Date: November 8, 1995

To: Distribution

From: Bob Goldberg

Subject: Convention Talking Points

Attached for your use are RIN facts and messages that should be highlighted at the convention. This critical information should be utilized to ensure consistent market messages. Do not distribute this fact sheet as this should be used only as a reference tool.

RIN Marketing will update this information on a regular basis to ensure ongoing consistent messages.

If you have any questions, please direct them to Ed Evans or myself.

Distribution:
RIN Staff
RIN Directors
NAR Leadership
REALTORS Information Network™
Convention Status
Leadership/Director Fact Sheet

• Key points RIN wants to make at all platforms and meetings

1. RIN is your system. A Business Network designed exclusively for REALTORS by REALTORS. This is not an entertainment network.
2. Realtor Property Ads is The Place for REALTOR Ads on Internet. REALTOR.com is the voice for Real Estate.
3. Important for the organized real estate community to stay together. Fragmentation of information (on the Internet or anywhere) diminishes effectiveness of the Realtor message.
4. RIN Network is simple to use. It’s a tool you can use to make money with.
5. It is your responsibility to get online and try it out.
6. RIN is here now and is accepting orders. Orders will be on a reservation basis by cities/MLS and state. (i.e. Once a location commits and puts up hand money RIN reserves a date and slot to begin implementation.) Note, beyond what is already identified only 8 state slots and 7 MLS slots remain for Quarter 4, 1995 and Quarter 1, 1996.
7. The RIN Network Desktop can easily be integrated into other widely used real estate desktop products. Plans so far...
   A. Boris System’s Broker/Agent desktop
   B. Hillside Softwares desktop product
   C. Interealty’s (PRC) Spectrum Sprint and Altairea desktops
   D. MarketShare’s Broker/Agent desktop
   E. Moore Data’s Landmark product
   F. Top Producer’s Agent Productivity software

8. Data Exchange Methodology (DxM) - The standard for Real Estate Data exchange. Once deployed, allows a desktop to search contiguous, as well as remote MLS’s with one set of search criteria. DxM is committed for rollout by Boris, Moore and Interealty. This enabling technology enriches the Real Estate industry by providing a common approach to data sharing.

• Convention Demo

Live data from pilot sites being processed against RIN network Desktop and GeoData

DxM being demonstrated in Dallas/Ft.Worth (Moore/Interealty/MarketShare) and Boulder/Denver/ Longmont/Evergreen/Conifer(Boris/Metrolist/RISCO/Hillside/Rocky Mountain Software/Top Producer)
• **Pilots and Activations**
  Colorado = REALTOR® Property Ads
  Boulder/Denver/Longmont/Evergreen/Conifer = DxM RIN Network Desktop
  New Jersey = RIN Network Desktop and Leadership System
  Texas = RIN Network Desktop and Leadership System
  Austin/Dallas/Ft. Worth = DxM

  Over 1000 copies distributed and 625 registered users are actively using the system.

• **Customer Status** - The following have either signed a contract or a letter of intent going to contract.
  • **REALTOR® Property Ads (Internet)**
    Little Rock, AR
    San Diego, CA
    Boulder, Longmont, Denver, Evergreen, Montrose, Estes Park, Ft. Morgan, Gunnison, Tri-City, Delta, Glenwood Springs, Grand Junction, CO
    Florida Association of Realtors
    Miami, FL
    Atlanta, GA
    Baltimore (Marit), MD
    Triad (Greensboro), NC
    Somerset, NJ
    West Essex, NJ
    Norman, OK
    Austin, TX
    Dallas, TX
  • **Leadership System - States Under Agreement**
    Colorado, Florida, Indiana, Iowa, Louisiana, Massachusetts, Minnesota, New Jersey, New York, Oklahoma, Oregon, South Carolina, Texas, Wisconsin
  • **RIN DxM Roll Out Cities - Quarter 4**
    Austin - Boris
    Miami - Interealty
    Philadelphia / TReND - Boris
  • **Franchise**
    Prudential Properties to distribute and incorporate into Prudential Desktop. Note, working on a RENN endorsement - will have meeting Nov. 9 to determine feasibility. Want to encourage all RENN members to look seriously at incorporating RIN into their offerings.
  • **Vendor Value Added Reseller Agreements**
    Boris
    Interealty (PRC)
    Moore
• **RIN List Pricing** (Although volume discounts apply)

