



The Center For REALTOR® Technology

What it means for you,
What it means for the industry.





The Center for REALTOR® Technology

CRT – NAR likes acronyms

... serves REALTORS® and REALTOR®
associations as an industry advocate,
implementation consultant and technology
information resource

CRT is a member resource!





Advocacy

Helping the industry, while advancing it.

- Standards
 - RETS – **R**eal **E**state **T**ransaction **S**tandard
- IDX/VOW
 - Data Exchange





Implementation

Proof-of-concept to Production Ready.

- RETS
 - Variman – MLS Data Exchange
 - ezRETS – MS-EXCEL Data Plugin
- REALTOR® Secure – Security Audit
- Many, Many More....

<http://www.crt.realtors.org/crtprojects.html>





Information

What we discover, we give back to you.

- Website/Blog
- Whitepapers online
- Convention Tech Sessions
- Blogger/Wireless facilities/discussions





Who we are

Small dedicated staff with a member serving technology focus:

- Keith Garner <kgarner@crt.realtors.org>
 - Managing Director
- Ian Smith <ismith@realtors.org>
 - Senior Support Analyst
- Chris McKeever <cgmckeever@crt.realtors.org>
 - Strategic Architect
- Andrew Tillman <atillman@crt.realtors.org>
 - Senior Developer
- Ana Schmitz <aschmitz@realtors.org>
 - Communications Coordinator





What We Have Done

Always a member resource

- Work with MLSs to help promote regionalization
- Directly Interact with Vendor Software Developers
- Projects which are free-for-use for the community.
- Help REALTORS® with Request for Proposals





How Disposable?

- As much as possible!
- Dissemination of Knowledge
- Speaking
- Research
- Documentation Projects

Don't Forget NAR's Information Central

- <http://www.realtor.org/library>





Areas of Focus

- The Market – in terms of technology
- Web Marketing
 - Site Development
 - Search Engines
 - Blogging
 - Advertising Campaigns
- Competitive Threats
 - Debunking





Areas of Focus

- Broker Focused Technology Savings
- Information Security
- Hardware/Software
 - Evaluation/Recommendations
- Technology Gadgets





A Brief History

- Established in 2001 by NAR
 - A place for REALTORS® to come to.
- Mark Lesswing – Vice President of CRT
- Dedicated team of Technology Evangelists





Solid Foundation

- Core values
- Open and Free
- Dedicated to the greater good





Understanding Technology

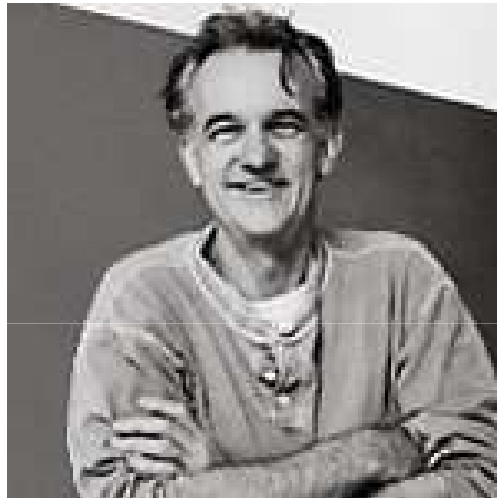


Harold Innis
Canadian Historian
1894-1952

“Obsession with technological advancement and ‘nowness’ makes utility hard to derive”



Clarity for the Masses



“Envisioning
Information -
Respect the
audience, they are
precious”

American Designer
1938-
Edward Tufte





CRT is born

- Never reinvent the wheel
- Understand the effects of the medium
- Understand the needs of the audience





The Goal

- Forefront of technology
- Support Standards
- Technical liaison to reduce vendor cost
- Bring savings to our REALTOR® member community





Where Have We Been?

- Learning the industry
- Integrating With N.A.R.
- 'Shameless' Self-Promotion
 - Inman Innovator of Year 2006
- Software Projects





Reboot 2006: Bump in the road

- Mark Lesswing promoted to NAR CTO
- Keith Garner takes the helm
- More assistance, less promotion
- New Initiatives
 - Broker Centric Focus
 - IT Lunch at annual
 - Member influenced programs





We're Ready, Are You?

- Create Education Programs
- Evaluate Software/Hardware
- Proof-of-Concept to Production
- Interface with Vendors
- Technology Guidance





CRT –

You have questions, we have answers

WEB: <http://www.crt.realtors.org>

- Info@crt.realtors.org

BLOG: <http://blog.realtors.org/crt/>

- AskATech@crt.realtors.org

PROJECTS:

- <http://www.crt.realtors.org/crtprojects.html>

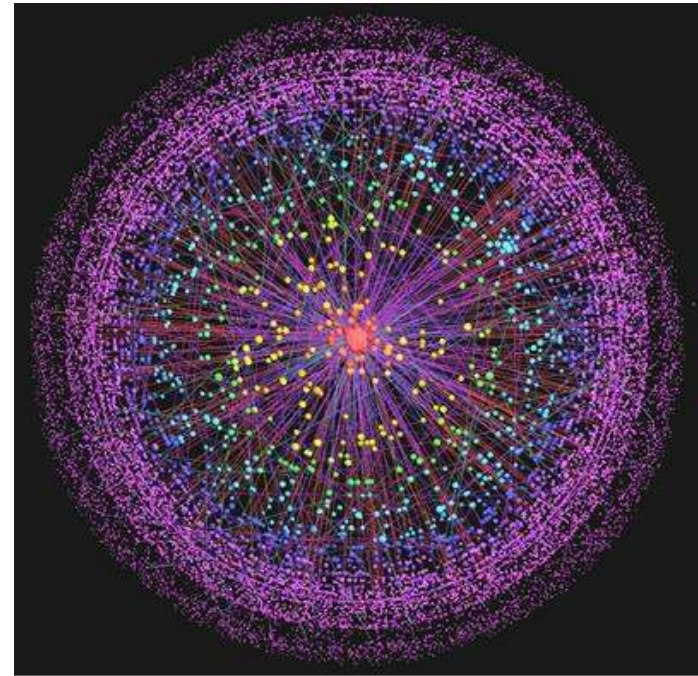
Chris McKeever <cgmckeever@crt.realtors.org>





RE.net

Bad Name, Good Concept



- It not a website!!
- Its how the web is wove
- You define your Social Network
- Overlapping 'Spheres of Influence'



Social Networking

- HyperContextual Profile Sites
- Shared Content
 - RSS (Really Simply Syndication)
- Blogging
- Tweeting (Twitter.com)



Social Networking





RSS

Really Simple Syndication

This is your Homework!

- It's the new way to get content
 - Snapshots delivered to you
- “Your Morning Paper”
 - Newstand
 - Mailbox
 - Front Step





Profile Sites

- Not just about Real Estate
- Relationships through Context
- Key Players
 - MySpace.com
 - FaceBook.com
 - Dogster.com – yes for your pooch!





Shared Content

- Listings
- Feedback/Recommendations
- Real Estate Knowledge
 - Trulia.com/voices
 - HomeThinking.com
- News / Areas of Interest (RSS)
 - Digg.com
 - Google Reader





Blogging

- Web + log = Blogging
 - Online Journal
- Report RE.defined

“A Web Log, a journal that is frequently updated and is intended for general public consumption. Blogs generally represent the personality of the author.”





Blogging

An online journal/commentary

- Authoritative (opinionated) Content
 - Find your voice
 - Find your topic
- Reach those looking for answers
 - Interactive Comments

Sites:

- ActiveRain.com
- Blogger.com





Tweeting

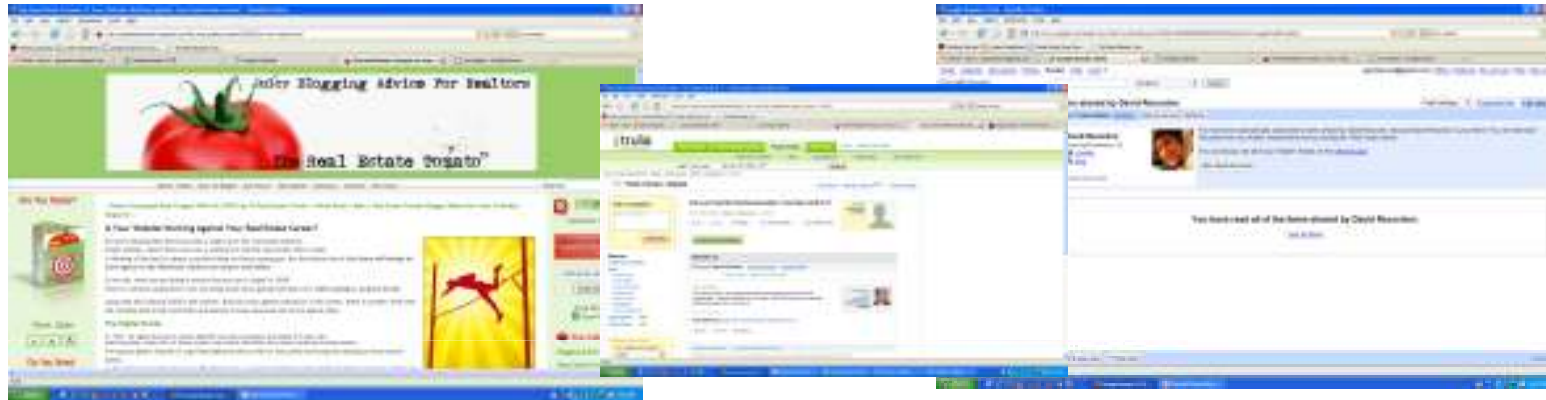
The Final Frontier

- Twitter.com
- MicroBlogging
 - Status
 - Thought
 - Action
 - Mood





Jack's RE.net





Jill's RE.net





The Keys to Success

- Offline social traits exist online
 - Find your niche
- If it doesn't work, don't use it
 - ROI
 - Who you are
- Don't follow the leader
 - Search Engine Placement Disaster

