically only relevant to the franchise.

## **Key Emerging Trends for This Product Category**

Real Estate Profit Navigator is designed to assist brokerage owners and managers throughout the year in identifying how well their revenue and expense adjustments affect profitability.

Real Estate Profit Navigator can also be a vital tool to assist brokerage owners in making tough decisions like closing an office or selling their business.

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## **Real Estate Business Services, Inc.**

### **Clarus™ Investor**

#### **Product Overview**

New product to be released mid-May.

#### **Product Differentiators**

A conduit for the residential real estate agent to broaden their scope to investment properties leveraging existing clients.

Enhances the agents' professionalism and value with their clients.

Customize reports with the agent's name, company, and the property photo.

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## **Real Estate Business Services, Inc.**

### **Clarus™ DataMine**

#### **Product Overview**

Considered industry experts on California's housing market, C.A.R.'s team of economists and research analysts conduct in-depth surveys about trends and issues impacting the real estate industry. Read all about their findings in *C.A.R.'s Research Reports*.

**County Economic Profiles** include county specific information for 28 counties in California. Each report includes:

- Historical Homes Sales and Price Trend
- Housing Inventory Data
- Housing Affordability Index
- Demographics Statistics
- Homeownership Rate
- Foreclosure Statistics
- Mortgage Rate Information
- Building Permits Information
- Employment Statistics

#### **Product Differentiators**

Developed by C.A.R.'s economics and research team, this subscription-based product is the only comprehensive single source of trends for California county economies and their housing markets available today.

#### **Key Emerging Trends for this product category**

With today's changing real estate market, DataMine provides real estate professionals with the most current and accurate housing market data in a format that is easy to understand and present to clients.

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## **Real Estate Business Services**

### **Clarus™ MarketMetrics**

Number of Customers: 35

### **Product Overview**

Entirely new service released in 2008.

### **Product Differentiators**

Charts are informative and easily comprehensible by both the client and REALTOR®.

Ability to drill down to the specific data points that are aggregated in the chart via 2<sup>nd</sup> page of report.

Customize reports with the Agent's name/office/etc.

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## **Terradatum**

### **BrokerMetrics® & AgentMetrics™**

Number of Customers: 20000

#### **Company Overview**

Terradatum has been generating real estate technology solutions since 1989. Early product innovations include creation of the Listing Advantage suite of Broker Productivity software and MLSWEB, one of the first fully Web-based Internet MLS systems, still used today by thousands of real estate professionals. As a result of these early product development successes and a clear market need, BrokerMetrics® & AgentMetrics™ was introduced in 2004, resulting in growth to over 20,000 customers coast to coast, from single-office brokers to larger clients covering vast regional geographies.

#### **Product Overview**

A fully-Web based suite of tools has just been introduced for agents. The software provides them real-time access to vital market trending information. Because real estate is local, they can now have very granular market trends based on their local MLS data.

#### **Key Emerging Trends for This Product Category**

The challenge for many real estate professionals today is to set the record straight for their clients. Market pundits continue to decry market conditions, and such tools as AgentMetrics™ is particularly helpful in presenting concise, accurate views of local market conditions that consumers simply cannot get elsewhere. Agents elevate their dialog with clients plus bring new listings on board at much more competitive price points, which translates into more deals.

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## **Broker/Agent Marketing Product**

### **ADIGIDA Solutions**

#### **RealFutureCRM**

Number of Customers: 2000

#### **Company Overview**

Adigida Solutions is a privately-held company that has provided Internet-based solutions to the real estate industry since 2001, focusing on Internet-based marketing software sold directly to agents and brokers. Adigida Solutions' products follow the subscription "Software as a Service" model. The firm also makes its technology available to other software vendors, associations, and brokers for private-label integration into their existing services for a licensing fee or through a revenue-share program.

The year 2007 saw the release of RealFutureCRM 2.0, a Web-based, real estate-specific contact management system for agents and teams to manage their client interactions. Adigida's marketing model included a version that is available to agents for free, forever, with revenue generated through user upgrades to competitively-priced paid editions with advanced features. Brokers can private-label the free program, and thus have an economical solution for providing high-quality CRM to their sales associates.

In 2008, the focus is to extend the program into the broker environment with lead management capabilities, Web 2.0 Intranet-type features, and modules to facilitate relocation departments.

#### **Product Overview**

Private-labeled versions for brokers, associations, MLS's and vendors: Brokers can private label the program which allows free distribution of the Standard Edition to each sales associate as if it were their own in-house software; agents pay Adigida directly for their own upgrades. Integration options include customized Dashboard portlets, email campaign content, integration with the broker's existing lead assignment program, and more. Associations and MLS's can also brand the program and offer the service as a free member benefit.

Other vendors can seamlessly add a branded version of RealFutureCRM, which integrates with leads generated from their program, and create a better user experience for their agent-user by presenting data in context with the relevant contact-listing-transaction record.

Versions for agents with assistants and teams: Simultaneous assistant and team member access and task assignment, individual databases for each team agent with consolidated single-sign-on lead management and oversight by the team leader and staff; global team tasks and activity plan creation.



Advanced features in the paid editions: Automated showing feedback; automatic assignment of new leads to a mailing list and activity plan; PDA/Smartphone synchronization; real-time mobile access; performance productivity stats; dynamic mailing list maintenance; referral tracking and linked records; multiple contact addresses and owners/buyers; printable daily to-do list; contact group maintenance, and more.

Enterprise Lead Management Edition (release Summer 2008): Extends the private-label option for brokers with the ability to integrate with the broker's several lead generation systems and then qualify, incubate, assign and track leads using customizable follow up rules; each sales associate receives his or her own copy of the broker's CRM program.

### **Product Differentiators**

**Free Broker Option:** RealFutureCRM is the first advanced CRM program that is affordable for every broker to provide. By partnering with Adigida, a broker distributes RealFutureCRM's Standard Edition to agents for free while Adigida earns revenues directly from those agents who desire to upgrade. Smaller companies can finally add best-of-breed CRM to their tech package, while large brokers can free their IT staff for more critical projects. RealFutureCRM closely integrates with a broker's existing Intranet, mailing content, lead assignment process, ancillary services, and more. Other service vendors are able to include a true real estate-specific CRM with their service that adds value and competitive advantage. A similar option is available to Realtor® associations and MLS providers to add a valuable member benefit at little cost.

**Performance & Ease of Use:** Fast response and ease of use increase adoption. The best CRM is the one that gets used, and a slow program with a difficult to understand interface will be ignored regardless of its features. RealFutureCRM recognizes that most contact management functions revolve around small changes to a record, so it is designed to allow users to quickly get in, get done, and get going.

**Flexible, Low-maintenance Versions:** An agent needs to purchase only the version suitable to the current stage of his career, from rookie to team. Broker options range from private-label distribution of the free edition to powerful lead management and in-house management of REO and relocation business. Since RealFutureCRM is an Internet service, the agent, broker, or association/MLS has no management hassles. The only requirements are a computer with an Internet connection and browser, including Internet Explorer, Firefox, Opera, Safari, and even the Apple iPhone. All servers, backups, updates, billing and support is managed by Adigida.

### **Key Emerging Trends for This Product Category**

Adigida plans on seeing the agent's CRM program evolve into his/her own personal "Intranet" to manage every aspect of business as non-competitive vendors cooperate to provide access to their tools through API's and Web services. The advantage to agents is that they will not need to log into the back end of multiple programs to check data for the same client or to order services—their listing IDX stats, virtual tour stats, electronic forms—and to receive leads from multiple

vendors without rekeying so they can immediately begin the incubation process. Agents will be able to more clearly and quickly coordinate all the actions needed for a client. The single-vendor “suite” approach will fall by the wayside as programs such as RealFutureCRM allow agents to build their own suite out of what they consider to be best-of-breed products.

The second trend affecting CRM is resurgence in the broker’s interest in control and oversight of the agent’s activities, particularly as it pertains to the leads that the broker passes to the agent. With each lead being even more valuable than before, neither brokers nor agents can afford to let one be lost due to inaction. This will require an integrated company-wide CRM strategy that will be executed through more affordable CRM options so brokers of every size can participate.

Finally, more agents will realize that 9 to 18 months to incubate a prospect that will then be worth over \$5,000 in revenue is not a bad deal. Going hand-in-hand with this will be the revelation that cookie-cutter me-too drip email campaigns and blogs do not create the deep personal relationships that endear these prospects with longer-term buy/sell horizons to an agent. This will result in a return to making phone calls, sending personal notes and one-on-one interactions.

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## **ADIGIDA Solutions**

### **HomeHub iSafe**

Number of Customers: 75

#### **Product Overview**

Reduced pricing from an annual subscription to a one-time charge per site (plus a nominal annual account maintenance fee per sponsor), making the total lifetime cost of providing each consumer's site less than \$5.

Improved appearance—new graphics and branding options.

New management capabilities for brokers, associations and MLS's to distribute sites to consumers.

Additional methods for consumers to request their free online iSafe site—online registration (similar to a newsletter) and email invitation with registration URL.

New "Refer to a friend" link makes each consumer's site a referral engine for you.

Ability to include custom content in each consumer's portal (such as information on home security or insurance).

#### **Product Differentiators**

**Low-Cost Viral Marketing & Publicity:** Participation of local press helps a brokerage firm spread the word about its HomeHub iSafe program, promoting a favorable opinion of realtors as well as its individual brand.

**Indirect, Innovative Marketing:** HomeHub iSafe is less "in your face" than direct advertising, and email appeals to the customer's loyalty.

**Long-Term Promotion:** The consumer will update the site regularly, especially when combined with an email campaign from an agent, to remind them that it is time to update their inventory. These emails can be combined with information on home safety such as home fire avoidance and preparedness, tornado safety tips, etc.

#### **Key Emerging Trends for This Product Category**

Viral marketing will gain more traction vs. direct "Buy from me today!" advertising in the Web 2.0 world. But it must also contain value for the consumer to be received favorably.

Realtors also have an interest in improving the public's view of the real estate industry.

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## **Diverse Solutions**

### **dsSearchAgent**

Number of Customers: 10000

### **Company Overview**

Headquartered in Southern California, Diverse Solutions has led in the development of the next generation of map-based IDX solutions, lead management and custom Websites for real estate professionals and organizations small and large. The company, founded by real estate technology veteran Justin LaJoie in 2005 with purpose of changing the consumer's online real estate experience, is currently working with over 60 MLS, hundreds of associations, and thousands of agents and brokers nationwide.

### **Product Overview**

Google Street View integration to allow visitors to easily see each property, and the neighborhood surrounding it, from different street level perspectives.

Completely new control panel/administration area which incorporates a broker-controlled lead management and distribution system.

dsAgentChat instant messaging integration, including new, cross-platform, desktop based chat application that allows chatting with Website visitors.

Plotted city map markers with city information to allow visitors to quickly jump to the locations in which they are interested.

Full-size photo viewer via Flash slideshow to allow visitors to see properties in greater detail.

Sold properties optionally plotted on map to allow for active vs. sold price comparisons within immediate map area.

Map statistics slide-out panel that allows buyers to quickly get an idea of the prices and home types available within their map focus area.

Blog and Website modules so that agents and brokers can easily show visitors new listings via a slideshow, allow them to see properties on a map, or allow them to quickly search for properties on a map, all without directing them to their IDX search site.

### **Product Differentiators**

Nearly instant and map-centric "AJAX" interface that eliminates page load times as you navigate for properties.

Ability to search within a defined map area; many other solutions seem to have the map as an afterthought and only plot properties on the map instead of letting you perform a search bound by a map area.

Exceptionally low bounce rate and high visitor time spent searching when compared with similar sites of similar size.

Greatly enhanced usability with “sticky notes” to help visitors get started using the product.

RSS feeds, instant messaging, map statistics, Website modules, Google Street View, and many of the other features listed above which aren't found on others' IDX solutions.

Complete color customization and more than 100 other options so that agents and brokers can configure dsSearchAgent to look and work the way they want it to.

### **Key Emerging Trends for This Product Category**

Studies have indicated that user experience and general usability as determined by homebuyers (as opposed to agents and brokers) is of great importance to a successful conversion. In the past, it was only important to have a map available to plot properties on or an immense quantity of text boxes and drop-downs in order to narrow down a search for a home. Today, however, it seems a shift is occurring towards more instant gratification in the average homebuyer. Successfully capitalizing on that desire has led to increased interaction, a greater percentage of returning visitors, and has ultimately increased first-time and continued correspondence rates between the average homebuyer and the agent or broker.

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## **eRealInvestor**

## **eRealAnalyzer**

Number of Customers: 2000

### **Company Overview**

eRealInvestor offers real estate professionals a revolutionary, timesaving application to simplify the financial analysis process associated with property purchases. Its graphical, intuitive application, eRealAnalyzer™ is integrated on thousands of real estate agent Websites, dozens of portals, and hundreds of thousands of properties on the Web. Led by executives with decades of real estate investment and software development expertise, this San Francisco-based firm combines technology and data to facilitate intelligent decision-making.

#### **Product Overview**

Integration with live appraisal and rental comparables.

Targeted search and analysis results based on personal preferences.

Access to hundreds of thousands of properties through an ever-expanding database of listings.

### **Product Differentiators**

“One-click away” button for financial analysis easily included with listing data on property Websites – in under one hour – is integrated on thousands of Websites.

Interactive, Flash-based multi-scenario and multi-property display with real-time data feeds.

Live rental and appraisal comps.

### **Key Emerging Trends for This Product Category**

With the real estate slump and parallel credit crisis, real estate professionals must reevaluate their approach to buying and selling property. More emphasis must be placed on analytics, so that buyers and sellers can have a holistic understanding of the short- and long-term value of a property. Intelligent real estate decisions now must include an analytical process that considers return on investment, cash flow, and other important metrics. Additionally, real estate brokers and agents are increasingly embracing new technologies to leverage their investments in their online brands. They are seeking simple, low-cost tools and applications that increase Website engagement and drive lead capture.

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## **Fidelity National Real Estate Solutions (FNRES)**

### **rDesk Website**

Number of Customers: 2000

#### **Company Overview**

Fidelity National Real Estate Solutions (FNRES) is a leading provider of Web technology applications, services, and custom Internet solutions that power agents, brokers, multiple listing services (MLS), builders, lenders, consumers, and all constituents involved in residential real estate.

The first to put listings on the Internet through HomeSeekers.com, the firm was also first to launch a comprehensive desktop productivity portal, rDesk®, for real estate agents.

Fidelity National Real Estate Solutions provides Web applications for agent/broker Websites (rDesk Website™) home and property listings (HomeSeekers.com), comparative market analyses (rDesk CMA & Buyer's Tour™), property marketing flyers, agent productivity (rDesk), IDX and VOW listings search (rDesk IDX™), MLS data aggregation and more.

The Data Aggregation Group, a unit within the Broker and Agent Products Division of Fidelity National Real Estate Solutions, has been the central MLS Data provider for all Fidelity National Broker and Agent Products.

#### **Product Overview**

Modified template designs to keep pace with the changing technology of increased screen pixels. Took the most popular designs and increased size, centered some content and opened certain content to auto expand to the full screen size.

More color theme choices for popular designs.

Enhanced school and neighborhood content for all customers at no additional charge.

Free-form editor on the home page to allow greater flexibility to program the page as each client wants it.

#### **Product Differentiators**

Ability to have a custom designed home page design.

Integration with rDesk Contact Manager for lead tracking and management.

Ability to add unlimited pages and links to customize a client's Website.

School and Neighborhood reports that are represented in graphical form aggregated from multiple sources accurate down to the census block group.

### **Key Emerging Trends for This Product Category**

With the rise in cost of SEO and SEM, more agents are turning to social branding their sites with consumers via their hobbies, interests and associations. Creating an interest outside of real estate on a site drives traffic and brands you, so when the consumer needs an agent, you're the natural choice.

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## **Fidelity National Real Estate Solutions (FNRES)**

### **rDesk CMA**

Number of Customers: 40000

#### **Product Overview**

Just recently released a new design theme – blue wave – with more scheduled to roll out in the next few months.

#### **Product Differentiators**

Ability to download listing directly from the MLS from within the program.

Fully Internet-based, no need to wait for disk.

Includes buyer's tour at no additional cost.

Ability to have custom pages created and integrated in the program.

Available to an MLS as a site license for all their members.

#### **Key Emerging Trends for This Product Category**

The Internet has made more data accessible to consumers. If you don't provide it they will go looking for it. To stay as the focal point, agents need to continue bringing more quality data to them in an easy to understand format. It is important to educate the consumers on market conditions and trends along with property data. FNRES continues to enhance their products to satisfy the demands of Internet-savvy consumers.

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## **Fidelity National Real Estate Solutions**

### **rDesk IDX**

Number of Customers: 72000

#### **Product Overview**

The addition of the Cyberhomes and Zillow property valuations, market trend and sold data. Enhanced graphics in the school and neighborhood data make it easier for consumers to understand.

Enhanced rooftop accuracy on the map search puts the icon inside the property line rather than on the street.

Enlarged listing photos in detail display.

#### **Product Differentiators**

Listing Accuracy - Fidelity National Real Estate Solutions has been providing an IDX solution to their customers since 1996, before it was even called IDX, through its product called CityNet. In most markets listing data is updated daily, some even multiple times during a day.

One-stop convenience for consumers - Including property valuations, sold data, market value trends, surrounding points of interest, school and neighborhood data has made it easy for consumers to analyze a property from one Website.

Integration with rDesk Contact Manager™ - Leads are automatically entered into rDesk Contact Manager for tracking and follow up with the ability to monitor the activity of leads, and assign action plans to never lose a lead again.

#### **Key Emerging Trends for This Product Category**

More complete data aggregation - Consumers no longer just want to see the MLS listing data. They now want more data to analyze the property for their lifestyle. Agents, for example, are now being asked how close the property is to the nearest health clubs. Consumers will continue to demand more data, and want it updated more often.

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## **Fidelity National Real Estate Solutions (FNRES)**

### **MyMarketing**

Number of Customers: 5080

#### **Product Overview**

1. Launched in June 2007. No new features added since launch.
2. Upcoming enhancements – Outlook sync, mixed media drip campaigns, more property templates.

#### **Product Differentiators**

1. Automatic drip marketing campaigns.
2. Integration between eAdWriter and eMarketer providing ad copy for property collateral.
3. Data is autopopulated in both applications via RETS eliminating any need for duplicate data entry.

#### **Key Emerging Trends for This Product Category**

There's been a swing in agent preference from email back to print/direct mail - agents are noticing their open rates for email diminishing. Many have expressed that the quality of the color and design on eMarketer pieces noticed better when sent via direct mail. Many feel that it is worth the extra expense, because they get a better return.

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## **Fidelity National Real Estate Solutions (FNRES)**

### **rDesk Broker Website**

Number of Customers: 18000

#### **Product Overview**

rDesk Broker Websites includes all the power of rDesk IDX with the extra ability to combine MLS IDX databases for an integrated search across multiple MLSs.

New enhanced map based search. An increase of 20% lead capture by offering a map based search to give the most accurate results to consumers. Accuracy to locate the icon within the property lines helps consumers know which property is for sale - not just a pin in the street.

In-house Media Group assists brokers who choose to generate revenue by having strategically placed vertical market ads on the site. Brokers have control over the type of ads. This in-house counseling helps brokers achieve the largest return by targeting local market advertisers.

Neighborhood and School reports aggregate data from multiple sources and combine them into a user-friendly display including graphs and charts.

New Sell my Home reverse prospecting technology allows agents that are going on an appointment to check the database of registered buyers looking for a home to see how many buyers match the seller's home. Very impressive in a listing presentation to state you already have "x" buyers registered with your company who are looking for a home with the features of the seller's property.

Over 150 points of interest to show consumer what's in the area.

Turn-by-turn driving directions just by clicking on the listing. An easy way to create a buyer's tour.

#### **Product Differentiators**

Lead routing capabilities assignable to a person or group. The ability for the lead to be accepted or passed on.

