



Why should an MLS or Real Estate Association join RESO?

The mission of the **Real Estate Standards Organization** (RESO) is to create and promote the adoption of standards that drive efficiency throughout the real estate industry. RESO has more than 835 active members, including NAR, multiple-listing services, real estate associations, real estate brokerages and industry technology providers.

How does an MLS or Association benefit?

Deliver value to your members – By joining RESO, MLSs and Real Estate Associations gain an inside track on future industry changes, affording you the ability to keep your members compliant with all rules and regulations. Plus, you'll join other industry top execs to share key issues, concerns and ideas that specifically relate to data issues.

Get better connected to your customers – Key executives and technical leads from the nation's top brokerages are RESO members and attend RESO Conferences. At RESO Conferences you'll have more opportunities hear about crucial business needs directly from these key decision makers.

Get a seat at the table – MLS firms and associations need to have a seat at the table to help shape future of new standards. By participating in one a RESO Workgroup, your voice is heard both through in-person Workgroup meetings at RESO Conferences as well as at virtual monthly meetings.

Interact with key MLS Technology Vendors – Data standards help support your software vendors, unleashing their ability to create more innovative applications for your members. At RESO Conferences you can meet in person with some of the industry's most knowledgeable experts about what your MLS or Association can do to deliver more member value through better technology and implementing the newest RESO Standards.

Access the best minds in the business – Joining RESO means lower cost RESO Conferences, which attract the brightest and the best minds in the business. The entire process gives you the ability to collaborate with your colleagues and key vendors to help make the real estate industry more efficient. The direct access RESO Conferences provide to the decision makers in the MLS data world is unmatched.

Gain deeper knowledge about data issues – Joining RESO exposes you and your leadership to a deeper understanding of important data trends and rules.

What can RESO mean to your organization?

Real world problems, solutions shared
Industry standards provide a vital component to drive real estate technology innovation that will directly benefit your MLS or Association and its members. Every real estate technology that interfaces with MLS data – IDX websites, apps, marketing technology, CRM programs and more — all benefit from the efforts of RESO.

As part of the standards making process, your MLS or Association can help ensure accurate property listing data and syndication.

More importantly, MLS firms and Associations often share similar data-specific challenges that can be alleviated through peer discussions, a major benefit that comes from your RESO involvement.

Real estate leaders today know that data is our destiny, and MLS and Associations can play a direct role in helping shape new data standards. But to do that, you need to join RESO to share your points of view. That's why RESO membership for MLS firms is not an option: It is an industry necessity.

By joining RESO, your MLS or Association can make sure your leaders and members stay well informed about technology standards and help steer where the real estate industry is heading next!

Join today!

Multiple Listing Service firms and Associations can join RESO online at:
<http://www.reso.org/join>

Real Estate Standards Organization

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