



MLS of the Future

I Want to Believe

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National Association of REALTORS



MLS of Today

- Closed system
- Technologically Lagging
- Data Distribution – Not priority
- Data Rules and Regulations
 - Data police

Competition for Consumer Eyeballs





Listing Sites

- Built for Speed/Technology
- Model
 - Advertising/Feature
 - Lead Generation
- Pay for Enhancement
 - Who wins?
- Time consuming
 - Data Integrity



Bottom Line

- Listings are everywhere
 - Non-compliance
 - Uncontrollable
- Technology isn't cheap
 - Fighting for eyeballs
- Users want the data



What Needs to be done

- Become a Technology Solution Partner
- Value Added Resources for Members
- Distribute Listings
 - RETS Syndication Spec
- Rethink role



HAR Case Study

- Listing Portal
 - Advanced Tools
- Syndication Channel
- Leads to Brokers
- Listing Metrics

Source: 2008 HAR Clarity Presentation

HAR 2008 Internet Advertising Campaign

Online Marketing Plan: 2008 Q1 / Q2 Campaign

Total Campaign Budget	
Media Cost	
Media	\$ 150,000
Ad Serving / Reporting	included
Grand Total	\$ 150,000

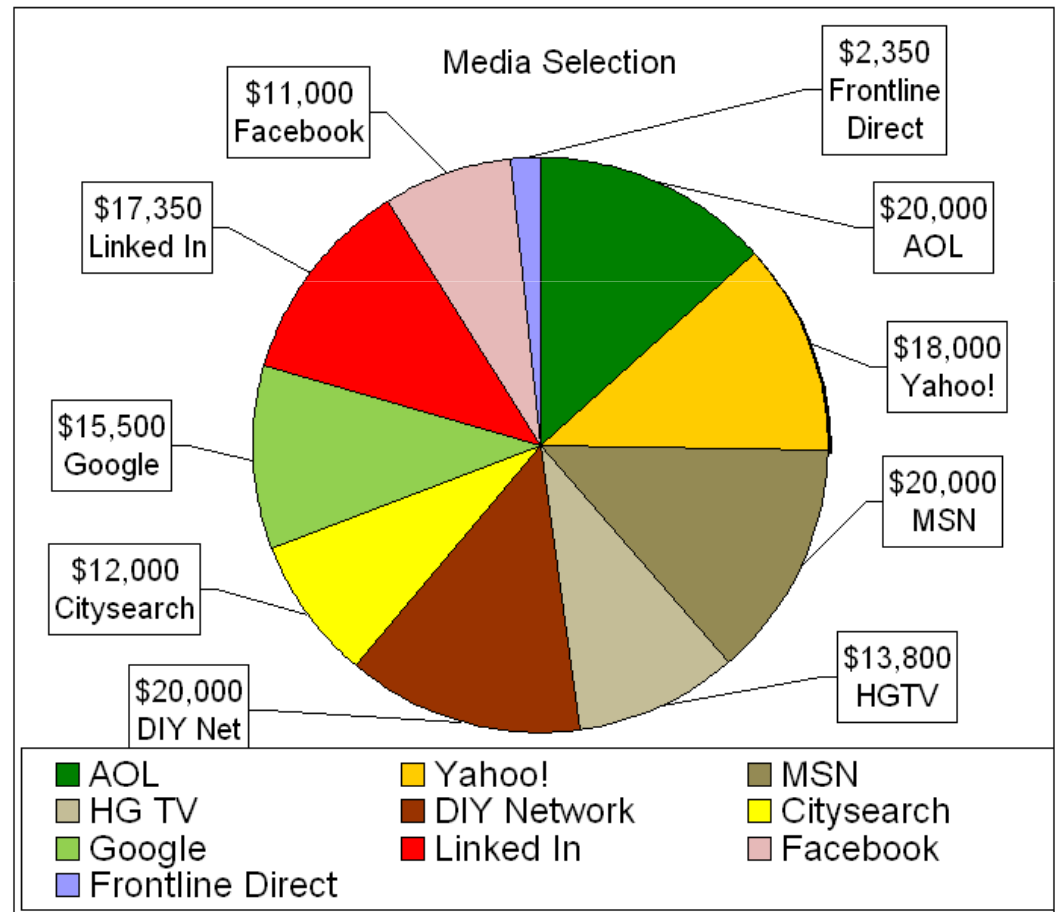
Target Audience:

- Houston DMA
- 25 - 54 years of age
- 50K+ HHI
- **Buyers as first target; Sellers as secondary**

Campaign Objectives:

- Convince our target audience to use a Realtor when looking to buy / sell a home
- Build awareness for the association
- Drive traffic to the website
- Help build the online brand

Campaign Strategy: Target active users online who are in the process of looking for a home within the Houston area. We will also target users who have shown to be homeowners by the online content they are consuming.