#### **Key Emerging Trends for This Product Category**

Now more than ever, brokers are concerned with compliance. rDesk Broker Website gives brokers the control over their brand and compliance of content to assure their legal obligations are not being ignored. Instant recognition from any agent's Website of the company's brand increases the broker's footprint in the market. Agents are turning to their brokers for services, and rDesk Broker Website provides each agent an essential tool needed in today's market but at a group purchase price. Today, more brokers are looking to outsource their broker and agent Websites to companies that have the resources and technology to keep them on the cutting edge.

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## **FrogPond**

### **FrogPond Publisher**

#### **Company Overview**

FrogPond provides unique “Communications Solutions” enabling corporations, associations and small businesses nationwide to effectively reach customers, employees and members with ahead of the curve industry information. FrogPond offers free re-printable articles from nationally recognized industry leaders and experts. FrogPond.com has become the recognized premier Web portal archiving thousands of valuable business articles representing hundreds of authors.

Recognizing a strategic business need to cost-effectively reach target audiences using powerful online publications and newsletters, FrogPond created FrogPond Publisher, proven Application Service Provider (ASP) software, designed for businesses and associations to easily create dynamic, effective online communications.

FrogPond Publisher is a dynamic multimedia online magazine and newsletter creator software tool. Click, Cut, Paste, NO HTML. Use it to send audio messages from chairman/CEO, market and sell products and services, provide community relations, political and charitable fundraising, retain and recruit, promote events/conferences to members/customers/employees.

#### **Product Overview**

Totally Redesigned Web 2.0 digital magazine & electronic newsletter templates.

RSS Feed.

Article Commentary.

Subscriber List Export.

Social Networking Bookmarks.

Related Articles.

Multimedia.

#### **Product Differentiators**

Free Support.

Free Article Content.

Instant Polling.



Interactive Calendar with Mapping.

Viral Marketing & Commentary.

**Key Emerging Trends for This Product Category**

Key trends are the dramatic move from print to digitized formats including social networking bookmarks, podcasts and blogging. Community opinion is more important than corporation information.

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## **iHouse Web Solutions**

### **iHouse Real Estate Websites**

Active Customers 13,000

#### **Company Overview**

Since 1986, iHOUSE Web Solutions, a division of iHOUSEweb, Inc., has provided real estate professionals with Internet tools to build their businesses. Through continued, successful designs of user-friendly real estate agent websites and other products for real estate web site promotion, the company has built a network of more than 13,000 customers, and maintains IDX data feeds with over 320 MLS's nationwide, representing nearly two-thirds of all listings in the U.S. Its web marketing solutions include iHOUSE real estate websites, IDXPro MLS Search Solution, Spotlight® single-property websites, Click-To-Talk™ one click voice link, VTShowcase® virtual home tours, ConnectTel® toll-free listing hotlines, MarketReach™ real estate email marketing solution, and LocalNet® Web Registration service.

#### **Product Overview**

iHOUSE Real Estate Websites allow real estate professionals to have their own real estate website in literally minutes with our easy setup guide. iHOUSE offers hundreds of layouts and designs to choose from, making the websites extremely customizable at every level. With several packages to choose from, iHOUSE offers marketing solutions for agents and brokers at any stage of their real estate career. iHOUSE websites can also be seamlessly integrated with other iHOUSE products for a strong online marketing presence.

#### **Product Differentiators**

One click listing syndication to multiple locations, including Trulia, GoogleBase, Yahoo Real Estate, Oodle, Backpage, AOL Real Estate, and Cyberhomes.

With iHOUSE LocalNet, the agent's business profile will be automatically submitted to 10 of the most popular local real estate directories on the web.

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## **iHouse Web Solutions**

### **IDXPro Branded MLS Search**

Active Customers 5,000

#### **Product Overview**

iHOUSE Web Solutions recently announced the arrival of the new and improved IDXPro version 3.0. The new IDXPro has features designed for capturing more leads and converting them to clients. The LeadTracker feature monitors visitor usage and updates the agent or broker on what their visitors are interested in. Automatic HouseTrack daily email updates notify visitors when new listings are available that meet their search criteria. The new IDXPro also received a total visual overhaul, including new designs and layout choices. iHOUSE encourages agents and brokers to take a no obligation test drive of IDXPro 3.0 or any other iHOUSE product.

#### **Product Differentiators**

Interactive Google Map Search allows visitors to click and zoom in on specific map areas to view listings

New contemporary designs and color choices.

LeadTracker technology allows agents and brokers to keep track of what their visitors are searching for.

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## **iHouse Web Solutions**

### **Spotlight Single Property Websites**

Active Customers 1,000

#### **Product Overview**

With a Spotlight Single Property Website, real estate professionals can create a website tailored to a single seller's property in just minutes. Spotlight websites are designed to be easy-to-use and have tools for search engine optimization, contact forms, local area information, and a file manager for forms or other documents. Users can choose from many design and style choices and brand the website with their contact information.

#### **Product Differentiators**

Listing information, including photos, can be imported with just an MLS number.

Large photo gallery holds 100 photos of the listing.

Custom printed color sign riders are available with the unique single property website domain name on them.

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## **iHouse Web Solutions**

### **ConnectTel Toll-Free Listing Hotline**

Active Customers 550

#### **Product Overview**

ConnectTel allows real estate professionals to have their own toll-free lead capture hotline that homebuyers can call for pre-recorded listing information around the clock. When buyers call the hotline, ConnectTel captures the leads, even if caller ID is blocked. With ConnectTel, users can assign different lead sources to specific extensions, allowing brokers and agents to easily track the effectiveness of their marketing campaigns. If a caller wants to speak with the listing agent, Find Me, Follow Me Call Forwarding will call the agent's office phone, cell phone, home phone, etc. before sending a caller to voicemail.

#### **Product Differentiators**

Live Toll-Free Customer Support 7 days a week.

Customized double-sided sign riders are available with the toll-free number pre-printed on them.

Instant alerts via email, phone or text message notify users of incoming calls. The message tells users what listings prospects are calling about so they can be contacted while the leads are still hot.

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## **MarketLinx, Inc**

### **MarketLinx Property Panorama**

#### **Company Overview**

MarketLinx, Inc. is the leading provider of Multiple Listing Service (MLS) and real estate information systems in North America. It 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.

MarketLinx provides MLS services to a wide range of accounts, from 300-member associations to some of the largest real estate organizations in the world, including SoCal MLS (50,000 members), Mid-Florida Regional MLS (40,000 members), and Southeast Florida MLS (37,000 members). The firm has 143 MLS customers across the US and Canada representing more than half a million real estate professionals.

MarketLinx has approximately 420 employees in 7 major offices in North America. Formed in January 2007, it combines the strengths of First American MLS Solutions, Inc. (Interealty, MarketLinx and MMSI); Offutt Systems; Sonic Eagle, Inc.; and Lucero Research Corporation to provide customizable technology solutions for multiple listing services, brokers and agents through a single entity. MarketLinx'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/services, and is North America's largest data provider.

Through various name changes, mergers, and acquisitions, MarketLinx can trace its origins in the MLS business back to 1966.

#### **Product Overview**

MarketLinx Property Panorama allows agents to easily create and distribute different types of virtual tours. Agents take a series of still pictures that the Tour Manager software stitches together to create panoramic images. IDX-compliant tours are automatically added to MLS listings, and tours can be published popular Internet sites like YouTube, Google, AOL Video, Yahoo! Real Estate, Trulia and Zillow. Additional features include Realtor.com tour linking, unlimited usage and custom branding.

#### **Product Differentiators**

Can be integrated into the MLS system to generate virtual tours for every listing in the market.

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## **MarketLinx, Inc.**

### **AgentAchieve**

Number of Customers: 8000

### **Product Overview**

New in AgentAchieve 4.5:

Improved Virtual Postcard editing -

- Send a virtual postcard of any listing.

- Send virtual postcards to people who are not in your contacts.

- Option to send a postcard at a date and time in the future -You can now create a virtual postcard and send it at a future date and time.

- Create your own virtual postcard templates - you now have the option to create your own virtual postcard templates that you can re-use.

- Virtual Tours will be automatically attached to your listings from the MLS.

Open Homes Section -

- Automatic download and the option to display open homes from all brokers (from supporting MLS).

- More powerful Open Homes searching capability.

- More flexible view and sorting of Open Homes listings.

- Ability to feature your Open Homes at the top of search results.

- Supports display of agent-entered Open Home comments (viewable to agents only).

Map Search with Polygons and Rectangles: You now have the option to quickly draw a polygon or rectangle on the map to define an area.

REO/Bank Owned Properties: A new REO/Bank Owned Properties search option is now available on all Website property searches.

Website Traffic Analytics for company and office Websites.

AgentAchieve customers will now have the option of adding Regional Websites to their internet marketing efforts.

Property History Reports: You can now view a property's listing history from any property detail page.

Homepage Enhancements: Customize your AgentAchieve homepage by dragging and dropping the individual sections into whatever order works best for you.

Added functionality to the "Print or Email this List" option for MLS search results.

Property Detail emails include Map, Virtual Tour link, and additional property photos.

The Price Change arrows now appear to the left of the list price in MLS search result.

### **Product Differentiators**

One easy-to-use integrated solution, with a single point of entry, that includes contact management, client marketing plans, CMA tools, MLS search, mapping, automated listing notifications and a broker intranet.



Maximize Lead Capture & Conversion with automation tools that connect property information to prospective clients, and those clients to your agents.

AgentAchieve is a critical component of building brand loyalty and the ability to recruit and retain high-quality agents.

Acts as a business hub for easy integration into your existing management information systems or in-house technology.

Control and communicate your brand via company-approved Websites and report templates your agents use to present a consistent corporate image to consumers.

Drive vertical relationships and preferred partners through their inclusion and easy-access in the AgentAchieve intranet/portal.

Virtual, Web-based, office to enable your mobile agent workforce.

Grows with you! Ability to power brokerages of 10 to 10,000+ agents.

### **Key Emerging Trends for This Product Category**

Consolidation of systems to gain more integration and competitive advantage, while creating cost efficiencies.

Lead Management and conversion focus to improve and enhance broker and agent ROI activities.

Slower market conditions putting an emphasis on marketing of listings, agents and brokerage - manifests as a heightened sensitivity to online marketing capabilities and SEO strategies.

More internet marketing channels are desired such as Trulia, Craigslist, AOL Real Estate, Google Base, Cyberhomes, Homescape, MyRealty, Zillow, Yahoo Real Estate, Vast, Hotpads, Oodle and Frontdoor, etc. to drive consumers back to broker Websites.

AVM functionality as a consumer attractor/lead generator.

Driving and enhancing lead opportunities with ancillary & strategic partners/core service deliverables.

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## **MarketLinx, Inc**

### **MLX Professional**

Number of Customers: 155000

#### **Product Overview**

Send Email.

Client Action Plans.

Action Plans are applied to the Client from the Tasks tab.

Microsoft Outlook Synchronization -

Synchronize MLX Pro Clients, Tasks, and Appointments with Outlook, Palm Devices, Blackberry, Treo.

Agent Website -

Private Client View is now password protected/accessible

Property list collaboration between agent and customer

Improvements to Property List for managing Favorites, Possibilities, and Rejects

Option to include "My Office Listing" tab

Tag Lines and Body Text are pre-populated for 1<sup>st</sup> time MLX Pro users.

#### **Product Differentiators**

Total integration with the MLS system - no redundant data entry, no learning curve, powerful efficiencies.

Integrated Agent Website with password protected client portal for collaboratively researching and tracking properties, viewing CMAs and service reports.

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## **My Home Management Club**

## **My Home Management Club**

Number of Customers: 500000

### **Company Overview**

My Home Management Club is a unique service provided by professionals who need to stay in touch, but about something that is relevant and actionable - not the everyday fluff such as recipes. The Club has, for 5 years, been building relationship capital for agents by delivering services aimed at home management - not a potential transaction. It's a fact that 95% of everyone an agent knows is NOT in a transaction mode, but is most likely a homeowner. The Club is newsletter and home portal-based with over 500,000 members, all sponsored by real estate professionals. It also offers branded solutions such as [www.cbsocalhomeclub.com](http://www.cbsocalhomeclub.com) and a version for Long & Foster at [www.lfhomeclub.com](http://www.lfhomeclub.com).

### **Product Overview**

Branded Programs for Brokerages: i.e., [www.cbsocalhomeclub.com](http://www.cbsocalhomeclub.com).

### **Product Differentiators**

The Club features non-transaction information that locally based so it's unassuming and actionable.

### **Key Emerging Trends for This Product Category**

Unassuming content that is NOT driven by a transaction that adds value and is exclusive. Realtors for far too long have been dripping fluff, just to get their name out there. Historically, 70% of an agent's future business comes from past clients and referrals, which is anticipated to rise even further. Also, only 11% of consumers ever use the same realtor for another transaction... when asking the other 89% why, a majority said they could not locate the REALTOR®.... some do not even remember the REALTOR®'s name three years after a transaction.

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## **Point2 Technologies Inc.**

### **Point2 Agent**

Number of Customers: 190,000

#### **Company Overview**

Point2 Technologies provides online marketing and eBusiness software solutions for the real estate and heavy equipment industries. Leveraging Point2 proprietary and patented technology, Point2 develops and markets software solutions that enable organizations to conduct business over the Internet more easily and more profitably.

In the real estate industry, Point2 is the largest provider of Website, listing syndication and lead management software for real estate professionals, with over 190,000 brokers and agents subscribing to Point2 Agent, in more than 100 countries. A thousand new members continue to join Point2 each week. Drawing on rich listing content generated by its growing membership, Point2 also owns and operates the consumer property listing and agent directory search site, [www.Point2Homes.com](http://www.Point2Homes.com)

In the heavy equipment sector, Point2 is one of the largest providers of e-commerce solutions. The company's technology powers Caterpillar Inc.'s global heavy equipment dealer network. Point2 also owns and operates [www.UsedIron.com](http://www.UsedIron.com), one of the largest used equipment venues online. Founded in 1996, Point2 Technologies is privately held and employs a staff of 100 at its headquarters in Saskatoon, SK and its Vancouver, BC offices.

#### **Product Overview**

In 2008, Point2 introduced its Point2 Agent for MLS solution, which allows MLS's to add value to their members while creating a new revenue stream for the organization:

MLS's can leverage Point2 to syndicate member listings to the industry's largest syndication network and provide traffic reports back to their members.

MLS's can also provision Point2 Agent to their members, enabling them the option to leverage their listing data to develop automatic virtual tours, a new optional Website, a blog, to syndicate their listings to peer Point2 Agent member Websites, to capture and incubate leads from search engines and syndication efforts through the system's advanced predictive marketing lead management capability, and to instantly create and print professional listing presentations and brochures.

#### **Product Differentiators**

Point2 Agent boasts the industry's largest listing syndication and exposure network. The platform gives users complete control of their most valuable marketing asset - their listings - and enables them to selectively feed listings to a growing list of 30 syndication partners. The system also enables selective agent-to-agent and broker-

to-broker cooperative listing advertising syndication using Point2's proprietary and patent pending technology, Agent Handshake, to maximize exposure through publishing listings on thousands of real estate professionals' Websites locally, nationally and internationally where many buyers are today.

Point2 Agent is a Web-based single point of entry listing repository that allows real estate professionals to tap the industry's most advanced Internet marketing and lead management software from a single dashboard, and at low cost (free for six months, then \$9.95/mo thereafter. \$49.95 and \$119.95 options also available). All the tools are optional. Key tools include a Website, listing syndication, blog, automatic virtual tours, Traffic reports and analytics, Predictive Marketing (advanced drip email and lead conversion based on consumer browsing behavior).

Point2 Agent for MLS's: This solution allows MLS's to syndicate member listings and provide traffic reports and leads back to members, as well as provision the Point2 Agent Website and lead management solution to their members as value-add while establishing a new revenue channel for the organization.

### **Key Emerging Trends for This Product Category**

Website providers need to go beyond the Website offering and enable their users to publish listings more widely across search engines and consumer search sites (listing syndication).

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## **Quality Service Certification, Inc.**

### **QSC**

#### **Company Overview**

Quality Service Certification (QSC) is recognized as the real estate industry's premier advocate of quality service. QSC conducts ongoing training and certification programs for industry professionals throughout North America.

By surveying thousands of homebuyers and sellers each month, QSC provides accurate, independent data that enables service providers to clearly demonstrate agent performance and client satisfaction. Through specialized technology, the QSC strategy enables brokerages and individual professionals to manage service quality with precision—much like manufacturers manage product quality.

#### **Product Overview**

Enhancements to the QSC consumer Website enable sales professionals to publish comments from past customers as well as pie charts detailing customer satisfaction in numerous areas of critical importance to buyers and sellers.

#### **Product Differentiators**

QSC provides a unique suite of resources which are particularly suited to helping brokerages and sales professionals differentiate themselves and grow their business even in tough markets.

#### **Key Emerging Trends for this product category**

As markets have become more competitive, leading practitioners, broker/ owners and association executives have recognized that offering a better, clearer and more convincing value proposition is the key to leading the market, increasing productivity through capturing more business and growing market share in both the short and the long run.

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## **Real Estate Blogsites**

### **Real Estate Blogsites**

Number of Customers: 100

#### **Company Overview**

Real Estate Blogsites hosts, designs and builds leading edge blogs for real estate professionals. It is a comprehensive solutions, education and services company committed to the success of its clients.

#### **Product Overview**

Real Estate Blogsites assembles, hosts and integrates agile WordPress-based blogs for clients. Its developers were part of the original WordPress development team.

The firm offers experienced Ghost blog-writing services so realtors are always fighting the competitive online marketing and brand battle. Writers follow client direction via in-depth interviews, and are familiar with RSS & Alerts subscription, as well as best blogging practices including search engine optimization techniques.

Kinetic Knowledge offers image-based video tour content creation and YouTube optimization service which are easily optimized in Business Blogs, Websites, and the free aggregators like YouTube, which now pushes its content to Google Video & Google [search the whole Web].

#### **Product Differentiators**

Comprehensive Service [Blogs, Education, Content, MLS/IDX, etc.].

Accountable, personal and timely service/ communication.

#### **Key Emerging Trends for this product category**

Added features including lead capture and embedded MLS Search are growing trends. An ongoing focus on educating agents and brokers about the value of blogs and the ways to leverage blogs is a key focus of blog providers.

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## **Reaping Click To Talk NOW**

### **Reaping Click To Talk**

Number of Customers: 15000

### **Company Overview**

realPING is a Click To Talk NOW service that converts Website visitors into clients using a regular phone call. Once connected, realtors can deliver pages, listings, tours etc. by pushing buttons on their phone. Every REMAX agent in 8 states currently relies on realPING for conversion as well as a unique listing tool.

### **Product Overview**

Extensive user tools and reporting via an API that allows calling data to filter back into any CRM System.

### **Product Differentiators**

Cross Platform Capability.  
Page Push (there is a patent on it).

### **Key Emerging Trends for this product category**

With so many sources of information available to the consumer, smart professionals need to deploy multi-technologies to connect faster with consumers who are engaged RIGHT NOW.

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## **RSS Pieces**

### **RSS Pieces Real Estate Agent Blogs**

Number of Customers: 2500

#### **Company Overview**

RSS Pieces offers free blogging, SEO and lead generation training to all real estate professionals through daily Webinars and a powerful real estate blogging solution that automatically SEOs all content to guarantee positioning on search engines for prime keywords and a high end lead generation system (IDX search/CMA/Drip Email) that converts more traffic to leads than traditional Websites.

#### **Product Overview**

Automatically SEOs all content to 100% search engine relevancy.

Custom high impact design.

IDX search lead generator.

CMA lead generator.

Back end CRM with drip email campaign system.

MLS RSS feeds.

Custom lead form builders.

Accurate server side statistics.

#### **Product Differentiators**

Proprietary, secure system with a 99.9% uptime record, redundant servers and hourly backups.

Integrated lead generation and drip email campaign system.

MLS RSS feed search builder standard with lead generation option.

