

NAR Game Changer Challenge Executive Summary/Final Report
HOT - HomesOpenToday.com
Contra Costa Association of REALTORS® (facebook.com/ccartoday)

Executive Overview

Provide an open source version of CCAR's proprietary HomesOpenToday.com product to allow interested MLS/Associations to deploy HOT or a variant of it in their service area.

HomesOpenToday (referred to as HOT) is the premiere open homes resource in the San Francisco Bay Area. This tool was built as a member benefit to allow CCAR members to showcase their open homes to consumers in an efficient and empowering fashion.

Interest in this platform has ultimately spread beyond the Bay area and CCAR has responded by licensing the platform as desired. CCAR has decided it is in the interest of the entire industry to have access to a consistent, robust, yet simple tool to expose open homes to consumers.

Ideally MLS/Associations will implement under the HomesOpenToday brand to increase their SEO. Common platform and name recognition for local open home portals will greatly ease the ability for consumers to rapidly locate open homes regardless of MLS service.

This platform has been in production since 2006 and has helped showcase over 100,000 open homes. In the process, we've made numerous improvements to increase its effectiveness. We have created an open source 'port' of our application implementation that contains as many of these features and tools as we can provide without a need for a great deal of customization.

HOT - HomesOpenToday.com was the brainchild of broker member and Past President Larry Spiteri, in conjunction with our Board of Directors. The tools development and evolution has been influenced by working REALTOR® members throughout its entire life cycle. The system offers many options for individual members to leverage the platform to improve their own lead generation with the consumer.

CCAR was very pleased to receive recognition and funding from NAR to create a 'port' of this tool that any association can access. With some minor implementation work any Association can create their own version of the platform. CCAR is willing to contract to assist in such implementation projects or customizations as well as simply offer a hosted version of the HomesOpenToday.com experience that our members and consumers enjoy.

Since HOT - HomesOpenToday.com has been in production for so long, the platform offers very solid, stable and reliable performance. It has been thoroughly tested by using code

validation (there is actually a 1.0 to 1.2 ratio of code to testing/validation code in HOT) and of course production testing by end users and consumers.

The cleanup and modularization of the code to achieve this open source port of HOT was completed the last 4 months and final version will be accessible July 15. In addition to downloadable source code, Associations can create product branches and contribute back to the source code repository. Deployment documentation, marketing and end user training materials will be 'white labeled' and added to the source repository so Associations can access an end to end deployment package. With minor customizations and connection to a data source (MLS or otherwise) the system is ready to deploy for any MLS.

A great deal of resource scoping will depend on the desired implementation. For example, implementation can be as simple as contacting CCAR to create a service relationship or as complex as consuming the open source repository, implementing the code on a hosted environment running Ruby on Rails 3.0 + Postgres, connecting an (MLS) data source via import or other means, modifying and deploying the marketing materials.

All documentation and training materials will be released in conjunction with the code release before July 15.

We encourage you to contact CCAR with any questions by phone (925/295-9201), email (alerts@ccartoday.com) or just post to our Facebook at [Facebook.com/ccartoday](https://www.facebook.com/ccartoday).