HAR.com

Over 950,000
Unique Users
per month



Realtor.com



Google.com
Google

Chron.com

The Houston Chronicle



Homes.com



Houston.org

The Greater Houston Partnership
(and several other local
economic development
groups)

Broker Websites

Over 300

GREENWOODKING.COM



**HAR REALTOR
LISTINGS**

Agent Websites

Several Thousand
Individual Sites

Cyberhomes.com



Tools



member tools

Whether you are beginning an exciting career in real estate or have years of experience under your belt, now is the time to make your business the best it can be. At HAR, we believe one of the best ways to do this is through your HAR membership. We encourage you to take full advantage of the tools and products that HAR has to offer. They have been designed especially with you and your professional success in mind. Utilize these tools to make your business grow!













[view list of all member tools](#)



consumer tools

The demands and needs of the real estate consumer are becoming more and more diverse and sophisticated. HAR's objective is to keep pace with these consumer trends so that we may provide our members with the right tools to meet their clients' needs. One of our goals is to meet this challenge through the development and incorporation of new consumer tools designed to help drive consumers to you and your listings.

[view list of all consumer tools](#)

- 
Training
 Search for Real Estate schools and courses online
- 
Networking
 Find networking events in your area
- 
HAR TV
 Houston Real Estate Television
- 
Shopping
 Purchase tools of the trade online
- 
Career
 Sign up online with HAR and discover member benefits
- 
Software
 Effectively manage your showing appointments online
- 
Open Houses
 Search for open houses in the Greater Houston area
- 
Schools
 Search for and compare all public schools in Texas
- 
Home Values
 Search for recent home sales and property tax information in the Greater Houston area
- 
Most Popular
 Search for the most interesting activities in a given area
- 
Daily Alerts
 Save searches, bookmark listings, receive email alerts
- 
City Guides
 Real estate market overview and local information



Golf Course Finder

Search for 145 golf courses in the Greater Houston area

Houston golf courses, Houston golf course communities and Houston golf course properties can be found using Golf Course Finder, a consumer service brought to you by REALTORS® Houston area. There are currently 145 golf courses to search from. Please search by golf course name, or locate golf courses by viewing a map of Houston.