Automatic SEO features.

Free daily training Webinars for all real estate professionals.

#### **Key Emerging Trends for This Product Category**

The lines are blurring between blogs and Websites. As blogs have shown to perform better than Websites, more agents will replace their Websites with feature rich blogs that can perform all the expected tasks of a Website like IDX searches, CMAs and listing information with all the benefits of a robust blogging platform that notifies engines of new content for better search engine indexing. Within 5 years, it is expected that a full 20% of agents will upgrade their Websites to a robust blog. It

is also expected that most agents will not recognize the difference between a blog and a Website in the future as the lines between the two become less distinct.

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## **Technology Concepts, Inc.**

### **MyPlaceConnection**

Number of Customers: 3000

#### **Company Overview**

Technology Concepts has been in the business of developing and marketing real estate information systems since 1993. It's focus until recently has been primarily on advanced MLS systems, but has expanded to meet the demands of a rapidly-changing real estate marketplace with its new Productivity and Management Suite (PAMS), which allows consumers, real estate agents, managing brokers, and real estate company executives to manage their portion of the sales process from contact to contract.

#### **Product Overview**

Market trend information with the ability to drill down to virtually any level of detail.

Business management tools that provide the managing broker with extensive data on how his/her business and agents are performing both on an absolute scale and compared to competition.

The ability to configure custom exports of the listing information.

#### **Product Differentiators**

Integrated consumer Website.

Advanced client manager

Detailed market information.

#### **Key Emerging Trends for This Product Category**

Two important trends are re-shaping the real estate industry. One is MLS consolidation – a trend called the “soap bubble effect” – where just as two soap bubbles coming together tend to join and become one, so MLSs are joining to gain the advantages of scale. A number of forces are driving this trend and one of the positive results is data rationalization. Instead of numerous small islands of isolated MLS data, larger and larger data domains are emerging.

The second, and related, trend is the MLS becoming a data source instead of a data system. More and more large real estate firms are not using the MLS association's system, but obtaining the MLS data for use in their own proprietary systems. This latter trend was the basis for Technology Concept's new PAMS system that includes a full MLS system as part of its productivity and management tools. PAMS is MLS data agnostic so it can work with virtually any MLS data source.

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## **WolfNet Technologies, LLC**

### **mlsfinder, MapTracks, LeadManager, TrafficRouter**

Number of Customers: 80000

#### **Company Overview**

Founded in 1995, WolfNet is a pioneer in IDX, map-based property search solutions, and broker Website services. The Company currently serves customers in more than 210 MLS markets nationwide while hosting nearly 5 million IDX listings and over 28 million IDX photos. WolfNet provides its services to agents, teams, and brokers as well as regional and national real estate companies. In addition to property search, WolfNet offers a full suite of broker services including custom Website development, lead management, company intranets, custom application development, and general consulting services. WolfNet's MLS services include IDX smart-frame options, public property searches, Websites, and a variety of data consolidation and hosting services.

#### **Product Differentiators**

**Industry experience.** WolfNet has been developing internet-based residential real estate technologies for more than 9 years. During this time, its principals, managers, and senior staff members have consistently participated in a broad range of industry trade shows and conferences as speakers, attendees and exhibitors. WolfNet has also developed and cultivated relationships with many of the industry's top companies, and has successfully maintained an excellent reputation as a solid player.

**Technical expertise.** WolfNet has more than 12 years of experience building, deploying, maintaining, and supporting hardware infrastructures designed to run enterprise level applications. WolfNet also has extensive experience with server setup, performance monitoring, performance tuning, and load testing.

**Integration of Open House and Sold data.** Many MLSs have begun to offer open house and sold data to further enhance IDX offerings to their members in an effort to ensure that their members' Websites remain the best source of real estate listing information available. WolfNet took swift action and built and deployed an updated IDX interface that seamlessly integrates open house searches and sold data searches in addition to its current active listing searches. The updated interface is available in all markets where open house and sold data are available as part of a MLSs IDX data feed.

**Traffic Routing.** In response to an increased demand for regional and national IDX systems, WolfNet developed TrafficRouterSM, which is a tool capable of accepting a user's search criteria then routing Website traffic directly to the search results of WolfNet hosted IDX systems. Routing rules can be based upon any number of criteria including established territories, zip codes, historical sales performance, and weighted round-robin formulas, just to name a few. WolfNet's TrafficRouterSM

technology was most recently deployed by Keller Williams® Realty International in connection with its national property search platform available at kw.com. TrafficRouterSM can also be used in conjunction with a WolfNet powered MLS public property search in order to route leads and/or traffic to the respective listing offices and agents.

Data security. WolfNet takes its data license agreements very seriously and has a two-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 the offending 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.

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## **Data Sharing**

### **eNeighborhoods**

#### **eNeighborhoods MLS Alliance**

Number of Customers: 27

#### **Company Overview**

For over 10 years, eNeighborhoods has provided technology services to the real estate industry through the agent, corporate, and MLS channels, resulting in strong ties to the industry on many different levels - NAR REALTOR Benefits® partner, approved supplier to all major brands, corporate member of CMLS (Council of Multiple Listing Services).

eNeighborhoods is a provider of high profile, scalable enterprise solutions with expertise in enterprise project management, network support, customer service, and account management.

Customized to meet specific timing and budget as well as MLS rules and guidelines, eNeighborhoods technology powers large-scale enterprise solutions for many successful real estate companies (MLS organizations, franchises, brokers, etc.).

#### **Product Overview**

Mapping features include:

Multi-property plotting for up to 10 properties.

Map page includes property list table with corresponding 'push-pins.

Zoom level is based on the spread on the property addresses.

All MLS Alliance participants now have access to the eNeighborhoods Neighborhood Data Exchange (NDX) service. With a single click, any property in MLS Alliance can be used as the basis for a comprehensive neighborhood report including demographics, income stats, school information, houses of worship and deed transactions, all delivered via a mapping interface using the Google maps API.

Set Subject & Message / Save/Recall Subject and Message: User can set a default subject and message or use the default system message. The default message includes this special code, [#number], that will automatically insert the number of properties being emailed into the message. The Save/recall subjects and messages function enables users to use their common messages repeatedly simple by saving them and then selecting them for use.

Client Alerts: The Client Alerts function allows MLS Alliance users to enter contact information for a client then set up search criteria for an automatic email alert that will allow them to view the matching listings. Your client will receive a customized email every time listings match their search criteria. When your client views the reports, your information is listed at the top of the page. This greatly expands the

market area that you members can service with high-end services typically confined to a particular MLS systems boundaries.

### **Product Differentiators**

An Alliance of MLS's, not the loss of identity or independence for an MLS.

The ability to search across participating MLS's concurrently.

Access to neighborhood and demographic information that adds relevance to listings beyond the local MLS organizations traditional boundaries.

### **Key Emerging Trends for This Product Category**

MLSAlliance™ was originally deployed in Northern California in 1999. At that time in the Bay Area, agents working between MLS borders were required to have dual membership in order to meet their clients' needs. eNeighborhood's approach to solving this expensive and time-consuming issue for agents was to construct a redundant set of mirror databases accessible to all agents in participating MLS's. The normalized search fields allowed agents to search all classes and statuses across MLS boundaries, and returned the results in detailed reports unique to the MLS. Many data sharing initiatives with multiple approaches to solving the same problem have been launched in various markets across the United States including California, New York, Wisconsin, Florida, Virginia and many others in the preliminary planning stages. The key to this initiative is to both provide a solution to MLS participants that allows them to cost-effectively service multiple areas without crippling the local MLS organizations' ability to survive as a stand-alone entity.

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## **Fidelity National Real Estate Solutions (FNRES)**

### **FNRES Data Aggregation Services**

#### **Company Overview**

Fidelity National Real Estate Solutions (FNRES) is a leading provider of Web technology applications, services, and custom Internet solutions that power agents, brokers, multiple listing services (MLS), builders, lenders, consumers, and all constituents involved in residential real estate.

The first to put listings on the Internet through HomeSeekers.com, the firm was also first to launch a comprehensive desktop productivity portal, rDesk®, for real estate agents.

Fidelity National Real Estate Solutions provides Web applications for agent/broker Websites (rDesk Website™) home and property listings (HomeSeekers.com), comparative market analyses (rDesk CMA & Buyer's Tour™), property marketing flyers, agent productivity (rDesk), IDX and VOW listings search (rDesk IDX™), MLS data aggregation and more.

The Data Aggregation Group, a unit within the Broker and Agent Products Division of Fidelity National Real Estate Solutions, has been the central MLS Data provider for all Fidelity National Broker and Agent Products.

#### **Product Differentiators**

A standardized data set that allows quick integration into products.

Mapping the data and exporting it on a daily basis is only half the equation. About 25% of time is spent in maintenance with these MLS's. FNRES includes the cost of the remapping of MLS's when they change vendors, modify field layouts, etc., into its data services.

Monitoring tools continuously monitor all MLS's for changes to their systems, helping minimize any downtime for data. Errors are quickly caught and responded to accordingly.

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## **Fidelity National Real Estate Solutions (FNRES)**

### **FNRES Neighborhood and School Reports**

#### **Product Differentiators**

Comprehensive Neighborhood and School data provided via a raw data export or easily integrated using the FNRES API.

Data is updated semi-annually and is provided at the Census Block Group Level, Zip Code Level, County and National Level.

The solution is affordably priced for those companies that are looking to provide the number two requested content, by consumers searching real estate-related sites.

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## **MarketLinx, Inc**

### **RETS Professional**

#### **Company Overview**

MarketLinx, Inc. is the leading provider of Multiple Listing Service (MLS) and real estate information systems in North America. It 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.

MarketLinx provides MLS services to a wide range of accounts, from 300-member associations to some of the largest real estate organizations in the world, including SoCal MLS (50,000 members), Mid-Florida Regional MLS (40,000 members), and Southeast Florida MLS (37,000 members). The firm has 143 MLS customers across the US and Canada representing more than half a million real estate professionals.

MarketLinx has approximately 420 employees in 7 major offices in North America. Formed in January 2007, it combines the strengths of First American MLS Solutions, Inc. (Interealty, MarketLinx and MMSI); Offutt Systems; Sonic Eagle, Inc.; and Lucero Research Corporation to provide customizable technology solutions for multiple listing services, brokers and agents through a single entity. MarketLinx'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/services, and is North America's largest data provider.

Through various name changes, mergers, and acquisitions, MarketLinx can trace its origins in the MLS business back to 1966.

#### **Product Overview**

RETS Professional is an administrative console for the RETS Server that enables user-level RETS usage analysis, IP address filtering, data and image tagging, data quotas and data throttling, and a service level agreement for guaranteed performance.

#### **Key Emerging Trends for This Product Category**

As the RETS standard matures and becomes more full-featured, demand for effective of RETS service management solutions will continue to increase.

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## **MarketLinx, Inc.**

### **MarketLinx List Hub**

#### **Product Overview**

MarketLinx ListHub is a tool for agents and brokers to easily publish listings to a variety of real estate portal Websites while driving prospects back to their own Websites. ListHub works with Google, Edgeio, HotPads, Oodle, Vast, PropSmart, AOL, Cyberhomes and Trulia, and more sites are constantly being added. ListHub performs updates automatically using MLS data to eliminate redundant data entry. Every listing is branded to the broker, and users have complete control over where they advertise their listings. Integrated traffic statistics help brokers make better decisions.

#### **Product Differentiators**

ListHub offers data analytics to enable brokers to measure the effectiveness of their online listing syndication strategy.

#### **Key Emerging Trends for This Product Category**

As listing syndication becomes more prevalent in the industry, the need for data control and accuracy on third-party Websites will become a more significant issue. Products like ListHub support broker control of the listings on these sites.

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## **Threewide**

### **ListHub**

Number of Customers: 5000

### **Company Overview**

Threewide Corporation, founded in 1999, has been focused on data management needs within the real estate industry since its inception. Threewide is the progressive leader and marketplace standard for data capture, repurposing and exporting within the real estate vertical. Today, Threewide works with a majority of the largest MLSs in the nation, representing over 400,000 agents in their combined membership. Threewide's expertise in data distribution is now available to the brokerage community via ListHub.

### **Product Differentiators**

Listing syndication without data entry due to MLS integration. Use of MLS content also ensures the most up-to-date information and custom options for the MLS, including custom Internet sites for syndication and more.

All Website destinations in current version of ListHub are free to the broker and to the MLS.

Links and branding displayed on all Internet search sites are broker-centric.

Large brokers and multi-MLS companies can request custom syndication plan.

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## Lockboxes

### **GE Security**

#### **Supra iBox**

Active Customers – 900,000

#### **Company Overview**

Real estate professionals know that using an organized Multiple Listing Service is the fastest way to find the perfect properties for their buyers. They also understand how easy it is to show those properties and to track activity at their own listings using the networked electronic KeyBox system from GE Security.

#### **Product Overview**

The Supra iBox is the most reliable and secure lockbox system available for managing access during the real estate selling process. The iBox is the only UL listed lockbox available; it provides a large key compartment in a slim profile with a robust, weather-resistant rubber coating. The iBox and associated electronic keys (DisplayKEY, ActiveKEY, eKEY) provide listing agents with a full audit trail of showings, identifying showing agent, date/time of showing, etc. Showing information and showing feedback can be viewed in ShowingValue, which is part of the overall Key Information Management system (KIMweb).

#### **Product Differentiators**

UL listed

Can only be accessed with a valid electronic key, ensuring that only authorized parties can access a property.

The iBox can be programmed with electronic business cards, property flyers and electronic notes that showing agents can view upon accessing the iBox, for example "Please be aware of dog in the basement".

#### **Key Emerging Trends for this product category**

Trends in lockbox technology are towards use of mobile technology, freeing real estate agents from proprietary electronic keys and SmartCards. By utilizing cell phones to access lockboxes, agents no longer have to carry a separate device, reducing hassles associated with charging these devices, and - by utilizing cellular communications - allows for automatic key "renewal" and upload of showing information without the need to connect the device to a card reader or cradle. The Supra eKEY is a software "key" that allows agents to use their mobile phone as their lockbox key. eKEY Basic performs the functions of a standard lockbox key, while eKEY Pro includes MLS data for user-friendly access to MLS information while on the go. Blackberry devices will be added to the list of eKEY compatible devices by late 2008.

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## **SentriLock**

### **REALTOR Lockbox NXT**

Number of Customers: 200000

#### **Company Overview**

SentriLock, founded in 2003, is majority owned by the NATIONAL ASSOCIATION OF REALTORS® (NAR) and is the official lockbox solution of NAR's REALTOR Benefits® program. SentriLock has 180 REALTOR® Association clients using its REALTOR® Lockbox system representing more than 200,000 agents.

#### **Product Overview**

REALTOR® Lockbox NXT is the next generation lockbox from SentriLock and will be installed at major boards and associations in early summer. REALTOR® Lockbox NXT takes real estate lockboxes to a new level through a next-generation platform of technology and other features that can be customized to meet the needs of any association, board or real estate professional. Enhancements include: Smaller size yet more storage capability, enhanced security, wireless technology, and one-day access codes. The REALTOR® Lockbox NXT platform's flexible design allows SentriLock to quickly bring to market new technology innovations. For instance, with the REALTOR® Lockbox NXT Wireless, real estate professionals are able to use a combination of wireless technology and the Internet to change lockbox settings, automatically renew their access card, and have access options and showing information.

#### **Product Differentiators**

Smart lockbox with smart technology - Unlike any other lockbox system, SentriLock's REALTOR® Lockbox contains innovative technology (such as an electronic keypad built into the box) combined with smart-card technology. Using SentriLock's smart-card technology, real estate professionals open the lockbox using their personal SentriCard®, a hotel-card-sized electronic access key. As a result of this unique use of smart technology, all lockbox settings and showing information are Web based and can quickly and easily be managed by agents

Wireless Technology - With REALTOR® Lockbox NXT Wireless, there is no requirement to recharge or renew your lockbox access device. Using the SentriLink™ wireless card reader with Bluetooth® technology, it automatically renews the SentriCard®. No overnight cradling. No devices to charge.

#### **Key Emerging Trends for this product category**

The next generation of lockbox technology will be an integrated solution used by real estate professionals and includes wireless technology, systems to track who has entered the home (and when), automatic renewal of the access card, and one-day access codes for contractors, out-of-area agents, inspectors and others.



Another emerging trends is that associations are beginning to also use their SentiCards for secure photo-identification, tracking and reporting of meeting and class attendance rosters, and MLS secure login authentication.

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## **Mapping Solutions**

### **Fidelity National Real Estate Solutions (FNRES)**

#### **PinPoint**

Number of Customers: 119500

#### **Company Overview**

Fidelity National Real Estate Solutions (FNRES) provides the real estate industry with innovative MLS solutions and services to best serve real estate professionals and their customers

Built on the acquisition of Risco, Vista Info, and HomeSeekers companies, their staff, and industry leading technology, FNRES has been in business since 1979, currently providing service to over 300 MLS organizations representing over 325,000 members.

The firm offers innovative, value-added real estate technology solutions, and builds lasting partnership relationships with customers, to keep REALTORS central to the real estate transaction by providing creative data solutions and tools that agents and brokers can rely on now and well into the future.

Creator of the first online photo-based MLS system, the first to integrate public records with MLS data, and the first to automatically attach documents to listings by faxing or uploading, FNRES has expanded its business to include the Leading Association Management Processing System (LAMPS) product, which further empowers the MLS and real estate association staff and members.

FNRES has also has a solid working relationship with various third parties including ShowingTime, Centralized Showing Service, Showing Solutions, eAdwriter, SharperAgent, SAFEMLS, Microsoft MapPoint and Virtual Earth, Courthouse Retrieval System, iCheck, ThreeWide and many more.

#### **Product Overview**

Enhanced geocoding allows agents to more closely locate a property and gives the ability to differentiate between a single property and multiple properties in one location, such as condominiums.

Color coded map icons that allow users to easily identify the property status.

The ability to save search criteria, including any markups or polygons on the map.

#### **Product Differentiators**

Aerial Photos, detailed street maps, and the incorporation of MLS Listings and public records data.

Innovative farming tools.

Full collaboration between agents and customers.

### **Key Emerging Trends for This Product Category**

Mapping is definitely one of the hottest emerging trends in technology. The integration of spatial data and analytical data in the same application makes the data easier to understand and interact with. The advancements in GIS in the last decade have created a large demand for intelligent maps, and this technology will continue to improve and the mapping options will continue to grow.

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## **GeoJet E-Mapping Systems**

### **GJv4.0**

Number of Customers: 75

#### **Company Overview**

Established in 1996 as a GIS company that created proprietary parcel mapping systems, GeoJet is now the pre-eminent integrated tax mapping provider for real estate professionals.

With GeoJet, it's all about the data... and the firm has re-invented how tax data is presented through Multiple Listing Systems. Traditionally, sifting through tax & public records information has been a tedious, if not boring task. GeoJet brings the real estate-specific data users work with to life when integrated into its parcel mapping technology.

Key to GeoJet's growth is: the embracing of its small business attitude - one which also allows MLS/Board clients to participate in shaping product development; listening first to clients' needs, then proactively customizing its tax mapping tools based on the ever-changing dynamics of the real estate niche.

#### **Product Overview**

Back in 1998, GeoJet created AVMs, but like parcel mapping, the real estate community was not yet ready for this feature. GeoJet has now taken its AVMs out of the proverbial 'mothballs', and is ready to provide to its clientele.

New interface with far more functionality.

User customization options.

Deeper and tighter integration with MLS Systems.

Rooftop geocoding when parcel layers are unavailable.

In-house multi-stop driving directions.

Cross integration of functionalities such as driving directions within CMAs or creating Mailing Labels from Neighbors Reports.

#### **Product Differentiators**

GIS expertise - Any GIS-related problems with GeoJet are handled quickly. Mapping consultancy and all work is included as a fundamental part of the service.

