



RETS VISION:

RETS enables innovation by standardizing access and transfer of information through open standards

What is RETS? How to Get Started

RETS—the Real Estate Transaction Standard is a well-documented open standard for exchanging real estate transaction information. It began in 1999 as a collaborative effort between the National Association of REALTORS® (NAR) and a number of industry technology leaders who saw the potential for making it easier to access MLS information and move it from one place to another. RETS has come a long way since then, and many vendors and “data users” including brokers, agents, web developers and third party software providers have successfully implemented RETS-compliant solutions resulting in faster deployments, reduced operating expenses, higher profit margins and improved service levels. See who is RETS-compliant at www.retsinfo.com (Who’s Compliant?)

RETS is real and it is here to stay! What has helped make RETS so successful compared to previous efforts has been the consistent involvement by RETS leadership including NAR, Bruce Toback and many others. The “RETS Community” is very active and we would like to encourage you to get involved. To learn more and begin taking advantage of RETS, read on and start asking questions beginning with, **got RETS?**

For Everyone:

- Contact the people below with your questions to learn more
- Visit www.retsinfo.com or www.rets.org (for developers)
- Get involved — send a technical representative to the next RETS meeting in Las Vegas, December 9-10.

For Brokers/Agents:

- Ask your software providers if they are RETS-compliant. If not, direct them to www.rets.org/compliance and the contacts listed below to learn how to become RETS-compliant and start reaping the benefits
- Find out if your MLS offers a RETS-compliant server
- For an introduction to RETS, read the report “RETS — What you need to know” at www.retsinfo.com

For MLS/Association Leadership:

- Implement a RETS-compliant server to better service your members and “data users”
- Ask your vendor(s) if they are RETS-compliant. If not direct them to www.rets.org and the people below.
- Contact us to discuss your options for implementing and supporting your own RETS server and begin taking advantage of RETS in your market

For Software Developers /Solution Providers:

- Ask the MLSs in your current and target markets if they offer a RETS-compliant server
- Contact the people listed below with questions

For MLS System Vendors:

- Go to www.rets.org or www.retsinfo.com to find out who is already certified as RETS-compliant and much more
- Learn more about the active RETS developer community by signing up for a mailing list or workgroup list server or by attending the **next RETS meeting in Las Vegas December 9-10**

For RETS Information visit www.retsinfo.com or www.rets.org (for developers)

General questions
 Myron Adams - NAR
 (312) 329-8346
madams@realtors.org

Compliance / Technical questions
 Bruce Toback - OPT
 (602) 996-8601
btoback@optc.com

Integration/Development
 Steve Verba
 Avantia
 (216) 901-9366 x 224E
sverba@eavantia.com

MLS/Association, Brokers
 Kevin McQueen
 Focus Forward
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RETS Intro

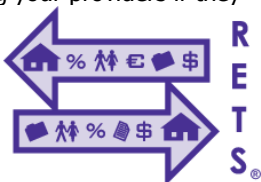
Benefits of Using RETS

- **RETS provides more choices** for products and solutions which access and transfer real estate information including MLS, public records, pictures and more
- **Access data in real time** when you need it — not just once a day
- **RETS is a well documented standard eliminating much of the guesswork, costs and ongoing support** compared with proprietary solutions
- **For Brokers and agents** who access multiple MLSs or maintain in-house databases, RETS provides a more consistent, cost-effective and recognized approach
- RETS is the best answer to the frequent question **"How do I get my data?"** since the standard provides a framework for addressing ongoing data / system changes resulting in fewer outages and lower ongoing maintenance costs for MLSs, Brokers, vendors and other software providers
- RETS **"meta data"** provides users with important information about the data including what fields are available
- **REALTOR.com®** Homestore has developed a new RETS-compliant solution for MLS data feeds. For those MLSs that choose to use it, the new interface will improve the reliability, accuracy and timeliness of data resulting in fewer problems and phone calls. With RETS, listing info can be updated on realtor.com® multiple times per day and additional features can be included.
- **Faster and more reliable implementations.** Set-up a new site or solution in much less time resulting in quicker time to market and increased opportunities
- System **conversions are smoother** and faster when RETS is available prior to cutover. This benefits the MLS, Brokers, vendors, third party software providers, web developers and many others who are working behind the scenes
- **RETS is proven, adopted by most MLS Vendors and is well positioned** to support improved solutions that address critical industry challenges. Opportunities exist to leverage RETS in the areas of IDX, VOWs, data licensing, improved data security, monitoring and enforcement

got RETS? Is it RETS-Compliant?

The first question, got RETS? is important because it indicates whether the MLS or software provider is using RETS. However, **to get the maximum benefits out of RETS, the solution should be RETS-compliant.** The RETS compliance and logo program is new in 2003. You can identify RETS-compliant software through the display of the RETS logo or by asking your providers if they are RETS-compliant.

Software that is RETS-compliant has passed a set of tests indicating that it should easily "talk" with other RETS-compliant



software. The following providers offer products that are RETS-compliant and there are many others who will be certified soon.

- **Center for REALTOR® Technology (CRT)**
- **Denver Metrolist Inc. (MLS)**
- **FBS Data Systems**
- **FNIS®**
- **Homestore.com® - Realtor.com**
- **Interealty™**
- **iPIX**
- **MarketLinx® Solutions**
- **Rapattoni Corporation**
- **Showingtime™**
- **WyldFyre™**

Stop by the NAR booth in San Francisco, November 7-10 and look for the RETS banner to talk with us about how you can benefit from RETS. Visit any of the RETS-compliant software providers to learn more.

To receive general updates and announcements, sign-up for the RETS announce mailing list at www.retsinfo.com. Follow the links for Mailing Lists and RETS-ANNOUNCE list to register.

For more information, contact Kevin McQueen at Kevin@kevinmcqueen.com or (248) 374-1045