Search

Enter Golf Course Name

GO

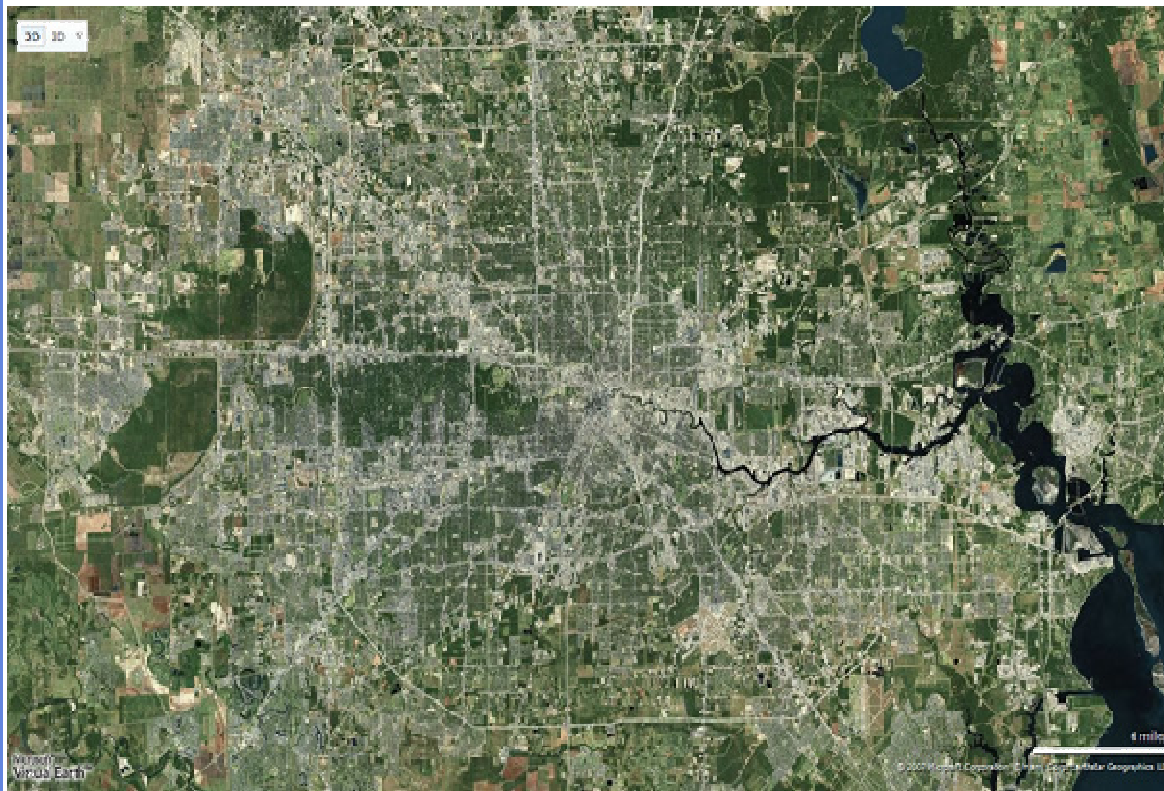
Type: All Private Public

Holes: All <18 18 holes >18

Map View

Most Viewed Listings

List View



Search Results:

Public

Private

- Alvin Golf and Country Club
- Augusta Pines Golf Club
- Bay Forest Golf Course
- Bayou Golf Club
- Beacon Lakes Golf Club
- Bear Creek Golf World
- BlackHorse Golf Club
- Blaketree National Golf Club
- Brock Park Golf Course
- Chambers County Golf Course
- Classic 3 Golf Course
- Clear Creek Golf Club
- Columbia Lakes Resort
- Country Campus Golf Course
- Cypress Lakes
- Cypresswood Golf Club
- Del Lago Resort and Country Club
- Eagle Pointe Golf Club
- Evergreen Point Golf Course
- Fox Creek Golf Club
- Friendwood Golf Course

Most Viewed Public Courses

Most Viewed Private Courses

N
2D 3D | Road Aerial Hybrid **Bird's eye** | Traffic | <<

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Measuring HAR.com Success

REAL ESTATE VERTICAL METRIX*

	Unique Visitors	Visits per Month	Avg. Minutes per Visit	Avg. Page Views per Visit	Total Visits	Total Minutes
Real Estate Vertical	39.84 M	4.1	11.8	21.7	163.36 M	1,948 M
Move Network**	8.53 M	2.3	13.1	19.7	19.61 M	259 M
REALTOR.com	5.69 M	2.4	14.7	22.9	13.65 M	198 M
Yahoo! Real Estate	4.02 M	1.4	3.7	4.8	5.63 M	21 M
HomeGain.com	3.88 M	1.4	2.3	5.3	5.44 M	12 M
Move.com	2.41 M	1.4	5.6	7.8	3.37 M	19 M
ReMax.com	1.94 M	1.8	10.9	20.5	3.50 M	38 M
Zillow.com	1.75 M	1.8	8.0	8.6	3.14 M	25 M
Homes.com	1.72 M	1.5	7.4	13.8	2.58 M	18 M
Century21.com	1.41 M	1.8	14.3	26.0	2.53 M	36 M
ZipRealty.com	1.12 M	2.7	12.1	20.5	3.03 M	36 M
ForSaleByOwner.com	1.11 M	1.6	7.1	17.7	1.77 M	12 M
ColdwellBanker.com	1.01 M	1.9	8.1	12.7	1.91 M	15 M
Obeo.com	.84 M	1.5	3.8	8.8	1.25 M	5 M
Weichert.com	.81 M	1.6	10.8	19.2	1.30 M	14 M
RealEstate.com	.81 M	1.3	3.4	4.8	1.05 M	4 M
LivingChoices.com	.70 M	1.3	4.8	8.1	.91 M	4 M
Trulia.com	.64 M	1.2	4.0	10.0	.77 M	3 M
PrudentialProperties.com	.57 M	1.6	1.9	3.7	.91 M	2 M
KW.com	.56 M	1.8	6.0	14.8	1.01 M	6 M
ERA.com	.48 M	1.5	8.9	14.5	.72 M	7 M
HomesAndLand.com	.39 M	1.3	8.5	13.8	.50 M	4 M
#21 HAR.com	.33 M	4.8	11.3	37.2	1.59 M	18 M
UnitedCountry.com	.33 M	1.6	20.4	36.8	.52 M	11 M