Visual analysis tools - GeoJet effectively combines tax and MLS data into interactive mapping modules. Every dataset through GeoJet takes on greater significance with end users because all data is tied in directly with corresponding geographies. The real estate rallying cry has long been location, location, location... and with GeoJet the old motto has been revamped to: data/location, data/location, data/location.

Efficiency – GeoJet continues to hear, where competitors take many weeks, if not months, to fix basic bugs and program errors. Bugs/errors are responded to upon first notice, coupled with a proactive approach in turning clients’ new ideas into reality.

### **Key Emerging Trends for this product category**

Parcel Mapping - Back in 1996, real estate did not need parcel mapping or aerial imagery. By 2002, aerial imagery had went from a non-entity to garnering some peripheral interest... and three years later in 2005, real estate couldn’t do business without aerial overlays. Parcel mapping has gone from 0-interest in ‘96 to a “nice-to-have” consideration in 2006... by 2010, it’s possible its will be absolutely essential to all members of the real estate community. Data Aggregation & Amalgamation - GeoJet has been at the forefront of merging the worlds of GIS and Tax data. Others are following but as the competition heats up, pulling in more and more data (and layering this data seamlessly into each parcel) will become a fundamental factor in competing in the tax mapping space.

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## **MarketLinx, Inc**

### **Value Map Integration**

#### **Company Overview**

MarketLinx, Inc. is the leading provider of Multiple Listing Service (MLS) and real estate information systems in North America. It 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.

MarketLinx provides MLS services to a wide range of accounts, from 300-member associations to some of the largest real estate organizations in the world, including SoCal MLS (50,000 members), Mid-Florida Regional MLS (40,000 members), and Southeast Florida MLS (37,000 members). The firm has 143 MLS customers across the US and Canada representing more than half a million real estate professionals.

MarketLinx has approximately 420 employees in 7 major offices in North America. Formed in January 2007, it combines the strengths of First American MLS Solutions, Inc. (Interealty, MarketLinx and MMSI); Offutt Systems; Sonic Eagle, Inc.; and Lucero Research Corporation to provide customizable technology solutions for multiple listing services, brokers and agents through a single entity. MarketLinx'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/services, and is North America's largest data provider.

Through various name changes, mergers, and acquisitions, MarketLinx can trace its origins in the MLS business back to 1966.

#### **Product Overview**

Value Map Integration adds a special link to the MLS system that lets users get a real estate appraisal using an AVM.

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## **MLS Consumer Websites**

### **eNeighborhoods**

#### **eNeighborhoods MLSPortal**

##### **Company Overview**

For over 10 years, eNeighborhoods has provided technology services to the real estate industry through the agent, corporate, and MLS channels, resulting in strong ties to the industry on many different levels - NAR REALTOR Benefits® partner, approved supplier to all major brands, corporate member of CMLS (Council of Multiple Listing Services).

eNeighborhoods is a provider of high-profile, scalable enterprise solutions with expertise in enterprise project management, network support, customer service, and account management.

Customized to meet specific timing and budget as well as MLS rules and guidelines, eNeighborhoods technology powers large-scale enterprise solutions for many successful real estate companies (MLS organizations, franchises, brokers, etc.).

##### **Product Overview**

New product offering from eNeighborhoods, product was launched this year, technology is based on the IDX and lead management platform utilized by RE/MAX.com.

##### **Product Differentiators**

Experience is delivering and supporting high volume, high traffic consumer facing solutions for the RE industry.

Experience in serving all aspects of the industry - MLS Organizations, Large Real Estate Companies, Brokers and Agent solutions - provides us with a unique perspective. Many companies focus only on one segment or have built businesses in only one area.

Data coverage and infrastructure is in place to reduce time to market and opens the door for potential collaboration between MLS Portals using SearchHandler pass-through technology used by RE/MAX & Realogy.

##### **Key Emerging Trends for This Product Category**

MLS organizations around the country are just beginning to identify an opportunity to maintain relevance as companies with alternative business models and strategies continue to gain traction in the marketplace.

Public-facing Websites will provide the MLS with the tools and solutions to remain relevant in the evolving market, but in many cases there is broker resistance or a lack of resources and skill sets in the MLS organization to build the solution.

A public site does not compete with broker sites, but is in fact a key component to a broker's long-term success and is potentially one of the richest sources of qualified

leads. The MLS is in the unique position of being the local expert in a market and at the same time being one step removed from a franchise site or real estate company portal. This is important to the consumer - trust, coverage and reliability are the key issues.

Out-sourcing this solution makes perfect sense in a market where value and efficiency are going to be critical factors for success going forward.

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## **MLS Data Compliance**

**Courthouse Retrieval System, Inc.**

### **MLS Compliance PowerTool**

#### **Company Overview**

The most powerful and comprehensive online real estate data service available anywhere, CRS is committed to: expanding both product capabilities and markets served, and; to enhancing its Power Tools design and simplifying functionality to meet the ever-evolving needs of customers.

#### **Product Overview**

Product is new this year.

#### **Product Differentiators**

Service.

Completely customizable for each customer.

Professional style reports.

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## **IMAPP, Inc.**

### **ICHECK & Agent Reported**

Number of Customers: 186000

### **Company Overview**

IMAPP has been in business since 1997, serving REALTOR® Associations and Regional MLS's nationwide ranging in size from 1,000 – 35000 members, with products currently being used by over 200,000 REALTORS®.

### **Product Overview**

ICHECK is continually adding and developing new Rules based on the needs of each association. At this time, ICHECK has over 121 different Rules running.

### **Product Differentiators**

ICHECK is currently the Industry's leading provider of MLS Data Verification serving over 42 REALTOR® Associations nationwide.

Implementation Time 30-60 days.

Product Marketed Publicly since 2005.

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## **MarketLinx, Inc**

### **MLS Data Checker**

Number of Customers: 25

### **Company Overview**

MarketLinx, Inc. is the leading provider of Multiple Listing Service (MLS) and real estate information systems in North America. It 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.

MarketLinx provides MLS services to a wide range of accounts, from 300-member associations to some of the largest real estate organizations in the world, including SoCal MLS (50,000 members), Mid-Florida Regional MLS (40,000 members), and Southeast Florida MLS (37,000 members). The firm has 143 MLS customers across the US and Canada representing more than half a million real estate professionals.

MarketLinx has approximately 420 employees in 7 major offices in North America. Formed in January 2007, it combines the strengths of First American MLS Solutions, Inc. (Interealty, MarketLinx and MMSI); Offutt Systems; Sonic Eagle, Inc.; and Lucero Research Corporation to provide customizable technology solutions for multiple listing services, brokers and agents through a single entity. MarketLinx'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/services, and is North America's largest data provider.

Through various name changes, mergers, and acquisitions, MarketLinx can trace its origins in the MLS business back to 1966.

### **Product Overview**

Added interface support for Rapattoni customers.

Added interface support for FNIS customers.

Improved email capabilities to ensure copies are sent to all appropriate people.

Improved update scheduling—now updates can run around the clock.

Improved e-mail formatting

Enhanced notification process via subsequent notices.

Improved handling of key date fields to improve data compliancy.

Increased rule flexibility.

Improved system performance.

## **Product Differentiators**

Attractive and easy-to-use interface.

Advanced work-flow process allows more efficiency in building rules to customer specifications.

Skilled and experienced installation and support teams.

Rules can be easily modified by non-technical MLS staff.

Scalable infrastructure can serve any size market.

Internal automation tools allow for fast and efficient roll-out to new customer.

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## **MLS Member Accounting**

### **Fidelity National Real Estate Solutions (FNRES)**

#### **Leading Association Management Processing System - LAMPS**

Number of Customers: 180000

#### **Company Overview**

Fidelity National Real Estate Solutions (FNRES) provides the real estate industry with innovative MLS solutions and services to best serve real estate professionals and their customers

Built on the acquisition of Risco, Vista Info, and HomeSeekers companies, their staff, and industry leading technology, FNRES has been in business since 1979, currently providing service to over 300 MLS organizations representing over 325,000 members.

The firm offers innovative, value-added real estate technology solutions, and builds lasting partnership relationships with customers, to keep REALTORS central to the real estate transaction by providing creative data solutions and tools that agents and brokers can rely on now and well into the future.

Creator of the first online photo-based MLS system, the first to integrate public records with MLS data, and the first to automatically attach documents to listings by faxing or uploading, FNRES has expanded its business to include the Leading Association Management Processing System (LAMPS) product, which further empowers the MLS and real estate association staff and members.

FNRES has also has a solid working relationship with various third parties including ShowingTime, Centralized Showing Service, Showing Solutions, eAdwriter, SharperAgent, SAFEMLS, Microsoft MapPoint and Virtual Earth, Courthouse Retrieval System, iCheck, ThreeWide and many more.

#### **Product Overview**

Associated Documents for members and offices.

Support for NAR eCommerce 3-way split transaction.

SAFEMLS token-based security for LAMPS.

Automated Month-End Close Process.

Improved navigation and NRDS Integration.

#### **Product Differentiators**

Web-based – 24 x 7 access to your membership information – from anywhere, anytime.

Real-time integration and synchronization with NRDS member information.

Member-enabled for online payment and registration.

Easily scales for 200 to over 35,000 members.

### **Key Emerging Trends for This Product Category**

In the association management space, more and more are moving their efforts online. As such, data security, privacy policies and PCI compliance are coming to the forefront.

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## **MarketLinx, Inc.**

### **Membership Director**

Number of Customers: 100

### **Company Overview**

MarketLinx, Inc. is the leading provider of Multiple Listing Service (MLS) and real estate information systems in North America. It 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.

MarketLinx provides MLS services to a wide range of accounts, from 300-member associations to some of the largest real estate organizations in the world, including SoCal MLS (50,000 members), Mid-Florida Regional MLS (40,000 members), and Southeast Florida MLS (37,000 members). The firm has 143 MLS customers across the US and Canada representing more than half a million real estate professionals.

MarketLinx has approximately 420 employees in 7 major offices in North America. Formed in January 2007, it combines the strengths of First American MLS Solutions, Inc. (Interealty, MarketLinx and MMSI); Offutt Systems; Sonic Eagle, Inc.; and Lucero Research Corporation to provide customizable technology solutions for multiple listing services, brokers and agents through a single entity. MarketLinx'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/services, and is North America's largest data provider.

Through various name changes, mergers, and acquisitions, MarketLinx can trace its origins in the MLS business back to 1966.

### **Product Overview**

A fresh new interface that provides a contemporary updated look and feel.

Use of SQL Reporting Services provides easier access to information and ability to analyze information.

An online Association Calendar with links to your events and the capability to download to members Outlook calendar.

New \'Favorites\' and \'Most Recent\' navigation aides.

Use of SQL Reporting Services for superior information analysis.

NAR Split Payments.

Automated Credit Card Reconciliation.

Undeposited Funds Tracking.

Secondary Member Record Management - for members with multiple offices

Faster Auto-Billing and Statement Generation.

Updated Menus and Labeling.

Enhanced General Ledger - automated Year-End Closing, new Super Statements, closed period lockout.

### **Product Differentiators**

Flexible billing. Create custom groups for reporting purposes and bill any combination of groups simultaneously.

Integrated General Ledger and Accounts Payable modules. Quickly analyze and reconcile GL accounts by drilling down to the details and source documents of each journal entry. Provides full confidence in your financial reporting.

Multiple windows for efficient multi-tasking. Open a new screen or another instance of the same screen without closing the existing window. Drill down on underlying data without losing sight of your work.

NAR e-commerce split payment. Split dues among local, state, and national associations, as well as the cost of credit card processing (merchant fees).

Powerful query capabilities. Easily access any field in the database using simple or compound queries. Double-click any field to select a new database element and establish new criteria.

Easy integration with Microsoft Word. Membership Director launches Word directly and automatically completes mail merges for you. Use Word templates for all your labels, cards, rosters, etc.

True real-time interfaces - including NRDS. Direct database-to-database connections prevent batch process errors like double booking class seats. Updates appear online in seconds.

Superior support personnel have accounting backgrounds to help with the application as well as bookkeeping.

### **Key Emerging Trends for This product Category**

Self-service portals.

Incorporation of CRM in membership management.

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## **Rapattoni Corporation**

### **Rapattoni Magic and NetMagic**

Number of Customers: 258

#### **Company Overview**

Rapattoni Corporation has been serving the real estate industry under the same name and management for 38 years. The company provides software as a service with 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 more than 100 hosted sites for NAR's REALTOR® Secure certification. All of the company's Internet-based products include Single Sign-On for online "identity portal" access that simplifies the members' online experience. Rapattoni has received high marks over the last four years on the WAV Group MLS Technology Survey, and is the largest vendor of association management software to the real estate industry.

Headquartered in Simi Valley, California, Rapattoni has a new state-of-the-art data center located at Alchemy Networks in Los Angeles (near Los Angeles International Airport). The new data center gives Rapattoni greater reliability with Internet service and power redundancies, along with 24/7 monitoring and staff.

#### **Product Overview**

Rapattoni's newest release, NetMagic, reflects years of experience with over 250 real estate organizations. NetMagic gives their customers features to manage their associations with customer relations management and a content management system. NetMagic lets customers integrate and manage their Internet member services and store.

Last year, Rapattoni held a number of focus groups to test the usability of the new software, and received excellent feedback.

#### **Product Differentiators**

Designed exclusively for real estate association management.

Advanced integration with NRDS through data exchange (Magic).

Advanced integration with NRDS through real-time centralized database (CDB) connectivity (NetMagic).

The leading association management system with an extensive, nationwide user base including local and state associations and regional MLSs.

Included SSO identity portal from Internet Member Services.

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## **MLS Security Products**

### **Clareity Security**

#### **SAFEMLS**

Number of Customers: 53

#### **Company Overview**

Clareity Security is the provider of security products and services for the real estate and mortgage industries. It's SAFEMLS® and SAFEACCESS™ products help real estate professionals and mortgage companies safeguard sensitive consumer information against unauthorized access, and provide next generation strong authentication solutions for secure online transactions. Clareity Security also provides network security services including organizational information security assessments, Unified Threat Management (UTM) appliances, and other IT security solutions in partnership with such companies as Secure Computing (NASDAQ: SCUR), a provider of global security solutions.

#### **Product Overview**

Clareity Security continues to offer the market a choice of user-friendly authentication options. One-time-use passwords (OTP) for MLS access can be delivered to the device of a participant's choice. Users will now have a choice on the type of authenticator (device that generates the passwords) they use. The current choices include the SAFEMLS key-fob (token), the GE Supra DisplayKEY, the GE Supra eKEY, or GE Supra ActivKey, and personal cellular phone via Clareity's TEXT-pass® technology.

Hardware token, or key-fob 1

Description: The original authenticator, the SAFEMLS® blue token is cost-effective, convenient and easy to use. The slim line device measures about 1" X 2" and easily attaches to a key chain for quick access. Just press the small gray button to obtain a password.

The blue token fits easily on a keychain or lanyard, and the display screen is large and easy to read.

Hardware token, or key-fob 2

Description: Newly-released hardware token. This new Alpine token is a slightly smaller form factor with a convenient carbiner clip for attachment to lanyards or key chains. Like the blue token, simply press the gray button to obtain a password.

The display area on this token has a magnified password display window. Password display is slightly smaller than the silver token and displays only numeric characters.

GE Security's eKEY

Description: Users of eKEY receive a SAFEMLS password right on their eKEY supported Smartphone or other approved device. Once the eKEY has been updated with new software there appears a new menu option in the Supra menu, "SAFEMLS". Users click the SAFEMLS menu option, and the screen will display a one-time MLS password. One's phone is now an all-in-one PDA, electronic lockbox key, and SAFEMLS token.

Most people who use eKEY find that they carry their Smartphone or PDA with them almost all the time, which makes this option very convenient. The password display is clear and easy to read.

#### GE Security's DisplayKEY

Description: Users carrying the DisplayKEY can choose to receive passwords right on their existing DisplayKEY device, consolidating the number of total devices needed. Users "sync" the key in the cradle, and automatically receive a SAFEMLS update. The next time they scroll through the DisplayKEY menu they'll notice a new menu item, "MLS Token." When this option is selected, the DisplayKEY will show a one-time password.

If you are a DisplayKEY user, like over 80% of all GE Keyholders, and always have this device with you (which is the key point) when logging into the MLS, the DisplayKEY may be the right solution.

#### TEXT-pass®

Description: With TEXT-pass, one-time user passwords are delivered to the end-user's mobile phone as a SMS text message. There is no special device, download or software required to use TEXT-pass, making it a true zero-footprint solution. Once enrolled in TEXT-pass, users can send a text message to Clarity Security and within seconds, a single-use password will be delivered in response. Any cellular phone or Smartphone that supports SMS messaging is TEXT-pass ready.

Those who always carry a cell phone when working and are comfortable with text messaging may enjoy this option, which is as easy to use as your cell phone because it is your cell phone!

#### **Product Differentiators**

SAFEMLS authentication devices offer participants a choice and are convenient and easy to use –users never have to remember another MLS password and the MLS never has to field another "I forgot my password" call thanks to Tokens, GE Integration and Text Messaging.

SAFEMLS protects all entry points of access to the MLS and membership management data including Wyldfyre, Top Producer, Agent Office, Pocket Real Estate, any other RETS applications, FTP access, etc.

Clarity Security offers full integration and deployment services to educate users on the current security issues in the real estate industry, to explain why your BOD

made the decision to use strong authentication, and to teach end users how easy it is to “retrieve” their next password.

### **Key Emerging Trends for This Product Category**

It is believed there is a trend in the relationship between MLS Security (Strong Authentication) and NAR’s Single Sign On initiative.

With over 400,000 real estate users protected by SAFEMLS strong authentication, the industry has reached a critical mass of authentication security, and those systems protected by strong authentication can assert with much more confidence that they know who is logging into their systems. This has paved the way for Single Sign-On (SSO), which provides users the convenience of logging into one system and accessing others without logging in again, but which ideally requires more confidence in the authentication process than allowed by simple username/password credentials.

Clareity Security released a free software toolkit to facilitate open-standards-based Single Sign-On (SSO). Funded in part by NAR, this release will be the culmination of over a year of work coordinating cooperation among many leading real estate software vendors. This technology, when integrated with real estate software, will allow people using multiple applications to log in once for all applications, rather than logging into each one separately.

Using the Security Assertion Markup Language (SAML) 2.0 standard, the free software toolkit will allow software vendors to cooperate efficiently and securely, without use of proprietary SSO products that have previously hindered cooperation between real estate software vendors. InternetCrusade and Point2 recently achieved SSO by using the open SAML 2.0 standard, and their resounding success demonstrates how well open standards can work without use of proprietary products.

Though Clareity Security created this software, Clareity will not own it - it will be freely available to the real estate technology community and integrated with the RETS standard. Use of non-proprietary software is key to industry-wide SSO, since if any vendor or organization tries to own or control the method of SSO interaction, others will not agree to use it – and cross-vendor cooperation is critical to the success of SSO.

Another trend in strong authentication has been a move to experiment with other form factors. For this reason, Clareity Security has created and offered software tokens for PCs, lockbox key integration (your lockbox key becomes a token), software for PDAs, smart phones, Palm OS devices, Blackberries, as well as its patented SMS TEXT-message delivery solution, TEXT-pass®. Each of these options allows the user to take advantage of SAFEMLS strong authentication without carrying an additional device. But, the question had yet to be authoritatively answered, “Do MLS subscribers actually find the key-fob token inconvenient?” After over three years of deployments and hundreds of thousands of MLS subscribers using SAFEMLS daily, Clareity Security can now answer that question. The firm believes in offering people many choices of “authenticators” and SAFEMLS, and has

the most options. Clareity Security and its MLS customers have spent time educating MLS subscribers on the various options, and allowing them to choose between key-fob tokens and other options that don't require them carrying an extra device. The surprising results: 96% of users given a choice of authenticators chose to carry the key-fob token rather than use their existing PDA, lockbox key, or cell phone.

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## **MarketLinx, Inc**

### **MarketLinx Secure**

#### **Company Overview**

MarketLinx, Inc. is the leading provider of Multiple Listing Service (MLS) and real estate information systems in North America. It 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.

