

The Future of MILS Services

The Outer Limits

**I don't believe it... We're
different**

For the next hour

Suspend your Skepticism



Premise

We must redefine the role of the REALTOR®, the MLS, and the Association in the evolution of technology, the Internet, and an engaged world

**This will require
a *Conversation* at
all levels of our
organizations**

The Conversation

- At all levels in the industry
- At Orientations
- In all publications
- Regularly and consistently
- Repetitively

**What I call MLS5.0 or
MLS5.0 Systems,
Represents a
Paradigm Shift**

**When a
Paradigm Shifts
Everyone goes back to Zero**

**Your past success
guarantees nothing when a
Paradigm Shifts**

**Your past success
often blocks you from
seeing the future
MLSofTheFuture.com**

Take Away Terms

- Vision
- Mission
- MLS 5.0 Systems
- Parcel based
- Property Wiki
- Multilingual

Take Away Terms

- Single Point of Entry
- Single Sign-On
- Social Networking/Online communities
- Syndication
- Web 2.0...Collaboration
- Search
- A Real Data Standard















The Future

An “eco system”
built around the data



Nearby Listings

Refine

-  **Stylish Riverfront Bungalow \$100000**
Beds: 3 Baths: 2 Sq. Ft: 1413 2035.8km 
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This neighborhood's expert is

Saul Klein



A large, ornate golden key is positioned diagonally across the upper left portion of the image. The key has a circular head with a ring and a long, tapered shaft. The background features a suspension bridge structure with orange-brown towers and cables, set against a clear blue sky. The overall scene is brightly lit, suggesting a sunny day.

Leaders:

Focus the majority of
Their efforts on the
future.

**Associations have a
Continuum of
Leadership**

**Associations have
perpetual life**

Continuum of Membership

Tomorrow's REALTOR®



Continuum of Homeowners

Tomorrow's Home Owner



Why Call it MLS 5.0 Systems?

- MLS System 1.0 – 3 ring binders
- MLS System 2.0 – Bound Books
- MLS System 3.0 – Dumb Terminals and banks of telephone lines
- MLS System 4.0 – Web Based
- MLS 5.0 Systems – An Eco System around the data

Mission

*Keep the REALTOR® in
the Center of the real
estate Conversation*



The Real Estate Conversation

- Extends far in advance of a purchase and continues after a purchase of real property.
- Real estate is a lifetime conversation.

Property Wiki

- A listing is merely a moment in time of the life of a property. MLS data is a subset of a larger body of data relative to a parcel of real property.

Property Wiki

- Contains all the information and records about properties (by parcel or address) that can be ascertained and that can be augmented. It becomes a comprehensive historical record.

Searching for Real Estate

- Has become a “recreational sport
- Owners want their homes advertised everywhere
- People search on a multitude of sites
- Google helps them find everything about properties

New “types of Search

- Old search based on fields
- New search based on key words
- Maybe a new data standard is possible

Distribution Generates
Leads...a Listing is a
Marketing Asset



Single Point of Entry

MLS5.0 will include a *syndication engine* with comprehensive reporting features to enhance web advertising initiatives by brokers and agents.



Single Point of Entry

- The "Single Point of Entry" for data distribution (Syndication of Listing Data), as a choice for brokers and agents - *Distribution Trumps Destination*
- MLS5.0 will contain a syndication engine



Single Point of Entry

Based upon the election of brokers or their agents, it will distribute that information to web portals, newspapers, radio and television, and applications, and then track and return information about prospects to the broker.

Syndication

- More than “Fire and Forget”
- Analytics to evaluate the effectiveness of syndication partners
- Maintain syndication partner relationships

Possible Future Scenario

Party A wants to sell and advertises
her home on Craigslist

Possible Future Scenario

Party B wants to buy Party A's home,
Party A does not want Party B's
home, so the two Parties now work
through their channels to sell Party
B's home.

Possible Future Scenario

Party C is found and wants to purchase Party B's home, but needs to sell his home first. Parties A, B, and C all now work their channels to find a buyer for Party C's home.

Possible Future Scenario

Party D is found, wants to purchase Party C's home, and Party A (remember Party A?) wants to purchase Party D's home.

Bundle the Entire Deal

- Contracts are created (maybe with the help of an attorney, or artificial intelligence software).
- Parties offer through a bidding process on e-Bay the entire package to one broker. Lowest bidder with most experience wins the bid.
- Consumers save tens of thousands of dollars.

Multilingual



Agent Rating System

Property Rating System

Referral System

Government Intervention

Virtual Office Web Sites (VOW)

All Data Behind Password Protected Area

No Opt Out by Brokers

Opt Out by Sellers

In the US – DOJ Suit Against NAR

In Canada – Competition Bureau?

No Longer

Center of the Transaction

but

Center of the Conversation

MLS 5.0 Systems

- Will help Redefine the role of the Consumer, REALTOR®, MLS Services, and our Associations in the evolution of technology, the Internet, and an engaged world

MLS 5.0 Systems

- Making the REALTOR® the “Authoritative and Trusted Source” of Real Estate information

MLS 5.0 Systems

- Keeping the REALTOR® at the center of the conversation

Partner

- MLS Systems 5.0 is a journey, not a destination



The Future

- Cloud Computing Development
 - Amazon Elastic Compute Cloud
 - Amazon Simple Storage Service
 - Google App Engine
- 16 Year Olds with big ideas and small pockets
- Technology is getting easier

Conclusion

We must redefine the role of:

- the REALTOR®
- Association

We can do so with

MLS 5.0 Systems

Time is of the essence

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A photograph of the Golden Gate Bridge in San Francisco, California, taken from an elevated perspective. The bridge's iconic orange-red steel structure is prominent, with several suspension cables visible. The bridge deck is filled with cars, and the city lights are visible in the background under a dark sky. A semi-transparent white rectangular box is overlaid on the left side of the image, containing text.

Remember...

Leaders build bridges
that help us move from
where we are to where we
want to be.

'No! I can't be bothered to see any crazy salesmen... we've got a battle to fight!'