KEY MEASURES (LOCAL MARKET)REPORT

Real Estate [Undup.]

Geography: **CHICAGO, IL**
 Location: **All Locations**
 Time Period: **January 2008**
 Target: **Total Audience**
 Media: **Real Estate [Undup.]**
 Report Generated: **3/4/2008**

Items 1 to 15 of 15 First Prev Next Last		Total Unique Visitors (000)	% Reach	% Composition Unique Visitors	Composition Index UV	Composition Index PV	Average Daily Visitors (000)
		<small>(SORT) (TREND)</small>	<small>(SORT) (TREND)</small>	<small>(SORT) (TREND)</small>	<small>(SORT) (TREND)</small>	<small>(SORT) (TREND)</small>	<small>(SORT) (TREND)</small>
+ Total Internet : Total Audience		4,369	100.0	100.0	100	100	3,107
Real Estate		1,130	25.9	100.0	100	100	144
1	P - Move Network	245	5.6	100.0	100	100	17
	M REALTOR.COM*	170	3.9	100.0	100	100	13
	M + MOVE.COM	88				10	3
	M MOVING.COM	17			
	M HOMEPLANS.COM	5			
	M HOMEINSIGHT.COM	3			
	M TOPPRODUCERONLINE.COM	3			
	M FACTORYBUILTHOUSING.COM	3			
	M HOMEFAIR.COM	1			
	M SENIORHOUSINGNET.COM	0			
2	C + Yahoo! Real Estate	193				10	9
3	P CONNECTMLS.COM	188				10	33
4	M RENT.COM	129				10	7
5	M APARTMENTS.COM	101				10	6
6	C + AOL Real Estate	86				10	3
7	P TRULIA.COM	64				10	3
8	M + HPCInter@ctive	59				10	3
9	P ILLINOISPROPERTY.COM	58				10	4
10	P + Century 21 International	54				10	2
11	M + Homes.com Network	52				10	2
12	P + REMAX International, Inc.	50				10	5
13	P SERVICEMAGIC.COM	45				10	2
14	P ZIPREALTY.COM	44				10	6
15	M HOMEGAIN.COM	30				10	1

Chicago Real Estate Traffic

- 17% Yahoo Real Estate
 - 15% REALTOR.com
 - 8% AOL Real Estate
 - 6% Trulia
 - 5% C21 International
 - 5% Homes.com
 - 4% RE/MAX International
 - 4% ZipRealty
 - 3% Homegain
-
- 67% Total



KEY MEASURES (LOCAL MARKET)REPORT

Real Estate [Undup.]

Geography: DALLAS-FT. WORTH, TX
 Location: All Locations
 Time Period: January 2008
 Target: Total Audience
 Media: Real Estate [Undup.]
 Report Generated: 3/4/2008