MarketLinx provides MLS services to a wide range of accounts, from 300-member associations to some of the largest real estate organizations in the world, including SoCal MLS (50,000 members), Mid-Florida Regional MLS (40,000 members), and Southeast Florida MLS (37,000 members). The firm has 143 MLS customers across the US and Canada representing more than half a million real estate professionals.

MarketLinx has approximately 420 employees in 7 major offices in North America. Formed in January 2007, it combines the strengths of First American MLS Solutions, Inc. (Interealty, MarketLinx and MMSI); Offutt Systems; Sonic Eagle, Inc.; and Lucero Research Corporation to provide customizable technology solutions for multiple listing services, brokers and agents through a single entity. MarketLinx'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/services, and is North America's largest data provider.

#### **Product Overview**

MarketLinx Secure lets MLS staff automatically restrict or deny access to the MLS system on an account-by-account basis according to individual behavior and usage patterns.

MLS staff members use the program to create and maintain a MLS security policy that specifies thresholds for specific login behaviors.

Users exceeding those thresholds can be asked to answer personal verification questions, enter a special code emailed to them, change their password, or can have their account suspended for a definite or indefinite period of time. Only users who appear to be abusing the system are impacted, while "honest" users are not inconvenienced.

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## **Rapattoni Corporation**

### **Rapattoni Secure Logon and Single Sign-On**

Number of Customers: 16

#### **Company Overview**

Rapattoni Corporation has been serving the real estate industry under the same name and management for 38 years. The company provides software as a service with 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 more than 100 hosted sites for NAR's REALTOR® Secure certification. All of the company's Internet-based products include Single Sign-On for online "identity portal" access that simplifies the members' online experience.

Headquartered in Simi Valley, California, Rapattoni has a new state-of-the-art data center located at Alchemy Networks in Los Angeles (near Los Angeles International Airport). The new data center gives Rapattoni greater reliability with Internet service and power redundancies, along with 24/7 monitoring and staff.

#### **Product Differentiators**

Choice of authentication tokens: OTP hardware tokens, USB-enabled hardware tokens, or software tokens that can be installed on a mobile device, without using airtime.

Complete service package: Rapattoni can provide everything from deployment to training to ongoing support.

Rapattoni bills monthly for the number of active users only, and offers a financial protection plan to protect the MLS.

Integration with any MLS vendor, and with Rapattoni Magic membership systems.

Included Single Sign-On is non-proprietary, SAML-based technology, allowing for convenient links to other trusted Websites.

Support of several SSO standards, including SAML and OpenID.

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## **MLS System Software**

### **Concentric Software**

#### **EvolutionMLS**

Number of Customers: 71508

#### **Company Overview**

Concentric Software is an ASP (Application Service Provider) of Internet-based Multiple Listing Services, located just outside of Sacramento, California. Concentric Software seeks to become the premier provider of Web based MLS software solutions by using the most advanced technology on the market and providing world-class customer service and support.

Through the vision of Concentric's founder Richard Igou, Evolution MLS will be the next evolution in MLS systems. The second generation of Web applications is upon us, and Concentric Software is the only provider of a true Web 2.0 MLS solution.

#### **Product Overview**

Branded Comparative Market Analysis product named EvaluationCMA. This product instantly integrates MLS data live with a customer to produce a Flash presentation for the client. This interactive CMA allows both the customer and real estate professional to better understand and interpret the market. New graphing and mapping technology was integrated into the new EvaluationCMA package.

Branded product named REvolutionCRM.

#### **Product Differentiators**

EvolutionMLS is a state of the art Web 2.0 RIA (Rich Internet Application) that harnesses the Adobe Flex development platform. This software was built from the ground up over a three-year period.

EvolutionMLS is compatible with all browsers and all operation systems - very unique in the MLS industry.

EvolutionMLS loads the entire application at start-up, making transitions between screens and functions like sorting, searching and editing seamless and very fast.

EvolutionMLS uses some of the most advanced mapping technology, harnessing ESRI ArcWebservices mapping, BlueRaster Parcel Data, and many other mapping features. Mapping has been integrated into almost every function in the MLS, from map searches, to laying out listings from a search, comparables and more. Other features included with Evolution's mapping system are driving directions, radius and polygon searching, street, aerial and detailed parcel information. This mapping system allows for multiple shapes at the same time.

#### **Key Emerging Trends for This Product Category**

MLS software providers need to understand that both subscribers and public clients are expecting a higher level of interactivity from their MLS software. Most providers

are utilizing outdated processing models that will not allow them to integrate into the higher expectations of the WEB 2.0 environment. Unfortunately, many providers rely too heavily on adding new features instead of improving their overall user interface. Eventually, this has to change as the market becomes more competitive and client centric.

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## **FBS**

### **flexmls Web**

Number of Customers: 100

### **Company Overview**

FBS is an employee-owned company providing MLS software and services to over 100 MLS organizations nationwide for over 30 years.

### **Product Overview**

Customer Portals.

New Search and Search Display.

Enhanced Print and E-mail Functions.

Map-Based IDX Tools.

RETS Manager.

### **Product Differentiators**

FBS's team of owners.

FBS has plenty whiz-bang features, but over the long-term, the ability of the team to respond to customers' needs is what creates lasting value.

The flexmls Web system is very flexible and can be tailored to the needs of individual MLSs, companies, offices and agents.

The flexmls Web system is highly scalable and includes cross-MLS data sharing functionality for regionalization.

### **Key Emerging Trends for This Product Category**

Fueled by broker consolidation and MLS regionalization, the evolution of the MLS system into an application programming interface that can be leveraged by brokers in new, creative ways to better engage their customers on the Web is a key trend emerging in the MLS industry.

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## **Fidelity National Real Estate Solutions (FNRES)**

### **Paragon 4 Online**

Number of Customers: 200000

### **Company Overview**

Fidelity National Real Estate Solutions (FNRES) provides the real estate industry with innovative MLS solutions and services to best serve real estate professionals and their customers

Built on the acquisition of Risco, Vista Info, and HomeSeekers companies, their staff, and industry leading technology, FNRES has been in business since 1979, currently providing service to over 300 MLS organizations representing over 325,000 members.

The firm offers innovative, value-added real estate technology solutions, and builds lasting partnership relationships with customers, to keep REALTORS central to the real estate transaction by providing creative data solutions and tools that agents and brokers can rely on now and well into the future.

Creator of the first online photo-based MLS system, the first to integrate public records with MLS data, and the first to automatically attach documents to listings by faxing or uploading, FNRES has expanded its business to include the Leading Association Management Processing System (LAMPS) product, which further empowers the MLS and real estate association staff and members.

FNRES has also has a solid working relationship with various third parties including ShowingTime, Centralized Showing Service, Showing Solutions, eAdwriter, SharperAgent, SAFEMLS, Microsoft MapPoint and Virtual Earth, Courthouse Retrieval System, iCheck, ThreeWide and many more.

### **Product Overview**

Property History Matching by Multiple Fields (Configurable by MLS).

Ability to E-mail Multiple Views.

User Password Retrieval.

Integration with Doc Central.

Mapping Update to Virtual Earth 6.1.

RETS Administration Tools and Reports; Forthcoming (Prior to NAR Annual).

Enhancements to Market Monitor.

Additional Mapping Enhancements – Points of Interest, etc.

Additional Team/Secretary Functionality.

Agent/Consumer Portal.

Agent/Consumer Hit Counts.

SMS Integration for Auto-Notifications.

Additional Tax Enhancements.

### **Product Differentiators**

Highly Configurable by MLS - On Single Code Base.

Configurable by User – Gives user many choices.

Fulfills needs for Basic to Highly Technical User.

### **Key Emerging Trends for This Product Category**

Agent to Consumer Collaboration Tools.

Additional integrated features with the Online MLS system including:

- a. Integrated Forms
- b. Transaction Management
- c. Advanced Document Management
- d. Public Data from Various Sources
- e. Neighborhood/Demographic Information
- f. Property Valuation and Research Tools
- g. Marketing Tools (Ad Copy, High Quality Digital Printing, Farming, etc.).

Agent/Consumer Listing Hit Counts.

Advanced Mapping with 3D Tools and Data Layers.

RETS Administration Features and Reporting.

Integrated Listing Data Checking and Policing.

Single Sign-On Technologies.

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## **Fidelity National Real Estate Solutions (FNRES)**

### **Paragon 4 Desktop**

Number of Customers: 12871

### **Product Overview**

SAFEMLS Integration.

Easy to Access Saved Search List.

Tabbed Navigation including Multiple Search Results.

New Homepage.

Customizable Toolbar.

General UI Makeover.

Search by Groups and Task Date.

Required Only Fields filter (Listing Input).

Full .NET Conversion.

Full Vista and Internet Explorer 7 Compatibility.

Smart Updater Patch Distribution System.

### **Product Differentiators**

Similar look and feel to browser based MLS System.

Data Synchronization between browser based MLS System (i.e. saved searches, contacts, prospects, email, views and reports).

Multi-tasking (i.e. searches and search results).

### **Key Emerging Trends for This Product Category**

1. Integrated Public Records.
2. Stand Alone Desktop MLS System that can be used with any MLS.
3. Downloading Data in "Ghost" Mode – User Not Logged Into the System.
4. Bulk Listing and Photo Upload Capability.

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## **MarketLinx, Inc**

### **Tempo**

Number of Customers: 293000

### **Company Overview**

MarketLinx, Inc. is the leading provider of Multiple Listing Service (MLS) and real estate information systems in North America. It 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.

MarketLinx provides MLS services to a wide range of accounts, from 300-member associations to some of the largest real estate organizations in the world, including SoCal MLS (50,000 members), Mid-Florida Regional MLS (40,000 members), and Southeast Florida MLS (37,000 members). The firm has 143 MLS customers across the US and Canada representing more than half a million real estate professionals.

MarketLinx has approximately 420 employees in 7 major offices in North America. Formed in January 2007, it combines the strengths of First American MLS Solutions, Inc. (Interealty, MarketLinx and MMSI); Offutt Systems; Sonic Eagle, Inc.; and Lucero Research Corporation to provide customizable technology solutions for multiple listing services, brokers and agents through a single entity. MarketLinx'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/services, and is North America's largest data provider.

Through various name changes, mergers, and acquisitions, MarketLinx can trace its origins in the MLS business back to 1966.

### **Product Overview**

Multiple methods to calculating a suggested price, or price range.

New net sheet report.

Create custom report pages to include in CMA.

Library of new CMA report pages available.

Prospecting -

- Farming search for notifying multiple addressees simultaneously

- Personal search for sending notifications to the user

- Ability to enter a contact only and make them a prospect later if desired

- Additional fields for recording contact data

- Ability to print mailing labels from contacts

- Multiple schedules for sending notifications: ASAP, daily (select which days), and monthly (first or middle of month)

- Preview listings prior to sending during prospect setup

- Send e-mail notifications to e-mail, pager or mobile phone

Gateway tracker showing if clients have been filing listings in folders and making property notes.

#### IDX Enhancements -

Consumer-driven searches with multi-level area selection maps

Enhanced search results screens and information request (lead capture) forms

Support for both broker and agent level sites

Comprehensive site administration tools, including managing content, appearance, and search configurations

Board-level management of global rules and policies

Undelivered E-mail Notification

Sender is alerted by e-mail when a message cannot be delivered.

Works for prospecting notification e-mails, as well as e-mails manually sent to clients or other members.

#### Stationery -

Provides a library of background images that can be applied to reports and CMA presentations.

Includes lifestyle themes (e.g., sailing, tennis) and seasonal themes (e.g., beach, autumn leaves).

Can be selected using an icon on Search Details and CMA Wizard screens.

Stationery is viewable on screen, when printed or saved to a PDF, and when e-mailed.

Can be applied to a single CMA report (page) or all CMA pages.

#### Virtual Tour Domain Tool -

Staff tool that for maintaining a list of approved virtual tour vendor domains

An error message is displayed on the listing maintenance form if a user enters an unapproved tour URL. Field-level pop-up help available

Validation can be applied to all, some or no URL fields.

#### Smart-Links in Reports -

Allows hyperlinks to application features (e.g., mapping, mortgage calculator) and to external sites (e.g., schedule showings, neighborhood information) from within reports

Hyperlinks can be text labels, field values, or images

Listing and member information can be included in the link variables, allowing the external site to recognize the user and identify the property.

#### Report Editor -



Support for Firm-level reports

Variable grid size options; improved snap to grid function

Report Preview from Design mode

Search for fields by name in Design mode.

Third-Party Integrations -

Thomas Guide Map overlays and locator

Sentrilock lockbox information and reporting

SmartMap (PinPoint and QuickPoint maps).

Miscellaneous -

Numbered/bulleted list controls added to e-mail editor

New staff tools for managing users with active violations or system suspensions

Calculate Days on Market (ADOM, CDOM) using multiple methods (ADDA, SUBA, ADDC, SUBC) and include on all results, reports and statistics. Calculate DOM at the time a listing is entered

User-level defaults for Prospecting functions (e.g., e-mail notification frequency).

### **Product Differentiators**

Instead of a bundled, one-size-fits all approach, MarketLinx offers a wide variety of a-la-carte options for its TEMPO 5 customers to choose from. These include optional applications like MLS Wireless, GIS Service, and Document Manager, as well as tax data services, training and technical support. By offering a menu of optional services, MarketLinx customers can truly customize their MLS system to suit the needs of their members.

TEMPO 5 employs an advanced meta-model design that enables a high level of system customization and multi-board regionalization capabilities without requiring changes to the standardized program code. By maintaining a standardized code base, MarketLinx can quickly deploy code updates across all systems, which means all customers benefit immediately from new software versions and program upgrades.

TEMPO 5 customers can take advantage of MarketLinx's state-of-the-art RETS technology, which includes RETS Professional, an optional product that includes user-level data analysis, IP address filtering, data and image tagging, quotas, throttling, and a guaranteed service level agreement, and RETS Connector, the industry's easiest to use RETS client application for automating routine data downloads.

## **Key Emerging Trends for this product category**

Consumer demanding access to rich property data -

- Map-based, neighborhood-centric tools

- Search and filter by qualified mortgage amount

- Quick access to rich data sources (mortgage data and rates, demographics, virtual neighborhood drive-throughs)

- AVM functionality

- Technology that enhances customer service and agent responsiveness.

MLS Data Consolidation -

- Data sharing agreements

- Formation of statewide MLSs and mega-regionals

- National MLS.

Security -

- Two-factor authentication (tokens)

- Adaptive security.

Integrated technology solutions, preferably from one vendor -

Property data (MLS & tax), AVM, CRM, consumer Website.

## **Contact Information**

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## **MarketLinx, Inc.**

### **MLXchange**

Number of Customers: 221000

### **Product Overview**

New in MLXchange 4.0:

Improved User Interface. The most common Action functions are now graphical buttons for easy one click access.

A sidebar that can be expanded or collapsed from any screen to allow for quick access to MLS and personal resource links and hot sheets.

Date Search Operators when searching for listings, including Last 7 Days, Last 90 Days, 6 Months, etc. to save you time.

Map Results directly from the Search Criteria page (up to 50 properties).

Move Search Criteria up or down.

Drag and Drop Search Results columns.

Color-Coded Statuses and List Price Increase/Decrease on listing results grid.

New Microsoft Virtual Earth Mapping including street, aerial, and hybrid aerial with street overlay.

Polygon Map Search that now just requires clicking on the starting point to complete.

Drag & Drop map navigation and the ability to locate features, such as specific Address, ZIP, ML#, or Businesses.

Driving Directions that can be e-mailed and the ability to add My Office as a starting location.

New Image Viewer that shows all available media, including virtual tours, automated slide show, and attachments.

CMA Enhancements, including a Quick Buyer CMA and Seller CMA, Side-By-Side Adjustments, Map Views for Comparables, and the ability to print a single page of a CMA.

Save Search options condensed into one page instead of the current two General and Notifications pages.

Report Editor Enhancements including Undo/Redo and Field Property Editor.

Rich Text Editor added to Email Editor.

Improvements to Property List for managing Favorites, Possibilities, and Rejects (MLX Professional).

Enhancements to Client Manager and Agent Website for managing Prospects (MLX Professional)

## New in MLXchange 4.3:

### IDX Enhancements -

- Consumer-driven searches with multi-level area selection maps

- Enhanced search results screens and information request (lead capture) forms

- Support for both broker and agent level sites

- Comprehensive site administration tools, including managing content, appearance, and search configurations

- Board-level management of global rules and policies.

### Undelivered E-mail Notification -

- Sender is alerted by e-mail when a message cannot be delivered

- Works for prospecting notification e-mails, as well as e-mails manually sent to clients or other members.

### Stationery -

- Provides a library of background images that can be applied to reports and CMA presentations

- Includes lifestyle themes (e.g., sailing, tennis) and seasonal themes (e.g., beach, autumn leaves)

- Can be selected using an icon on Search Details and CMA Wizard screens

- Stationary is viewable on screen, when printed or saved to a PDF, and when e-mailed

- Can be applied to a single CMA report (page) or all CMA pages.

### Virtual Tour Domain Tool -

- Staff tool that for maintaining a list of approved virtual tour vendor domains

- An error message is displayed on the listing maintenance form if a user enters an unapproved tour URL. Field-level pop-up help available

- Validation can be applied to all, some or no URL fields.

### Smart-Links in Reports -

- Allows hyperlinks to application features (e.g., mapping, mortgage calculator) and to external sites (e.g., schedule showings, neighborhood information) from within reports

- Hyperlinks can be text labels, field values, or images

Listing and member information can be included in the link variables, allowing the external site to recognize the user and identify the property.

#### Report Editor -

Support for Firm-level reports

Variable grid size options; improved snap to grid function

Report Preview from Design mode

Search for fields by name in Design mode.

#### Miscellaneous -

Numbered/bulleted list controls added to e-mail editor

New staff tools for managing users with active violations or system suspensions

Calculate Days on Market (ADOM, CDOM) using multiple methods (ADDA, SUBA, ADDC, SUBC) and include on all results, reports and statistics. Calculate DOM at the time a listing is entered

User-level defaults for Prospecting functions (e.g., e-mail notification frequency).

### **Product Differentiators**

Instead of a bundled, one-size-fits all approach, MarketLinx offers a wide variety of a-la-carte options for its MLXchange customers to choose from. These include optional applications like MLS Wireless, MLX Professional, GIS Service, and Document Manager, as well as tax data services, training and technical support. By offering a menu of optional services, MarketLinx customers can truly customize their MLS system to suit the needs of their members.

MLXchange employs an advanced meta-model design that enables a high level of system customization and multi-board regionalization capabilities without requiring changes to the standardized program code. By maintaining a standardized code base, MarketLinx can quickly deploy code updates across all systems, which means all customers benefit immediately from new software versions and program upgrades

MLXchange customers can take advantage of MarketLinx's state-of-the-art RETS technology, which includes RETS Professional, an optional product that includes user-level data analysis, IP address filtering, data and image tagging, quotas, throttling, and a guaranteed service level agreement, and RETS Connector, the industry's easiest to use RETS client application for automating routine data downloads.

### **Key Emerging Trends for This Product Category**

Consumer demanding access to rich property data -

Map-based, neighborhood-centric tools

Search and filter by qualified mortgage amount

Quick access to rich data sources (mortgage data and rates, demographics, virtual neighborhood drive-throughs)

AVM functionality

Technology that enhances customer service and agent responsiveness.

MLS Data Consolidation -

Data sharing agreements

Formation of statewide MLSs and mega-regionals

National MLS.

Security -

Two-factor authentication (tokens)

Adaptive security.

Integrated technology solutions, preferably from one vendor

Property data (MLS & tax), AVM, CRM, consumer Website.

### **Contact Information**

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## **MarketLinx, Inc.**

### **InnoVia**

Number of Customers: 63000

### **Product Overview – New Features**

Calendar “Electronic Task Manager”.