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>RND Software</td>
<td>$29.95 - One time fee</td>
</tr>
<tr>
<td>Annual Fee</td>
<td>$19.95</td>
</tr>
<tr>
<td>Connect Time, First 2 hours</td>
<td>$15.95</td>
</tr>
<tr>
<td>Connect Time, after 2 hours</td>
<td>$8.00</td>
</tr>
<tr>
<td>Netscape Software</td>
<td>$30.00</td>
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<tr>
<td><strong>REALTOR Property Ads</strong></td>
<td></td>
</tr>
<tr>
<td>Per Listing, per month</td>
<td>$2.00</td>
</tr>
<tr>
<td>Implementation fee, per listing</td>
<td>$1.85</td>
</tr>
<tr>
<td><strong>GeoData Pricing</strong></td>
<td></td>
</tr>
<tr>
<td>Per transaction</td>
<td>$2.00 - $10.00</td>
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**Leadership Systems**

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original Content</td>
<td>Free</td>
</tr>
<tr>
<td>RND Volume Commitment</td>
<td>100 Units at list price</td>
</tr>
<tr>
<td>State Program Administrator</td>
<td>responsible for content</td>
</tr>
</tbody>
</table>

• **RIN Product Description**

**GeoData Bases**

**GeoData** provides powerful local databases to create detailed client presentations. This information can be integrated with MLS data. REALTOR only pays for what they use versus others charging expensive flat rates. GeoData is the world's largest searchable geographic database. Capabilities include:

A) Mapping - digital street maps of the United States  
B) Public Records - with over 70 million public records  
C) Deed and Mortgage - new sales transactions updated monthly  
D) School/District Information - 100,000+ schools: private, public, parochial  
E) Demographics - census level detail for United States  
F) Environmental - National data of hazard/toxic site information  
G) Reverse Phone Book - 100 million records  
H) Community Profile, Crime Stats

**RND Buttons** - see attachment

Corners of RealTalk, each of the corners contains a subject that has been identified as an area of interest to our REALTOR members - see attachment

**RIN Mall** - see attachment

**Realtor Property Ads** - part of the NAR/RIN Homepage on the Internet
REALTORS Information Network™

REALTORS Information Network™ is an online business network owned by REALTORS® for the advancement of REALTORS®. From the RIN desktop, the REALTOR® will have direct access to the services and tools essential to succeed in today's real estate climate.

- Communicate with other subscribers or anyone with an Internet or online service e-mail address and stay at the center of the real estate transaction
- Remain on the cutting edge of real estate information through online discussions that cover the "corners of real estate"
- Locate and map school, tax, environmental, demographic data and more, all from one easy-to-use tool
- Get direct access to the RIN Home Page and expose your listings to more than 30 million customers through Internet Advertising
- The REALTORS® 24-hour source of business products and services at favorable prices
- Scan the library shelves quickly and easily for local and state association newsletters, boiler plate information, rules and regulations, etc.
- Stay posted on real estate and national news without having to browse and subscribe to dozens of paper periodicals
- Search the NAR membership directory by location and specialty for fellow REALTORS®
- Register for conventions, schedule real estate courses, and keep updated on the latest RIN functions and features

Maximize your return on your information management investment - RIN makes good dollars and sense

Let RIN be Your Real Estate Connection!
GeoData

GeoData, one of the RIN's Communication and Information Products, provides a powerful computer-based mapping capability allowing REALTORS® to visualize specific geographic attributes of a particular property.

The GeoData feature of the RIN Desktop offers a comprehensive real estate mapping package at an affordable cost, allowing you to pay only for the information you use (transaction fee).

GeoData provides national databases that support your local real estate transaction:
- Tax & Public Records
- School/District Information
- Community Profile, Crime
- Deed & Mortgage
- Environmental Reports
- Reverse Phone Book
- Foreclosure/REO
- Demographics
- Street Maps

GeoData provides an easy-to-use tool for creating market/farming areas, displaying local area street maps with landmarks and plotting listings from your MLS.

GeoData allows you to tailor your client presentations by retrieving data selected from your Market Areas and displaying customized maps and formatted summary, detailed or comparative reports.

Everything you and your client need to know about a property.