		Total Unique Visitors (000)	% Reach	% Composition Unique Visitors	Composition Index UV	Composition Index PV	Average Daily Visitors (000)
		<small>(SORT) (TREND)</small>	<small>(SORT) (TREND)</small>	<small>(SORT) (TREND)</small>	<small>(SORT) (TREND)</small>	<small>(SORT) (TREND)</small>	<small>(SORT) (TREND)</small>
Items 1 to 10 of 10 <small>First Prev Next Last</small>							
Print Download Save To MyReports Edit Query Settings							
Total Internet : Total Audience		3,631	100.0	100.0	100	100	2,499
Real Estate		1,019	28.1	100.0	100	100	110
1	P Move Network	229	6.3	100.0	100	100	16
	M REALTOR.COM*	139	3.8	100.0	100	100	11
	M MOVE.COM	79	2.2	100.0	100	100	3
	M TOPPRODUCER.COM	11	0.3	100.0	100
	M MOVING.COM	11	0.3	100.0	100
	M TOPPRODUCERONLINE.COM	8	0.2	100.0	100
	M HOMEFAIR.COM	5	0.1	100.0	100
	M HOMEINSIGHT.COM	3	0.1	100.0	100
	M HOMEPLANS.COM	3	0.1	100.0	100
	M SENIORHOUSINGNET.COM	1	0.0	100.0	100
	M WELCOMEWAGON.COM	0	0.0	100.0	100
	M FACTORYBUILTHOUSING.COM	0	0.0	100.0	100
2	C Yahoo! Real Estate	114	3.2	100.0	100	100	5
3	M RENT.COM	102	2.8	100.0	100	100	5
4	M Homes.com Network	101	2.8	100.0	100	100	5
5	P EBBY.COM	93					
6	P TRULIA.COM	88					
7	M APARTMENTS.COM	71					
8	M HPCInter@ctive	66					
9	P REMAX International, Inc.	50					
10	M HOMEGAIN.COM	48					

Dallas Real Estate Traffic

11% Yahoo Real Estate

14% REALTOR.com

10% Homes.com

9% Ebby.com

9% Trulia

5% RE/MAX International

5% Homegain

63% Total

KEY MEASURES (LOCAL MARKET)REPORT

Real Estate [Undup.]

Geography: **HOUSTON, TX**
 Location: **All Locations**
 Time Period: **January 2008**
 Target: **Total Audience**
 Media: **Real Estate [Undup.]**
 Report Generated: **3/4/2008**

Print

Download

Save To MyReports

Edit Query Settings

Items 1 to 5 of 5
 First | Prev | Next | Last

	Total Unique Visitors (000)	% Reach	% Composition Unique Visitors	Composition Index UV	Composition Index PV	Average Daily Visitors (000)
	<small>(SORT) (TREND)</small>	<small>(SORT) (TREND)</small>	<small>(SORT) (TREND)</small>	<small>(SORT) (TREND)</small>	<small>(SORT) (TREND)</small>	<small>(SORT) (TREND)</small>
+ Total Internet : Total Audience	3,028	100.0	100.0	100	100	2,035
Real Estate	833	27.5	100.0	100	100	110
1 P HAR.COM	475	15.7	100.0	100	100	69
2 P Move Network	133	4.4	100.0	100	100	12
M + MOVE.COM	65	2.2	100.0	100	100	3
M REALTOR.COM*	56	1.8	100.0	100	100	8
M MOVING.COM	21	0.7	100.0	100
M HOMEPLANS.COM	4	0.1	100.0	100
M TOPPRODUCERONLINE.COM	2	0.1	100.0	100
M HOMEINSIGHT.COM	1	0.0	100.0	100
3 C + Yahoo! Real Estate	104	3.4	100.0	100	100	4
4 M APARTMENTRATINGS.COM	64	2.1	100.0	100	100	3
5 M RENT.COM	60	2.0	100.0	100	100	2

Houston Real Estate Traffic

57% HAR.com

12% Yahoo Real Estate

7% REALTOR.com

76% Total

comSCORE
 Media Metrix

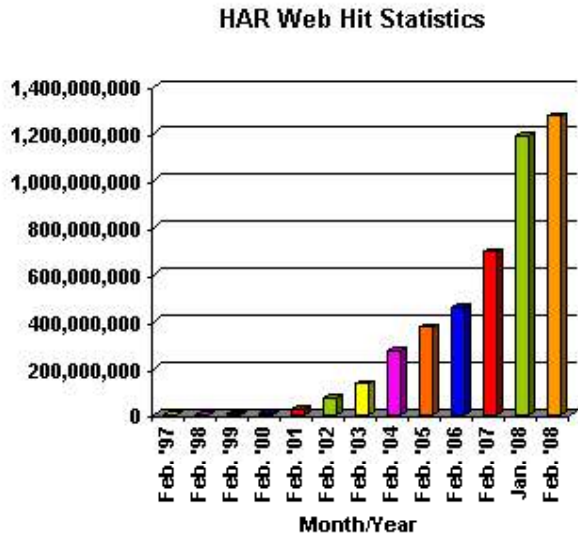


HAR Web Statistics

View HAR.com online traffic statistics such as unique visitors, visitor session and more.