Microsoft Virtual Earth Mapping.

Driving Directions, MVE.

New GUI for InnoVia Desktop.

### **Product Differentiators**

Demand for easy-to-use systems that utilize the same desktop continue to be in high demand. The fact that InnoVia is available online, offline and wirelessly, coupled with the fact that it operates on both PCs and Macs using various browsers, makes it a highly desirable product.

### **Key Emerging Trends for This Product Category**

Consumer demanding access to rich property data -  
Map-based, neighborhood-centric tools

Search and filter by qualified mortgage amount

Quick access to rich data sources (mortgage data and rates, demographics,  
virtual neighborhood drive-throughs)

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Security -  
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Integrated technology solutions, preferably from one vendor

Property data (MLS & tax), AVM, CRM, consumer Website.

**Contact Information**

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## **Promatch Solutions, LLC**

### **Promatch Complete**

Number of Customers: 37

#### **Company Overview**

Founded in 1967, Promatch Solutions is the oldest MLS provider in the country. Originating as a MLS book printer, today Promatch boasts complete MLS services from their new Web 2.0 MLS product, Promatch Complete, through traditional MLS book printing.

Under new ownership since 2005, Promatch has tapped into the strengths that have helped them adapt over the past 41 years to the ever-changing MLS environment

“Easy to learn. Easy to use.” Promatch systems are designed for the user. Nothing embodies this philosophy more than the new Web-based Promatch Complete. An intuitive user interface, one-click data accessibility and personal screen and report layout customization make the system easy for the computer novice and fast for the pro.

Superior Customer Support. Promatch places high value on customer support. Customer problems are handled quickly and efficiently. Promatch customers rate their service as a top reason for remaining with Promatch.

Innovation. Over the past 3 years Promatch has added a new capability to their system every 8 to 10 months culminating with the introduction of Promatch Complete. Promatch Complete is a full MLS system rewrite using Microsoft Silverlight. This system establishes several new industry innovations that will streamline, simplify and enhance the user experience.

#### **Product Overview**

Cross browser platform - PC, Apple, Linux.

Supports high definition video.

Simultaneous multiple photo loading.

Screen parking permits multitasking on multiple screens.

Marketing Toolbox provides listing marketing programs.

#### **Product Differentiators**

Brand new technology; fully-rewritten MLS system.

Web 2.0 platform; cross browser technology.

High-productivity system with fewer clicks to accomplish tasks.

### **Key Emerging Trends for This Product Category**

Generational shift in REALTORS results in a broad range of computer skill sets.

Role of the Internet continues to impact how listings are marketed and how agents work.

Decreasing cost of technology places more digital tools in the REALTORS hands.

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## **Rapattoni Corporation**

### **Rapattoni MLS**

Number of Customers: 113

#### **Company Overview**

Rapattoni Corporation has been serving the real estate industry under the same name and management for 38 years. The company provides software as a service with 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 more than 100 hosted sites for NAR's REALTOR® Secure certification. All of the company's Internet-based products include Single Sign-On for online "identity portal" access that simplifies the members' online experience. Rapattoni has received high marks over the last four years on the WAV Group MLS Technology Survey, and is the largest vendor of association management software to the real estate industry.

Headquartered in Simi Valley, California, Rapattoni has a new state-of-the-art data center located at Alchemy Networks in Los Angeles (near Los Angeles International Airport). The new data center gives Rapattoni greater reliability with Internet service and power redundancies, along with 24/7 monitoring and staff.

#### **Product Overview**

Rapattoni has fulfilled more than 300 enhancement requests since May of 2007, with version 10.30 being the latest.

Rapattoni demonstrated additional features that will be rolled out later this year. These new features include integrated Property Records search capabilities, which will provide MLSs with the "gold standard" (the most accurate source of information) property data, with full integration for searching MLS listings, public records (including tax information), or both for combined results. This integration will allow the MLS to serve as a single, comprehensive source for aggregated records data. In addition, Rapattoni will introduce Reporting Services to provide greater flexibility for MLS staff, agents and brokers for creating and maintaining customized reports, along with grid displays.

#### **Product Differentiators**

Single Sign-On (SSO) is included, allowing the MLS Website to become an identity portal so agents can access any number of online services with a single logon.

Parcel mapping can be fully integrated in the MLS software (not a separate product).

Statistics can be generated on-the-fly based on any criteria, from any search or display.

Seamless integration with Secure Logon two-factor authentication security system.

Included PDA interface gives mobile users full access to live MLS data.

Language translation feature that gives MLSs the ability to offer a public access site in multiple languages.

Integrates with Rapattoni Magic and NetMagic association management software.

### **Key Emerging Trends for This Product Category**

Mapping in the MLS leverages Microsoft® Virtual Earth™ technology. This platform provides a large visual presentation of the map and advanced functionality. The Map Search lets users search within a circular radius, a rectangular selection, or an irregular polygon shape drawn on top of the user's choice of views: street map, aerial photograph, or a hybrid image that shows roads and highways on top of an aerial view

Rapattoni's Parcel Mapping module, which presents county tax record data visually combined with MLS listing data, has been enhanced with larger displays and tighter integration with the street, aerial and hybrid views. The completely redesigned interface overlays parcel boundaries and data layers on the map image, displays listing/owner information easily on rollover, and incorporates robust tools for routing, driving directions, markers, and more

The PDA interface for mobile access to the live MLS (available to all users at no extra charge) is a popular feature. Rapattoni also offers a number of public view options such as Smart-Framed IDX searches, and even integrated language translation for an MLS's public searches

Recent enhancements to the Rapattoni MLS interface provide MLS users with the full browser features of Internet® Explorer® (6 and higher) while working in the MLS, continuing with Rapattoni's tradition of easy navigation with application style menus and toolbars.

The auto-prospecting feature allows multiple sets of search parameters to be saved per prospect and auto-emailing of new listing matches. A robust Client Portal allows agents to provide an interactive Website for clients to manage listings in their own prospect carts

Help features in Rapattoni MLS include an extensive set of multimedia tutorials for users that demonstrate the software and announce upcoming features, as well as searchable Online Help and animated "Show Me" presentations.

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## **Solid Earth, Inc.**

### **LIST-IT**

Number of Customers: 55000

### **Company Overview**

Solid Earth is a real estate technology company specializing in developing and maintaining MLS system software for its client Associations of REALTORS. Solid Earth began business in 1998 on the strength of a contract to produce a custom MLS system for the Huntsville Board of REALTORS in Huntsville, Alabama. Today, that system is among 23 LIST-IT MLS installations in 13 states serving over 55,000 real estate professionals every day.

### **Product Overview**

Consumer URL: Allows each prospect to get more than just daily email; it gives the agent the ability to create a free Web page on which the cumulative list of matched properties (and any real-time updates) is visible, at anytime.

RETS Manager: With the release of the new RETS server, Solid Earth empowers the local MLS staff to create RETS exports with any scope of data and monitor their user down to the specific listings exported.

Map Quick Search: Solid Earth has taken the current LIST-IT Quick Search and added a Google Map panel, allowing all inherent Google map capabilities to be used within an MLS context.

### **Product Differentiators**

The process. Solid Earth has created a very user-friendly toolset, but is also among the most progressive vendors in their aggressiveness to advance functionality. No version numbers, no standing still on development, and almost always no charge to the client for enhancements

The pace. Solid Earth only produces at most 4 systems per year. Without this controlled-growth approach, the first two items in this list would not be possible.

### **Key Emerging Trends for This Product Category**

Association regionalization. Consumer-driven services. Contraction among providers. Data syndication.

### **Contact Information**

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## **Stratus Data Systems**

### **Stratus MLS**

Number of Customers: 3

#### **Company Overview**

Stratus provides real estate systems to MLS and Association of Realtors® and is the technology provider for some of the largest MLS's in North America. STRATUS is dedicated to building and supporting stable systems that meet its customer's requirements over the long haul.

#### **Product Overview**

Stratus Interactive Mapping using Microsoft Virtual Earth maps allowing users to search, pan, and browse properties on a map in Street, Aerial or Bird's Eye views.

Integration With Instanet Forms To Add Listings - for accounts in Long Island (MLSLI), where an agent can enter listings using the online forms and then upload it to Stratus MLS.

Instanet embedded MLSLI business rules for entering a listing into the online property data forms to ensure data integrity. The agent completes the form online then uploads the listing to Stratus MLS as a Worksheet - to finally complete add listing on Stratus.

Stratus built in additional business rules to further ensure data integrity when the listing worksheet is completed as an Add Listing, such as linking the listing to the public record for property history and enhancing the public record with property characteristics from the listings.

Screen Scraping Prevention Tool: Stratus tracks how a user views pages such as the Broker Full report. If a user clicks through a set number of listings in X number of seconds, Stratus logs the user off – helping to prevent the user from screen scraping data.

Implemented Clareity Security's Safe MLS – Authenticator. For their Toronto MLS account, Stratus implemented Clareity Security's Safe MLS – called in Toronto, the Authenticator for strong authentication to help safeguard sensitive data protecting the MLS against unauthorized access.

#### **Product Differentiators**

STRATUS stands apart from its competitors by providing an MLS with a level of customization that no other vendor can offer. Every STRATUS system installation is tailored to the MLS' unique needs, rather than requiring conformity to a rigid cookie cutter solution. Stratus clients are an integral part in the design of new features.

The partnership of its MLS customers along with the commitment, experience, and technical expertise that STRATUS offers is key to ensuring a dynamic and evolving system that meets current and future needs.

Stratus systems are reliable, stable and offer outstanding performance.

### **Key Emerging Trends for This Product Category**

More interest in Data Sharing and regionalization.

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## **Tarasoft**

### **Tarasoft Matrix**

Number of Customers: 15

#### **Company Overview**

Tarasoft is a privately-owned corporation that has grown consistently since its inception in 1990. Over the last 17 years, Tarasoft has successfully promoted Tarasoft Titan®, a desktop productivity software application available in over 50 market areas across North America.

In 2003, Tarasoft released Matrix, an enterprise level Web-based MLS platform built entirely on Microsoft's .NET technology. Tarasoft Matrix® represents the next generation in a Web-based MLS platform designed to manage every aspect of MLS delivery. Since 2003, Tarasoft is the industry's fastest growing software provider acquiring 180,000+ subscribers in four years. Tarasoft has also had more success than any other vendor in large account gains, having successfully signed Metropolitan Regional Multiple Listing Service (MRIS), the Regional Multiple Listing Service of Minnesota (RMLSMN), Multi Regional Multiple Listing Service (MRMLS), the Greater South Bay Regional Multiple Listing Service (GSBRLMS), the Greater Montreal Real Estate Board (GMREB), Mid America Regional Information Systems (MARIS) and the Heartland Multiple Listing Service in that period of time.

Tarasoft has invested heavily in designing its core technology to power the demands of North America's MLS providers, and hopes to further the success of its Tarasoft Matrix® platform by introducing it to many new customers throughout North America, demonstrating its innovative features and Tarasoft's corporate flexibility in working with MLS providers of any size.

#### **Product Overview**

Comprehensive multi-language support, designed to support any language. Currently configured for English, Spanish and French. Entire system can be viewed in multiple languages and instantly switched to another language.

Full Microsoft Virtual Earth integration.

New advanced "consumer portal" providing advanced consumer functionality and access to MLS data through agent email notification and agent Websites.

Fully integrated wireless support (now built in).

Data sharing configurations allowing MLS to share MLS data with neighboring MLS providers.

#### **Product Differentiators**

Multi-language support, designed to support any language. Currently configured for English, Spanish and French. Entire system can be viewed in multiple languages and instantly switched to another language.



Administration Panel, where MLS staff can enjoy total control over entire system including all displays, searches, reports, exports.

Average search time is 78 milliseconds on largest MLS systems in the nation.

### **Key Emerging Trends for This Product Category**

MLS data sharing and further regionalization is a hugely hot topic across the country. Tarasoft is very active in many markets including Southern California, Minnesota, Wisconsin, Washington DC, Quebec and Saskatchewan.

Advanced mapping integration has been a key trend. Tarasoft recently entered into a long-term agreement with Microsoft to provide full Microsoft Virtual Earth integration into Tarasoft Matrix.

Consumer Portal providing enhanced consumer functionality and access to MLS data through agent email notification and Websites.

### **Contact Information**

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## **Mobile Solutions**

### **Fidelity National Real Estate Solutions (FNRES)**

#### **Paragon WiFi**

Number of Customers: 97670

#### **Company Overview**

Fidelity National Real Estate Solutions (FNRES) provides the real estate industry with innovative MLS solutions and services to best serve real estate professionals and their customers

Built on the acquisition of Risco, Vista Info, and HomeSeekers companies, their staff, and industry leading technology, FNRES has been in business since 1979, currently providing service to over 300 MLS organizations representing over 325,000 members.

The firm offers innovative, value-added real estate technology solutions, and builds lasting partnership relationships with customers, to keep REALTORS central to the real estate transaction by providing creative data solutions and tools that agents and brokers can rely on now and well into the future.

Creator of the first online photo-based MLS system, the first to integrate public records with MLS data, and the first to automatically attach documents to listings by faxing or uploading, FNRES has expanded its business to include the Leading Association Management Processing System (LAMPS) product, which further empowers the MLS and real estate association staff and members.

FNRES has also has a solid working relationship with various third parties including ShowingTime, Centralized Showing Service, Showing Solutions, eAdwriter, SharperAgent, SAFEMLS, Microsoft MapPoint and Virtual Earth, Courthouse Retrieval System, iCheck, ThreeWide and many more.

#### **Product Overview**

Login Reporting was added this year.

#### **Product Differentiators**

1. No setup charges.
2. No minimum user requirement.
3. Fidoogle Search – a search method that simultaneously searches by MLS#, Street Name, Agent Last Name and Price.

#### **Key Emerging Trends for This Product Category**

As the larger screen Personal Digital Assistants (PDAs) become more popular and are reduced in price, smaller hand held devices with limited features will play a smaller role in wireless application development and future development efforts will probably be directed toward the full-featured PDAs.

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## **Fidelity National Real Estate Solutions (FNRES)**

### **FNRES Mobile**

Number of Customers: 14305

### **Company Overview**

Fidelity National Real Estate Solutions (FNRES) provides the real estate industry with innovative MLS solutions and services to best serve real estate professionals and their customers

Built on the acquisition of Risco, Vista Info, and HomeSeekers companies, their staff, and industry leading technology, FNRES has been in business since 1979, currently providing service to over 300 MLS organizations representing over 325,000 members.

The firm offers innovative, value-added real estate technology solutions, and builds lasting partnership relationships with customers, to keep REALTORS central to the real estate transaction by providing creative data solutions and tools that agents and brokers can rely on now and well into the future.

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### **Product Overview**

User Preferences where users can set up email and search defaults.

Email listings from application.

Last Viewed where users can quickly access the last 25 listings viewed in the application.

Get driving directions.

View multiple property images.

Email or call listing agent with a single click.

### **Product Differentiators**

Fidoogle Search – a search method that simultaneously searches by MLS#, Street Name, Agent Last Name and Price.

Last Viewed option where users can quickly access the last 25 listings viewed in the application.

Soon-to-be released is a “My Listings” link where an agent can quickly view their own listings and a “Membership Search” option where agents can search the MLS for agent contact information

### **Key Emerging Trends for This Product Category**

Trends in this product category tend to be device driven. If touch-screen phones become ubiquitous then the applications that run on them will require updated controls. In addition, GPS and Voice Activation will play a part in the future of wireless MLS applications.

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## **MarketLinx, Inc**

### **MLS Wireless and Mobile Agent**

#### **Company Overview**

MarketLinx, Inc. is the leading provider of Multiple Listing Service (MLS) and real estate information systems in North America. It 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.

MarketLinx provides MLS services to a wide range of accounts, from 300-member associations to some of the largest real estate organizations in the world, including SoCal MLS (50,000 members), Mid-Florida Regional MLS (40,000 members), and Southeast Florida MLS (37,000 members). The firm has 143 MLS customers across the US and Canada representing more than half a million real estate professionals.

MarketLinx has approximately 420 employees in 7 major offices in North America. Formed in January 2007, it combines the strengths of First American MLS Solutions, Inc. (Interealty, MarketLinx and MMSI); Offutt Systems; Sonic Eagle, Inc.; and Lucero Research Corporation to provide customizable technology solutions for multiple listing services, brokers and agents through a single entity. MarketLinx'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/services, and is North America's largest data provider.

Through various name changes, mergers, and acquisitions, MarketLinx can trace its origins in the MLS business back to 1966.

#### **Product Overview**

MarketLinx MLS Wireless lets users access the MLS system using a wide variety of popular devices running the BlackBerry, Palm and Windows Mobile operating systems.

The program offers a 24-hour hotsheet, agent and office roster search, listing search, full color property photos, the ability to email customizable listing reports in HTML or text format, and single sign-on through the MLS.

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## **Mobile Real Estate, LLC**

### **Mobile Real Estate ID**

Number of Customers: 100

### **Company Overview**

Mobile Real Estate, LLC is a unique mobile marketing firm that provides lead generation, enhanced advertisements, and automated inquiry response to potential buyers for real estate agents and agencies.

### **Product Differentiators**

Plans with no upfront cost.

Flat rate monthly mortgage plans.

Agent/agency portal for tracking and managing leads.

### **Key Emerging Trends for This Product Category**

This system gives consumers what they want now more than ever; information faster, easier, and more direct (right to their cell phone).

Consumers can access property information without talking to anyone. Consumers get the information and pictures they want faster and easier; agents and agencies get leads with less hassle.

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## **Most Home Real Estate Services Inc.**

### **Wireless Realty™ Consumer Edition**

#### **Company Overview**

Most Home Real Estate Services is a leading provider of mobile search solutions to the North American real estate industry. Its suite of services includes Wireless Realty™. Wireless Realty enables more than 370,000 real estate professionals across more than 140 real estate boards, MLS's and associations to instantly respond to sales inquiries and get real-time MLS information and market updates from the convenience of their mobile phone.

In 2008, the company launched a new mobile search and lead-generation service that enables home buyers with Web-enabled mobile phones to search MLS information on for-sale properties anytime, anywhere – whether they're driving through a neighborhood or sitting at the coffee shop browsing a local real estate publication. Consumers can instantly connect with the listing agent, or request a showing with their buyer's agent, creating high quality leads at a point in the home buying process when the consumer's interest level and motivation is high.

#### **Product Overview**

New Launch - recently introduced and made available to MarketLinx Tempo clients. Will be officially introduced and made available to MarketLinx MLXchange customers in mid-June. Nationwide launch in July, 2008.

#### **Product Differentiators**

By way of competitive definition, Wireless Realty CE is the only truly ubiquitous consumer search service on the market. Unlike other services on the market, homebuyers do not need to be within a specific proximity of the property, the agent does not need to make the service available on a listing by listing basis, nor incur the costs of marketing a listing-specific mobile search service to their prospects. It is not limited to any particular device or mobile service provider. And there are no limitations on the data, its accuracy, or timeliness. Wireless Realty CE gives consumers the power of a mobile real estate search service, in real-time from the most trusted source of listing data - the MLS - from any device, on any carrier, from anywhere, at anytime.

#### **Key Emerging Trends for This Product Category**

As the capabilities of mobile phones expand and as access to mobile content becomes easier, mobile search is fast becoming the next big technology revolution. In the very near future, it will be common place for mobile consumers to be using a variety of search services, particularly "location aware" search services, as a source of both business and entertainment information.

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## **Reply7, Inc.**

### **Mobile Text Message Marketing**

Number of Customers: 250

#### **Company Overview**

Reply7, Inc., headquartered in Houston, Texas, recently launched a customized mobile text messaging service to the real estate industry nationwide. Text messaging (SMS) is growing at rapid rate, with over 45 billion text messages being sent every month in the U.S. The goal of Reply7 is to connect real estate agents, sellers and buyers instantly and allow agents to achieve maximum exposure of their listings in a cost-efficient way.

#### **Product Overview**

Tracking of all text messages including cell phone number, date and time of text message inquiry.