GeoData brings new meaning to
Location, Location, Location!
DxM
Data Exchange Methodology

DxM is an enabling technology that enriches the Real Estate industry by providing a common approach to data sharing. This approach is designed to facilitate the integration of data from a variety of sources within the framework of the existing MLS services and with the Real Estate information infrastructure provided by RIN.

DxM provides a bridge from today's isolated data storage implementations into tomorrow's networked environments supporting electronic commerce.

DxM is a tailored standard allowing data to be exchanged in a common format using standard transmission techniques. Its layered implementation includes:

- **A Real Estate Master Data Dictionary** providing a common vocabulary of data elements used in the realty applications

- **Message Formats** defined for queries, responses (including pictures), transaction status and control

- **Session Exchange Protocol** establishing "conversations" that include login, query submission, response set, and session termination

- **ZMODEM transport mechanism** providing reliable file transfer with end-to-end integrity and crash recovery

**DxM, the standard for Real Estate data exchange!**
Welcome to RealTalk
Welcome! From the Publisher
RealTalk Information IMPORTANT
+Getting Started
+Did You Know...?
+RealTalk Moderators and Publishers
Agency and Ethics Corner
  Ethics
  Buyer Brokerage Moderator: John Reilly
  Dual Agency Moderator: John Reilly
Authors/Educator Corner
  Technology
  Book Reviews
  Classroom Techniques Moderator: Terry Hayes
Brokers Corner
  Office Management
  Office Equipment
  Recruiting/Retention Moderator: Kay C. Evans
  Sales Meetings Moderator: Doug Schmitt
  Marketing
  +Compensation Moderator: Roy Rainey
Business Skills Corner
  Negotiating Moderator: Bonnie Sparks
  Personal Finance Moderator: Saul Klein, CFP
  Time Management
  Salesmanship
  Education
  Problem Solving
Commercial and Investment Corner
  Leasing & User Issues Moderator:
  Real Estate Investment Moderator: Jack Peckham
Consumer Issues Corner
  +Buyer Focus Moderator: Julie Garton-Good
  +Seller Focus
  Troubleshooting the Sale
  Home Affordability
  Consumer Education
  Special Needs Clients
General Discussion Corner
  Trends and Developments
  Humor Corner
  Suggestion Box
Legal Corner
  Qs and As
  Licensing
  Mediation and Arbitration Moderator: Russ Cofano
  Fair Housing
Marketing Corner
  +Advertising on the Internet Moderator: Richard Janssen
  Advertising Regulations
  Other Advertising
  Prospecting Moderator: Dave Beson
  Marketing Properties
  Personal Marketing Moderator: Pat Zaby
Principles and Practices Corner
  Ownership
  Environmental
  New Construction
  +Financing
  Appraisal
  Property Management
Professional Assistants Corner
  +Qualifications Moderator: Monica Reynolds
Employee Management Issues

Special Interest Corner
- Affiliates
- Franchise
- International
- Leadership Forum
- Real Estate Organizations
- New Sales Agents

Tax Corner
- Tax Deferred Exchange (1031)
- Principal Residence Rollover - 1034
- Foreign Investment Real Property Tax Act (FIRPTA)
- Tax Law Changes Recent and Pending
- Tax Saving Tips
- International Tax Issues

Moderator: R. S. van Reken
Moderator: Mike Garcia

Technology Corner
- New User Forum
- RIN Features
- Software Moderator: Mike Barnett
- Hardware Moderator: Ron Rothenberg
- Topic of the Month Moderator: Jack Harper
- Internet Forum Moderator: D. E. Bodley, Ph.D
- Advanced User Forum

RealTalk Resources and Archive
- Resources Software and Files
- RealTalk Archives
- Past Interview Archive
Vendors and Products on Mall

FTD - Online Flowers
Burg Communications - Seminars and Educational Materials
David Knox - Productions, Seminars, Video Tapes
Top Producer - Real Estate Software
BORIS - Real Estate Software
Real/Easy Management Software - Broker/Office Management Software
Microage - Computers
Brochure Box Company - Marketing Materials
Dearborn Publishing - Real Estate Books
Howard Brinton Seminars - Seminars
NDS Software - Real Estate Software
Programs by Pat Zaby - Educational Seminars, Training
REGIT - Insurance Products
Real Fast Forms - State Approved Real Estate Forms

REALTOR Stores
San Diego Association of REALTORS®- various books and supplies
Douglas/Elbert Board of REALTORS® (CO)- various books and supplies