Year/Month
2008
2007
2006
2005
2004
2003
2002
2001
2000

February 2008



General Statistics

Successful Hits For Entire Site
1,273,368,409
Average Hits Per Day
34,258,348
Home Page Hits
1,207,447

Visits

Visits
4,067,682
Average Per Day
140,271
Average Visit Length
00:09:24

Pages

Page Views (Impressions)
77,709,703
Average Per Day
2,679,644

Visitors

Unique Visitors
1,006,428
Visitors Who Visited Once
626,835
Visitors Who Visited More Than Once
379,593

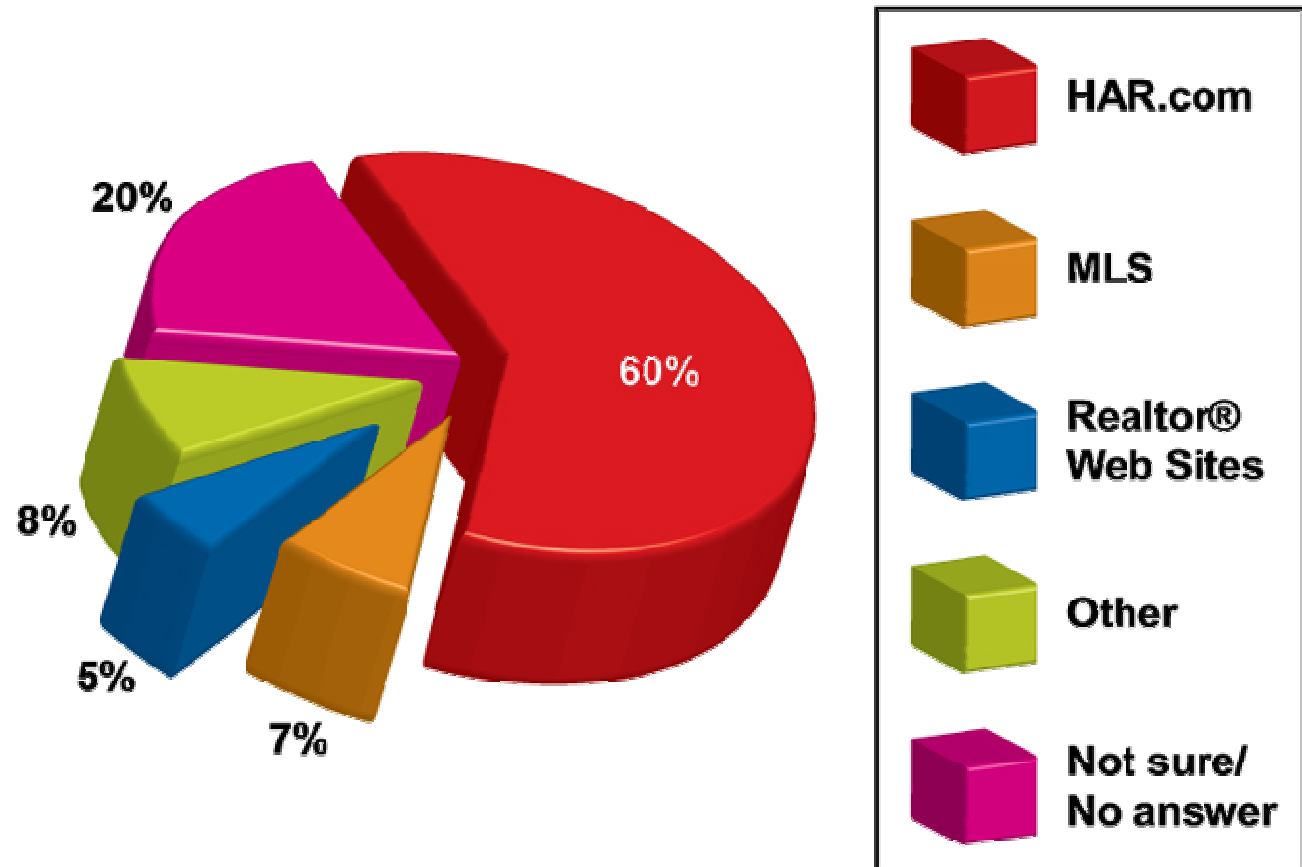
Quick Summary

Hits
1,273,368,409
Page Views
77,709,703
Visitor Sessions
4,067,682
Unique Visitors
1,006,428
Avg. Visit Time on Site
00:09:24 Minutes
Total Visit Time
36,609,438 Minutes
Times Listings Viewed
11,224,183 Detail Pages
Average Homes Viewed
11 Detail Pages

MOST VALUABLE WEB SITE

An equal majority of sellers surveyed said HAR.com was the most valuable Web site they used in selling their home.