Customizable listing options allow the agents to select what information they want to market to the consumer for each listing.

The agent's name, phone number, and email address are sent to consumers for each of the agent's property listings.

Once a listing is sold, an agent can simply move the sign to another home and change the listing information in his/her Web-based account. Re-use signs again and again. No additional monthly fees are assessed.

Professionally-designed signs provide a superior image. They are shipped directly in approximately 7 business days.

#### **Product Differentiators**

Specialize in customizing programs and volume pricing discounts for large offices and associations.

Monthly package pricing, no long-term commitment, unlimited text messaging, re-useable signs with no additional monthly fees.

An in-house team of developers provides agents with continuous upgrades, options and customization to help them achieve success in marketing their listing information.

#### **Key Emerging Trends for This Product Category**

225 mobile phone subscribers in the U.S.

Over 45 billion text messages were sent per day in 2007.

Text Message Usage:

Age 44-64: average 28 minutes per day

Age 29-43: average 67minutes per day

Age 28 and younger: average 122 minutes per day

Internet Users Worldwide: 1.1 billion

Mobile Phone Users Worldwide: 2 billion

Great example of responses to text message marketing:

<http://www.internetretailer.com/dailyNews.asp?id=26238>

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## **Research In Motion**

### **BlackBerry Wireless Solution**

Number of Customers: 14,000,000

#### **Company Overview**

Research In Motion (RIM) is a leading designer, manufacturer and marketer of innovative wireless solutions for the worldwide mobile communications market.

Through the development of integrated hardware, software and services that support multiple wireless network standards, RIM provides platforms and solutions for seamless access to time-sensitive information including email, phone, text messaging (SMS and MMS), Internet and intranet-based applications

RIM technology also enables a broad array of third-party developers and manufacturers to enhance their products and services with wireless connectivity to data. Founded in 1984 and based in Waterloo, Ontario, RIM has offices in North America, Europe and Asia Pacific.

#### **Product Overview**

The BlackBerry® Pearl™ 8100 series smartphones with GPS or WiFi.

The BlackBerry® Curve™ 8300 series smartphones with GPS or WiFi.

The BlackBerry® 8800 series smartphones with GPS or WiFi.

The BlackBerry® Bold™ 9000 smartphone with GPS and WiFi on HSDPA networks.

BlackBerry handheld software 4.5 with Documents to Go integrated; file storage and retrieval from a MicroSD card; video streaming; and HTML viewing of Web pages.

#### **Product Differentiators**

The BlackBerry wireless solution is a scalable, reliable and truly secure solution that leverages the power of a real push architecture to deliver information without the need to have the system send intermittent, and battery-draining, requests to servers.

Triple DES or AES encryption and more than 400 IT policies make the BlackBerry solution a secure mobile communications solution.

The BlackBerry platform has hundreds of optimized applications to bring true mobility to business users - from time and expense management to mobile versions of leading enterprise applications to specialized solutions for real estate professionals.

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## **VoicePad**

### **VoicePad MobileIDX (broker) and MobileMLS (MLS provider)**

Number of Customers: 180

#### **Company Overview**

VoicePad (Standard Voice Networks, LLC) has been commercially available since January 2004 and has been cash-flow positive since May of 2005.

VoicePad carries no debt and has four consecutive years of audited financials. VoicePad has retained 95%+ of its real estate broker and MLS provider customer base since its inception

Randall Standard, CEO, is a 20-year veteran of the wireless telecom industry. His contrarian view of the future of real estate industry marketing is focused much more heavily on mobile communications than on current internet-based marketing.

VoicePad is proud to be the sole vendor for full IDX audio search technology for the mobile environment.

#### **Product Overview**

Buyer Registration - allows unescorted mobile search and mapping services for the mobile environment.

Audio streaming - delivers updated listing information in an audio format to Websites.

Broker / Association branded Mobile Web broadband applications for Blackberry, Palm, Windows Mobile devices.

#### **Product Differentiators**

Works on every phone.

Bilingual.

Full IDX compliance for the mobile environment.

Off-line media tracking.

#### **Key Emerging Trends for This Product Category**

The macro consumer trend will be the migration from home based internet search to easy-to-use Mobile Search solutions (in substantial numbers).

The failure of SMS / Text-based Mobile Search solutions to engage consumers.

Broadband wireless subscription levels will remain below 50% until late 2011, rendering wireless broadband solutions for the real estate industry only marginally effective.

New competition in the wireless industry (along with a maximum penetration of 300mm wireless users by 2010) will reduce margins. This will result in plummeting wireless carrier valuations beginning in 2009.

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## **Property Advertising Portals**

### **Fidelity National Real Estate Solutions (FNRES)**

#### **Cyberhomes**

##### **Company Overview**

Fidelity National Real Estate Solutions (FNRES) is a leading provider of Web technology applications, services, and custom Internet solutions that power agents, brokers, multiple listing services (MLS), builders, lenders, consumers, and all constituents involved in residential real estate.

The first to put listings on the Internet through HomeSeekers.com, the firm was also first to launch a comprehensive desktop productivity portal, rDesk®, for real estate agents.

Fidelity National Real Estate Solutions provides Web applications for agent/broker Websites (rDesk Website™) home and property listings (HomeSeekers.com), comparative market analyses (rDesk CMA & Buyer's Tour™), property marketing flyers, agent productivity (rDesk), IDX and VOW listings search (rDesk IDX™), MLS data aggregation and more.

The Data Aggregation Group, a unit within the Broker and Agent Products Division of Fidelity National Real Estate Solutions, has been the central MLS Data provider for all Fidelity National Broker and Agent Products.

##### **Product Overview**

New Home Page emphasizing tracking properties, neighborhoods, and schools.

New Explore Maps tab providing access to many data maps.

New Neighborhood Search feature allowing you to search and filter neighborhoods by criteria.

Improved Reading Room with exceptional content provided by an outstanding group of writers.

New Channel Partner pages offering links to providers of financing, appraisals and others.

Cyberhomes now supports the Safari browser.

##### **Product Differentiators**

The Cyberhomes™ database includes more than 100 million property, ownership, sales and mortgage records, covering more than 85 percent of the U.S. population. More than 575,000 new ownership records are updated every month, verified from the original source. Data is also enhanced with more than 10 years of appraisals and appraisal review information.



The Fidelity National family of companies now handles over 30 percent of annual property transactions. In addition, FNRES has unparalleled access to real estate industry data through its 3,000 developed and maintained broker and agent Websites, its 8,000 lenders and mortgage banking customers, and more than 2,000 title insurance representatives through five FNF title companies.

Cyberhomes syndicates active property listings and valuations data to AOL Real Estate, as the exclusive supplier, Yahoo!, Wall Street Journal and Google Base. Through agreements with MLSs, franchises and brokers, the site currently displays approximately 2.5 million active listings.

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## **Homescape**

### **Showcase Package**

Number of Customers: 31,000

### **Company Overview**

Homescape is a leading national real estate search site that connects home buyers and sellers with local property listings and real estate professionals.

Headquartered in Chicago, Homescape provides comprehensive property listings and rich content to consumers nationwide, while delivering a suite of advertising solutions that offer choice and results to meet the individual needs of real estate agents, brokers, builders and private party advertisers.

With 10 years experience, 3 million property listings nationwide and a vast network of over 140 online newspaper partners, Homescape is the ideal marketing platform to help agents and brokers build their brand and promote their listings.

Homescape is a division of Chicago-based Classified Ventures, LLC, a strategic joint venture owned by Belo Corporation, Gannett Co., Inc., The McClatchy Company, Tribune Company and The Washington Post Company.

### **Product Overview**

Expanded Town Sponsorship Offerings:

The Town Sponsorship product is an additional enhancement that can be added to Showcase Advertising to target an audience in a select area. Town Sponsorships are one of two semi-exclusive banners that appear on the search results pages of the specific town/area sponsored. Utilizing geo-targeting technology, agent and brokers can use Town Sponsorships to increase personal and/or office branding efforts, while focusing in on a select area. Previously offered in only a limited number of markets, Town Sponsorship opportunities are now available nationwide.

Homescape.com Marketplace Enhancements:

This year, Homescape has unveiled a number of new additions to Homescape.com to improve both the real estate professional and the consumers' site experience.

Enhancements include: Opening Doors Blog: Already a regular on "Digg" and other popular Blog sites, the Opening Doors separates fact from spin and provides consumer driven information on the housing market.

The Moving Channel and Mortgage Center: Homescape has continued to add relevant consumer content to the site based on demand for a complete consumer marketplace.

Refreshed Look: Homescape.com underwent a "makeover" that included a softer look, increased search results capabilities.

## **Product Differentiators**

Unduplicated Reach: Homescape attracts an “untouched” segment of home buyers that you will not find on other online real estate search sites. (comScore Media Metrix 2007)

Breadth of Listings: Homescape provides a true marketplace for the real estate professional and consumer, offering search options that are unique to the online real estate search community. These include resale, new construction, foreclosures, open houses and classifieds.

## **Key Emerging Trends for This Product Category**

### **Consumer Self-Education**

The Internet “home buyer” has emerged as a self-educating consumer. Studies have shown that home buyers are using the Internet to do initial research (cutting down on to time they spend with their REALTOR®).

However, what’s interesting to note about this “self-education” is that consumers have a variety of sites that they visit and are dedicated to using. This attributes to unduplicated traffic to different sites. Similar to 15 years ago when a REALTOR® needed to advertise in multiple sources include papers, grocery stores, and other offline advertising avenues to get their message out, this trend has spilled into the online world where it is becoming necessary for the REALTOR® to advertise their listings on more than one site to reach all consumers. This trend has only been furthered over the last five years with the increased trend of data availability to the consumer setting an expectation for listing information availability.

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## **Unique Global Estates**

### **Online Advertising**

Number of Customers: 40000

### **Company Overview**

Unique Global Estates is a search site of residential real estate exclusively in excess of \$1M worldwide - currently showcasing approximately 54,000 properties in 63 countries.

### **Product Overview**

Unique Global Estates just launched its Luxury Ambassador Program to display the best luxury real estate agents in each city. Agents are carefully screened, nominated and endorsed by a third party. Their history of business is displayed at the top of the search stack in each city so that an interested consumer can read their profile before contacting one person to share their private contact information. All of the Luxury Ambassador's listings will be shown in the top search position with their designation.

Luxury Partners. The home page advertising position displays brokerages and luxury developments with details, contact information and images.

World of Luxury. This section just launched on 5/23/08 is designed to advertise all the necessities and luxury "toys" that the consumer who can afford to purchase property of this magnitude both need and want.

Luxury Destination Magazine. An e-magazine is designed to cover luxury destinations and to display Ambassadors' top properties in each area. The magazine is delivered to Unique Global Estates' entire database once a month currently.  
Luxury Market Watch Newsletter. Designed to inform the consumer of pertinent news regarding the luxury real estate market; delivered 2x per month.

### **Product Differentiators**

Unique Global Estates is exclusively in excess of \$1Million and displays both formally listed and discretely listed estates in 63 countries.

Its database of luxury consumer members has been expanded and communicating with for nine years.

Unique Global Estates has a viral marketing success in the top luxury arena with the wealth of the world.

### **Key Emerging Trends for This Product Category**

The trend for the luxury consumer is to have all that they need or want in one place with their privacy protected. The site is designed to deliver the dual opportunities of anonymity and research. Until consumers have researched the best of professional real estate agents and make a decision to share their contact information and needs/wants, nothing is required of them. They have access to the

best estates and best experts in each city, and can contact Unique Global Estates directly for a personal introduction if they wish.

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## **Who's Who in Luxury Real Estate (LuxuryRealEstate.com)**

### **Who's Who in Luxury Real Estate Membership**

Number of Customers: 121,000

#### **Company Overview**

A membership-based media company, providing marketing solutions to high-end brokerage firms worldwide with various products and through its award-winning site, LuxuryRealEstate.com.

#### **Product Overview**

New LRE Blog, an evolution of existing Blog.

New Regents.com Website (Board of Regents, governing body of LRE).

New marketing offerings - more international advertising, more e-marketing offerings, and more package deals.

#### **Product Differentiators**

The Website - the original luxury real estate Website, first on the Web, commanding better rank, reach, and traffic.

Inclusive/Exclusive Network - the largest, all encompassing network of luxury brokers, crossing lines of other networks, groups and franchises, no other group is this inclusive (in number), while also being exclusive (in quality).

Social Capital - members are extremely loyal, helping to define the brand and grow the network. These members are the reason other brokers join.

#### **Key Emerging Trends for This Product Category**

Technology is no longer a component of a successful real estate business - the two go hand in hand. Embracing technology is a must, and luxury brokers have realized they need to stay current with trends to appeal to a younger, emerging class of affluent buyers.

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## **Zillow.com**

### **Marketing Platform for Listings**

Number of Customers: 130,000

### **Company Overview**

Zillow.com is an online real estate community where homeowners, buyers, sellers, real estate agents and mortgage professionals find and share vital information about homes, for free.

Launched in early 2006 with Zestimate values and data on millions of U.S. homes, Zillow has since opened the site to community input, data and dialogue. Zillow's goal is to help people become smarter about real estate in every stage of the home ownership process—buying, selling, remodeling and financing. The company is headquartered in Seattle and has advertising sales offices in New York, Chicago, San Francisco and Los Angeles.

### **Product Overview**

Agents can post their listings for free on the site, including the ability to upload up to 50 photos, display all contact information and link to a virtual tour on each listing.

### **Product Differentiators**

Zillow has a living database of all homes, verses just the ones that are currently on the market.

Zillow has created unique content in the form of Zestimates and Community to attract people to the site, verses relying solely on listing data to attract an audience.

Mostly parts of the Zillow site are “writeable”- meaning they have opened the site up to allow the Zillow community to contribute to the site. This could be in the form of editing specific home facts, Home Q&A or discussion areas on the site.

Zillow is one of the only AVM sites that is 100% transparent about its accuracy numbers.

### **Key Emerging Trends for this product category**

Transparency, on all levels of the cycle of real estate ownership.

Community - developing at levels as low as around a particular home to as high as around a particular real estate topic.

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## [Showing Appointment Schedulers](#)

**BookAShowing.com**

**BookAShowing.com**

### **Company Overview**

BookAShowing.com has streamlined the showing and feedback process for Real Estate agents, offices, buyers and sellers. Instead of costly call center operations or systems that target just a single office, BookAShowing.com offers an online showing and feedback system for an entire Association or MLS. BookAShowing.com allows agents to set up showings online directly from their search results in their MLS system. An agent no longer has to pick up the phone to schedule multiple appointments and showing feedback forms are automatically generated for all appointments. BookAShowing tracks agent, listing, buyer and seller activity, and provides reports for your listings, showings, and feedback activity. These are only a few of the features that make BookAShowing.com an effective solution for Associations looking to offer more for their members.

### **Product Overview**

BookAShowing.com is constantly adding new features and enhancements and this year was no different. Some updates are enhancements to existing features, and others are entirely new. Many can be directly attributed to the input from members.

Website lead generation tool for all offices/agents.

New custom feedback forms – allow for a custom message, custom questions, and ability to require comments for the showing.

New appointment “trends” report dashboard.

Calendar sync with desktop and Web calendars.

Auto approves and allows showings with an expiration date.

Adding caravan/home tour appointments.

Text message alerts with included showing instructions.

BAS Mobile for agents and buyers/sellers.

House listing icon – easier and faster to access information about a listing (such as the calendar, reports, feedback, etc.).

BAS Gadget for iGoogle so you can integrate your showings, feedback, listings, clients and more into your “iGoogle” home page.

New activity function (when following up with an appointment request, make notes so other staff and the listing agent can follow communications as it happens on a new showing request).

New Duty-Agent staff account for after-hours or weekend staffing.

Client phone number priority rating.



Phonebook feature to look up any agent directly within BAS.

### **Product Differentiators**

BAS Mobile Access. All Agents and buyers/sellers have the ability to access all of their account information on any phone with internet access (Treo, Blackberry, etc).

Full access accounts with only one system. Agents/staff can track all showing/feedback activity for their buyers - not just the activity on their listings. Other systems require multiple products to be utilized in order to capitalize on the full features of the system.

Request up to 10 appointments at one time. Whether in the MLS or the BAS account, users can request showing appointments on up to 10 listings at one time. Each request will be sent to the listing office, listing agent, and seller (if applicable) alerting them of the request. Any of the three parties can then approve the appointment with a click of the mouse.

### **Key Emerging Trends for This Product Category**

From top to bottom within the real estate community is the need/desire to become more economically sound, to work more efficiently, and reduce cost wherever possible. With more areas around the country coping with an increasing number of vacant/reo properties on the market, the ability to quickly approve appointments and easily collect and track feedback has become more important. BookAShowing's Auto-Approve feature allows showing agents to get notification immediately (via their BAS account, email, and text message) that the showing is approved along with all the entry information needed for the appointment. The staff and agents are no longer tied to the phones and as a result are more productive for the broker/owner or themselves.

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## **THREEPOINTOFFICE LLC**

### **THREEPOINTOFFICE Pro Edition**

Number of Customers: 200

#### **Company Overview**

THREEPOINTOFFICE is a one of a kind company with a vision to be the number one provider of Productivity Solutions to maximize real estate office efficiencies. To date, the real estate industry has been exposed to inflexible software products that fail to meet the unique business requirements of each individual company.

Leveraging its experience and collecting requirements from real estate offices around the country, the THREEPOINTOFFICE team developed its Pro Edition. The product was built with a core feature set common across the real estate industry, while architected to be open and flexible so it can be customized by the firm's Professional Services team to meet unique business processes. As a company continues to evolve over time, THREEPOINTOFFICE can evolve as well to ensure the solutions that continue meeting each client's existing and future needs.

Building on the same open framework, THREEPOINTOFFICE will be releasing its Executive Edition in 2008, which will provide executives and managers the ability to view a dashboard of information and graphs comparing key metrics for multiple offices across the company.

#### **Product Overview**

Integration with third-party products including agent solutions, transaction and forms management solutions, and marketing campaign providers.

Redesigned Contact Management architecture that includes:

- Integration services for synchronizing contacts with Microsoft Outlook via Google services

- Exporting contacts as vcards

- Creating custom user defined fields for categorizing and grouping contacts.

THREEPOINT OFFICE keeps your agents connected to the office at all times with new lead tracking and automated notification features. The moment leads are entered into the system, agents are:

- Promptly alerted via text message or e-mail, providing the information needed to reply quickly and effectively to the customers

- Connected to customers in real time via phone. Leveraging RealPing's "Click to Talk" technology, the system automatically dials the assigned agent and the customer from the recorded lead.

The Executive Edition allows executives and managers to view all the key metrics compiled for their offices in one place, one easy to view dashboard.

### **Product Differentiators**

100% Web-based. NO SOFTWARE INSTALLATION REQUIRED.

Flexible architecture allowing solutions to be customized to meet unique business processes and requirements.

Open framework allowing easy integration with third-party products.

### **Key Emerging Trends for This Product Category**

A Web 2.0 concept that is growing in many industries and is taking off in the real estate industry is third-party integrations via Web services or federation. This will allow customers to seamlessly leverage best of breed features and functionality from a variety of vendor products. Vendors slow to respond or adapt will be left behind. THREEPOINTOFFICE is committed to providing best of breed solutions with its own products and integrations with best of breed solutions provided by other industry leading technology vendors.

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## **Tax and Public Record Services**

### **Courthouse Retrieval System, Inc.**

#### **Real Estate PowerTool**

Number of Customers: 18

#### **Company Overview**

The most powerful and comprehensive online real estate data service available anywhere, CRS is committed to: expanding both product capabilities and markets served, and; to enhancing its Power Tools design and simplifying functionality to meet the ever-evolving needs of customers.

#### **Product Overview**

Virtual earth maps (beta).

More prospecting search ability.

Marketing tools.

Product Differentiators

Service, HelpDesk & account management are staffed with U.S. based employees.

Easy-to-use interface.

