



# Information In Motion

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# Advanced Computing is Changing our Business

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**Data Science and Machine Learning are changing the fundamentals of our business**

From a "belly to belly" industry

To Algorithm-driven business systems

From an intuition-driven "kitchen table" business

To data-driven consumer engagement science



# Consumer Engagement Science

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- Visually rich content and derivatives to attract
- Agile User Interface development to engage
- Instrumentation to measure and analyze
- Data science and machine learning to personalize



# The Consumer Data (Capture) Race

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- Home as a product:
    - Intelligent systems
    - Assisted living technology
    - Energy production
  - Home as a service:
    - Airbnb
    - WeWork/WeLive
    - Roofstock
  - Home delivered OnDemand services
- = (Home) engagement data explosion**



# The grey marketplace for engagement data

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- Ad-selling businesses need engagement to sell more ads
  - Filter bubbles,
  - Echo chambers, and
  - Fake news..... sell more ads= Facebook in the eye of the storm

“It’s turned out to be more of a problem than I, or many others, would have expected.” Bill Gates, Quartz 2017

# Filter Bubbles

- Result from personalized searches when a website algorithm selectively guesses what information a user would like to see based on information about the user (such as location, past click-behavior and search history) ,,,,
- .....As a result, users become separated from information that disagrees with their viewpoints, effectively isolating them in their own cultural or ideological bubbles. The choices made by the algorithms are not transparent.,,,,
- The past search history is built up over time when an Internet user indicates interest in topics by "clicking links, viewing friends, putting movies in your queue, reading news stories“, etc.....
- ,,,,,,This information is then used to target advertising to the user or make it appear more prominently in a search results query page.

# The real estate industry is built on a Foundation of Trust

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- Kitchen table business
- Belly-to-belly industry

Questions we must ask when we use consumer engagement information and advanced computing:

- Are participating in creating filter bubbles, echo chambers and...fake news?
- Can we, as trusted advisers, risk violating our customers' trust?

# a Foundation of Trust?

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- “The number of companies offering “predictive” products to agents is growing.

It’s a pro’s dream.

But, perhaps, a homeowner’s nightmare.” Brian Boero, 4/14/17

- **Homeowner Value Estimates Continue to Outpace Appraisals by a Widening Spread** <http://www.quickenloans.com/press-room/2017/04/11/:home-owner-value-estimates-continue-outpace-appraisals-widening-spread>



# Why HomeServices of America supports the National Broker Portal

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- “Brought to you by people who sell homes, not ads”
  - No filter bubbles
- Driven by (MLS, Broker and agent) fiduciaries
  - No fake news

# Consumers working with agents

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## Accurate information driven by MLS data

- Mobile App ratings: 4.6 stars
  - 5 stars by 82%
    - Redfin and Realtor.com at 55%
    - Zillow at 53%
- Agent driven growth
  - MRED 50% agent activation in 3 months
  - CTMLS 36% agent activation in 30 days

# Industry Alignment

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- BPP BOD – MLSs and brokers
- NBP Joint Venture Board of Directors
  - Two MLS executives
  - Two broker executives
  - Three HomeSnap executives

# Industry Alignment

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Help us:

Put **(high integrity) Information in Motion**

for the benefit  
of everyone in our industry