EXHIBIT 4.5 - WEB SITE MOST VALUABLE TO SELLERS IN HOME SELLING PROCESS



Measuring HAR.com Value to REALTORS

Leads & Click-thrus

555,000 Leads for 2006

(225,000 Email Leads + 330,000 Phone Leads)

1.6 Million Total Click-thrus to Broker Websites



STAR Report

Strategic Traffic Activity Report

provides a basic overview of Leads & Internet Traffic to your listings



Report Prepared For
Coldwell Banker United, Realtors

UNITED, REALTORS®

Your HAR.com is working for You 24/7

Here are the statistics of Your success for September 2007

STAR includes Active, Option Pending, & Pending Continue to Show listings



Your Overall Statistics

- ★ 19,060,984 times Your listings were viewed on HAR.com
- ★ 119,447 consumer referrals were made to Your company website from HAR.com
- ★ 92,560 leads were generated by HAR.com and forwarded to Your company

HAR.com September 2007 Statistics

- ★ 67,107 Member Leads
- ★ 913,196,723 Hits
- ★ 75,191,492 Page Views
- ★ 3,505,741 Visitor Sessions
- ★ 832,937 Unique Visitors
- ★ 00:08:46 Average Minutes Spent
- ★ 28,045,928 Total Visitor Minutes
- ★ 10,027,191 Times Listings Viewed



2008 Inman Innovator





The Gateway



The Real Estate Channel (TREC)

- ~~The Gateway~~



Library/Archive

- ~~TREC~~
- ~~The Gateway~~



Real Estate Resource (RER)

- ~~o Library/Archive~~
- ~~o TREC~~
- ~~o The Gateway~~



Real Estate Resource (RER)

**Providing comprehensive data and tools to
the REALTOR to keep them essential to
the Real Estate Transaction Process**

- All sectors contribute
 - Shared expertise and experience
- Data is controllable
- Parcel based library
- Constantly Evolving



Statement of Inevitability

- These services already exist
- Comprehensive ***Trusted*** Data is not readily available
- Consumer-centric real estate sites are gathering more and more data.
 - REALTORS will rely on these sites
- REALTORS have the skill, they need the tools to stay ahead.



Just to be clear

- NOT an MLS or MLS Alternative
- NOT consumer facing
- NOT Mandatory
 - Contribute to play
- NOT an input site
- NOT IDX/advertising related
- NOT revenue generating



Who Benefits

○ REALTORS

- Efficient access to comprehensive data
- Help emphasize their role in the industry

○ MLS

- Leverage Collective Data Acquisition
- Shared Tools; Shared Knowledge

○ NAR

- Serving our Members by serving the industry



What Exactly is it?

- Parcel Level Real Estate Data
 - Real Estate Analytics Toolkit
- Data Neutral
 - RETS Friendly
 - Self-Service – Open access to data
- Full access to all data
- The Future



MLS Implications

- RER is not an MLS
 - Listings will never be taken direct
 - MLS are primary property data provider
- Participation is encouraged
 - Not Required
- Information provided will be available Nationally
 - Self-Serve Data
- RETS June 2009 Compliance



Ownership and Integrity

- Intellectual rights are ***Not*** relinquished by participation
- Data is as strong as its weakest link
- Parcel Based
 - Duplication minimization
- Highest levels of security technology will be implemented



Data

- Property
 - Parcel info
 - historical and current
 - FSBO/Foreclosures/Developers
 - Public Records
- Community, school, and census
- User contributed



Behind the scenes

- NAR and Advisory Board Controlled
- Vendor Operated
 - No input on strategy or product



Status

- Selected Local Markets
- Report during Annual
- Vendor Selection





CRT is a Member Resource

- At your disposal
- <http://www.crt.realtors.org>
 - Info@crt.realtors.org
- <http://blog.realtors.org/crt/>
 - AskATech@crt.realtors.org

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