Professional-style reports.

#### **Key Emerging Trends for This Product Category**

Becoming a more competitive industry. The product is becoming more differentiated.

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## **Fidelity National Real Estate Solutions (FNRES)**

### **TaxInsight**

Number of Customers: 53504

### **Company Overview**

Fidelity National Real Estate Solutions (FNRES) provides the real estate industry with innovative MLS solutions and services to best serve real estate professionals and their customers

Built on the acquisition of Risco, Vista Info, and HomeSeekers companies, their staff, and industry leading technology, FNRES has been in business since 1979, currently providing service to over 300 MLS organizations representing over 325,000 members.

The firm offers innovative, value-added real estate technology solutions, and builds lasting partnership relationships with customers, to keep REALTORS central to the real estate transaction by providing creative data solutions and tools that agents and brokers can rely on now and well into the future.

Creator of the first online photo-based MLS system, the first to integrate public records with MLS data, and the first to automatically attach documents to listings by faxing or uploading, FNRES has expanded its business to include the Leading Association Management Processing System (LAMPS) product, which further empowers the MLS and real estate association staff and members.

FNRES has also has a solid working relationship with various third parties including ShowingTime, Centralized Showing Service, Showing Solutions, eAdwriter, SharperAgent, SAFEMLS, Microsoft MapPoint and Virtual Earth, Courthouse Retrieval System, iCheck, ThreeWide and many more.

### **Product Overview**

Enhanced farming utility.

Foreclosure search.

Aerial photos (where available).

### **Product Differentiators**

Fidelity National's IDM database consists of over 20 years of property data and sales information from more than 1,100 U.S. counties.

Over 160 million property, ownership, sales and mortgage records.

Over 120 relevant fields per record.

### **Key Emerging Trends for This Product Category**

The trend in this product category appears to be the merging of MLS listings and public records data. Agents and brokers benefit from having all the information they need available in one location.

**Contact Information**

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## **First American CoreLogic**

### **Realist**

Number of Customers: 580,000

### **Company Overview**

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

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

### **Product Overview**

Realist's Mapping capabilities continue to expand. In addition to the ability to search and display public record data via the maps, Realist can integrate MLS data to display Active Listings, Expired Listings, MLS Sales vs. County Recorded Sales, etc.

Realist has integrated the industry standard Microsoft Virtual Earth technology into its mapping functionality. The addition of Microsoft Virtual Earth allows Realist to take advantage of features such as information based overlays to produce heat maps (thematic mapping), Bird's Eye images, parcel boundaries, tax and MLS data plotted directly within the map, city/state/zip boundaries and the ability to email and/or print.

Realist ValueMap is the standard for current and accurate Automated Home Valuations. A complete hosted solution, Realist ValueMap is intended to provide visitors with the information they need while at the same time providing agents and brokers with the ability to promote their brand, increase site traffic and generate more sales inquiries through a private-labeled tool. Realist ValueMap is a map based home valuation tool that provides users with estimated home valuations, comparables and "For Sale" listings with detailed property characteristics all in an easy-to-understand format.

Foreign Owner Search allows agents to quickly identify homeowners who reside overseas. The ability to identify these owners is increasingly beneficial in today's market environment. With a weak market and declining dollar value, this new search capability will allow you to market listings to foreign investors and those looking for vacation properties.

### **Product Differentiators**

Realist advanced searching capabilities is a key differentiation. Users have the ability to save searches, create prospect lists, as well as locate their searches on a map with polygon, radius, and rectangular overlays.

Realist currently features a "one button" comp search that returns up to 50 comparable sales. Users can select the most suitable candidates to instantly

generate a comprehensive comparable market analysis report that plots up to 20 comparables within a Microsoft Virtual Earth map, accompanied by an estimated home value, statistics, and a detailed side-by-side comparison of the subject home to the comparable sales.

Advanced Realist advanced mapping integrates with clients' core MLS systems, whereby users can conduct map searches in Realist and concurrently interact with Realist property information and listing information within the host MLS system.

### **Key Emerging Trends for This Product Category**

A current trend is the merging of tax, MLS, and mapping data.

Demand for tighter integration of Tax data and MLS system content.

Data representation via mapping layers. Consumers are looking for products that help them "see" data in an easy-to-understand format.

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## **IMAPP, Inc.**

### **IMAPP**

Number of Customers: 200,000

### **Company Overview**

IMAPP has been in business since 1997, serving REALTOR® Associations and Regional MLS's nationwide ranging in size from 1,000 – 35000 members, with products currently being used by over 200,000 REALTORS®.

### **Product Differentiators**

Each system is custom designed per association.

1<sup>st</sup> company to utilize on-line GIS Parcel mapping technology.

All data collected and cleaned by IMAPP personnel in Tampa, Florida.

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## **Transaction Management/Forms Management**

### **Fidelity National Real Estate Solutions (FNRES)**

#### **TransactionPoint**

##### **Company Overview**

Fidelity National Real Estate Solutions (FNRES) provides the real estate industry with innovative MLS solutions and services to best serve real estate professionals and their customers

Built on the acquisition of Risco, Vista Info, and HomeSeekers companies, their staff, and industry leading technology, FNRES has been in business since 1979, currently providing service to over 300 MLS organizations representing over 325,000 members.

The firm offers innovative, value-added real estate technology solutions, and builds lasting partnership relationships with customers, to keep REALTORS central to the real estate transaction by providing creative data solutions and tools that agents and brokers can rely on now and well into the future.

Creator of the first online photo-based MLS system, the first to integrate public records with MLS data, and the first to automatically attach documents to listings by faxing or uploading, FNRES has expanded its business to include the Leading Association Management Processing System (LAMPS) product, which further empowers the MLS and real estate association staff and members.

FNRES has also has a solid working relationship with various third parties including ShowingTime, Centralized Showing Service, Showing Solutions, eAdwriter, SharperAgent, SAFEMLS, Microsoft MapPoint and Virtual Earth, Courthouse Retrieval System, iCheck, ThreeWide and many more.

##### **Product Overview**

A sharing feature enables affiliated businesses to share a file, reducing the need for double data-entry and providing a single point of access to all aspects of the file.

Integration with DPN Financial Management and Paragon MLS Systems.

Integration with DocUSign allows users to send fully executed documents directly to the transaction.

Lead generation to core or affiliated businesses.

Product Differentiators

Integrations with multiple systems, including: Win/ZipForms, DocUSign, Top Producer, DPN, Lone Wolf, Paragon MLS, MS Outlook, and SoftPro. Property information can be auto-populated from MLS data. Web Services offer an easy integration process with other products.

Archive transactions onto a CD for user by the client or the company. CD-burning software is provided and there are no limits on archiving.

Multiple document upload options, including a print driver. Unlimited faxing of documents - the efax service is free.

### **Key Emerging Trends for This Product Category**

Emphasis on product integrations is key to reducing effort and controlling costs in today's tight market. Driving business to core or affiliated services helps increase revenue. The FNRES Transaction Management team understands these needs and will continue to enhance TransactionPoint to meet them.

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## **Fidelity National Real Estate Solutions (FNRES)**

### **DocCentral**

Number of Customers: 55000

### **Product Overview**

DocCentral is a new product in 2008.

#### Product Differentiators

DocCentral provides a centralized document repository that can be accessed by any desired system. Web Services offer an easy integration process with other products.

Unlimited document storage with no additional costs.

Existing integrations with other systems, including TransactionPoint, Cyberhomes, Paragon MLS and any RETS-enabled MLS.

### **Key Emerging Trends for This Product Category**

Emphasis on product integrations is key to reducing effort and controlling costs in today's tight market. Creating an 'agnostic' product that can talk to any system offers this feature to users

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## **First American SMS**

### **ClosingTracker.Com Transaction Management System**

Number of Customers: 215

#### **Company Overview**

First American SMS has provided technology driven solutions and services for the settlement industry since 1974. Acquired by First American in 1997, SMS continues to deliver a comprehensive portfolio of products and services including escrow, closing and title production systems, title plant systems, document imaging and workflow integration.

Additional services include comprehensive daily and monthly trust accounting processing and 1099-S processing.

SMS is a division within First American Professional Real Estate Services, which also provides additional products for brokers and real estate agents. These products include Property Disclosure Reports and Commercial Due Diligence Services.

#### **Product Differentiators**

Ease of Use-requires little, if any, training to start using ClosingTracker.

Fully integrated with SMS' backoffice production system (StreamLine or VISION), making online updates a part of processing the transaction.

Online repository for all documents in the transaction with controls over who can access them.

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## **Instanet Solutions**

### **InstanetForms**

Number of Customers: 360,000

### **Company Overview**

Instanet Solutions as provided online forms and contracts, document management, internet faxing, transaction management and on-line digital signing services to the real estate industry for the past 16 years.

Instanet Solutions is the number one company in transaction management, and the number two company in online forms/contracts application based on actual, active, paid end-user licenses. Instanet Solutions is 100% focused on real estate transaction and forms/contract related technologies, and is independently-owned and operated.

Instanet Solutions has 360,000+ licensed users of their real estate software, and over 100 local associations and MLSs through state associations, local associations, MLSs, brokerage and individual subscriptions. Their service agreements range from over 100,000 users to individual subscriptions. Product usage is growing rapidly. Instanet Solutions has over 22 million documents online. Over 8 million forms and documents were created and uploaded into the systems in 2007. What's more, there are over 8000 unique association', MLS and broker forms in their library.

### **Product Overview**

The ability to complete a listing input sheet (a.k.a. – property profile sheet) as a PDF and create an MLS listing when saving the form.

Further integration with InstanetFax, DocBox and other modules within the Instanet Solutions platform.

The ability to fax multiple forms directly from the forms editing screen.

Improved navigation, ease of use, more functionality from forms editing page, etc.

Integration with Top Producer, Lone Wolf, and others.

Product Differentiators

InstanetForms is an online forms and contract solution that is fully integrated at the application level with document management, internet faxing, transaction management and digital signature solutions. All modules are part of one application and can be turned on or off depending on the client's needs. Clients can bundle one, some or all solutions in one application platform using one interface. All modules are accessed from one home page with one look and feel. As clients want to add new features (e.g. - document management, transaction management), they can simply have Instanet Solutions 'turn on' additional functions without the need for multiple systems from multiple vendors.

InstanetForms is a fully native PDF online forms application in real estate, offering users the end to end security and reliability of Adobe Acrobat PDF documents from contract creation to contract delivery

There is no java applet or 'helper' applet required to load in order to use InstanetForms or its forms libraries. Users can logon from any shared computer, a client's PC, a hotel computer or other shared resource without any delay. Some other online forms applications require the user to download the forms library to the local computer they are using before working on the forms.

### **Key Emerging Trends for This Product Category**

Users want to be able to manage signed documents and forms using the same application they use to create online forms and contract. Agents are asking, "Why can't I store my signed documents in the same application I use to create the forms in the first place. Why am I creating forms online and then moving back to the paper world." Standalone forms applications that don't integrate internet faxing, document management and digital signatures will fall to the wayside.

The demand for fully integrated digital signature solutions is rapidly growing. More and more agents are realizing the benefits of managing all aspects of the process online.

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## **Instanet Solutions**

### **DocBox**

Number of Customers: 360000

### **Product Overview**

DocBox now includes the ability to sign documents on a tablet PC at no extra cost.

DocBox can now be purchased as a standalone document management system, bundled with InstanetForms only (or included with TransactionDesk, as it has always been).

DocBox has new faxing functions allowing for more flexibility in loading documents into the system via fax.

### **Product Differentiators**

DocBox is a full-featured document management and internet faxing system that is fully integrated with an online forms application at the application/interface level - they are essentially one application.

DocBox can be coupled with InstanetForms to provide a completely integrated document management, internet faxing and online forms solution in one single application sharing the same interface

DocBox is also a full-featured online management system that shares the same interface and platform with a real estate specific digital signing solution.

### **Key Emerging Trends for This Product Category**

Online document management is growing rapidly within the industry in general. Document management systems that are tightly integrated with other systems, such as online forms and digital signature solutions, document management systems that integrate with MLS systems but not online forms, and other document related applications will likely see less traction. Users don't want to buy multiple products from multiple vendors to meet their total document creation, management and execution needs.

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## **Instanet Solutions**

### **TransactionDesk**

Number of Customers: 360000

#### **Product Overview**

Clients now have the ability to buy one, some or all modules within TransactionDesk, so they can grow into the system at their own pace if they are not ready to buy and learn the whole application at once. The modules are online forms and contracts, internet faxing, document management, tasks and activity plans, vendor management and service ordering, and digital signature.

Streamlined interface, faster transaction wizard, ease of use changes, etc.

Integration of document management interface with MLS system for ease of uploading documents into MLS systems.

Integrations with Top Producer, Lone Wolf, many MLSs.

#### **Product Differentiators**

TransactionDesk has more licensed users than any other transaction management system in the real estate industry with over 225,000 licensed users.

TransactionDesk is the only transaction management platform that includes a native online forms and contracts module, one which was built as part of the system from the beginning, and which is fully integrated at the application level (they are essentially one application).

Because so many REALTORS® use online forms and contracts software, it is easier for them to start using other aspects of TransactionDesk because they are already in the system doing other things (e.g. – writing a listing agreement or purchase contract). This lowers the barrier to entry and encourages both the exploration and use of features and functions they might not otherwise find or use on a totally standalone transaction management application.

#### **Key Emerging Trends for This Product Category**

More vendors are unbundling their solutions and allowing clients to buy their products on a modular basis.

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## **Instanet Solutions**

### **Authentisign**

Number of Customers: 360.000

### **Product Differentiators**

Authentisign is the only online signing solution designed specifically for the real estate industry for use by real estate agents, brokers and their clients (vs. title agents and companies, loan officers, mortgage companies, etc.). The product is designed to enable the remote, online signing of contracts, disclosures, inspections and other common documents consumers need to sign during the transaction period. Authentisign is the only real estate signing tool that gives users the ability to apply US Postal Service Electronic Postmarks (EPMs), to secure, time stamp, date stamp and verify the authenticity of electronically-signed documents.

### **Key Emerging Trends for this product category**

Simply put - demand is growing rapidly. Agents may not know exactly what an electronic signature is, but they are asking about it. More and more are using it.

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## **MarketLinx, Inc.**

### **Transaction/Document Manager**

Number of Customers: 300000

#### **Company Overview**

MarketLinx, Inc. is the leading provider of Multiple Listing Service (MLS) and real estate information systems in North America. It 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.

MarketLinx provides MLS services to a wide range of accounts, from 300-member associations to some of the largest real estate organizations in the world, including SoCal MLS (50,000 members), Mid-Florida Regional MLS (40,000 members), and Southeast Florida MLS (37,000 members). The firm has 143 MLS customers across the US and Canada representing more than half a million real estate professionals.

MarketLinx has approximately 420 employees in 7 major offices in North America. Formed in January 2007, it combines the strengths of First American MLS Solutions, Inc. (Interealty, MarketLinx and MMSI); Offutt Systems; Sonic Eagle, Inc.; and Lucero Research Corporation to provide customizable technology solutions for multiple listing services, brokers and agents through a single entity. MarketLinx'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/services, and is North America's largest data provider.

Through various name changes, mergers, and acquisitions, MarketLinx can trace its origins in the MLS business back to 1966.

#### **Product Overview**

Upload multiple documents at once. Create multiple fax coversheets at once.

Archive Report allows users to create an indexed PDF copy of the entire transaction, including documents, participants, services, file history, etc.

Each client (MLS/Association/Cobrand) can specify its own style sheet, including colors, removing headers/footers, can be framed within client's own site/MLS.

Document-centric interface focusing on documents, while still being able to access other features. Users can easily see both pending and uploaded documents, numbers of revisions, whether or not the document is public.

Enhanced Web services.

Implementation of Smart Links technology to facilitate tighter integration with other systems such as MLS, back office, etc.

### **Product Differentiators**

Document-centric interface allowing users to start with Document Manager and easily upgrade/transition to Transaction Manager without losing any files, documents, etc.

Ease-of-integration with a wide variety of other systems via RETS, including MLS systems, broker back office systems, etc.

Flexibility of the system, allowing for use for HR files, state audits, etc

### **Key Emerging Trends for this product category**

Document Management becoming more prevalent in the marketplace. Document-centric interface was created in response to the market's demand.

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## **Stewart**

### **SureClose**

Number of Customers: 200

### **Company Overview**

Stewart is a wholly owned subsidiary of Stewart Information Services Corp. (NYSE-STC), a customer-driven, technology-enabled, strategically competitive real estate information, title insurance and transaction management company. Stewart provides title insurance and related information services required for settlement by the real estate and mortgage industries throughout the United States and international markets. Stewart also provides post-closing lender services, automated county clerk land records, property ownership mapping, geographic information systems, property information reports, flood certificates, document preparation, background checks and expertise in tax-deferred exchanges.

### **Product Differentiators**

SureClose is a widely used transaction management platform with over 3 million transactions online.

Stewart and the Arizona Association of REALTORS® partnered to create the industry's first statewide deployment of SureClose transaction management as a member benefit.

### **Key Emerging Trends for This Product Category**

Transaction management systems will begin to be adopted by other customer segments outside of residential realty. SureClose is available to all comers, and can be implemented into any market that is process driven, documents laden and requires multiple parties, i.e. lenders, credit unions and all other institutional markets

Associations are seeing that the deployment of transaction management across the state will raise the level of professionalism, create a better work environment for brokers and real estate professionals, as well as enhance the service offered to homebuyers and sellers.

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## About the Authors

**WAV Group** is a leader in providing consulting services to the real estate industry. The company is comprised of corporate executives with a depth of expertise in both the real estate market as well as the consumer market. The company has demonstrated objective thought leadership by studies written for some of the largest organizations in the industry including the National Association of REALTORS®, California Association of REALTORS® and others. It has also authored several of its own studies including its annual MLS Technology Survey, Mid-Year Technology Update, Transaction Management Adoption Study and many others.

### **Victor Lund**



Victor Lund has led several sales and business development initiatives launching highly successful products to business owners. He has worked in several sectors of technology and the venture capital markets prior to forming WAV Group.

Victor brings success strategies for effective methods for rolling out technologies that help agents and brokers grow their business. In his most recent engagement, Victor led efforts to launch a highly successful web services division for a leading real estate magazine publisher. Victor is a graduate of St. Olaf College and attended Oxford University in England and is a contributor to the best-selling management book, *At The Helm*. Victor can be reached at [victor@wavgroup.com](mailto:victor@wavgroup.com) or 805 709-6696

### **Marilyn Wilson**



Marilyn Wilson has led several efforts to create blockbuster products and services for consumers. She led marketing and product development efforts at world-class companies like Fisher-Price, Microsoft and others. She also ran a software company driving an effort which delivered a product with strong consumer usability, messaging and viral marketing. Marilyn consistently brings the consumer into the center of the conversation. She believes the most effective way to thrive in real estate is to demonstrate an undying commitment and timely responsiveness to your customer.

Marilyn brings experience from both the real estate industry as well as Fortune 100 companies to the areas of website development, ecommerce, strategic planning, research, marketing and product development. She is a graduate of Cornell University and a contributor to the best-selling management book, *At the Helm*.

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### Mike Audet



Mike has been on the leading edge of the real estate industry for over 20 years with an extensive professional track record in technology, management, business development, and sales.

As an executive with leading MLS technology companies Interealty and Moore Data, Mike led multiple business units bringing both companies to record sales performance and customer ratings during his tenure. Recruited by Microsoft, Mike worked for two years on the MSN HomeAdvisor team in business development providing leadership on their Internet and Broker software products. Mike was instrumental in the design and rollout of Realty Desktop and also in helping Microsoft reach and exceed their goal of over 1.5 million listings on HomeAdvisor.

At WAV Group he has led efforts to provide thought-provoking, objective consulting and research which has helped drive improvements in MLSs, technology vendors and real estate brokers globally. Mike can be reached at [mike@wavgroup.com](mailto:mike@wavgroup.com) or 716 839-4628.

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