UPSTREAM™

DEFINITION

Upstream is a database of all kinds of real estate-related data (not just "listing" data) that allows single entry into one place and enables brokers full control of distribution of all data (to the MLS, to external destinations and to applications inside the firm).

PARTIAL LIST OF BROKER/AGENT BENEFITS

Single Entry of Data

A major industry CEO recently reported his firm's research showed the core data associated with a property is entered a total of 82 times from listing to closing. Upstream will move us toward a future where that data is entered just once (in Upstream), and everywhere else it goes/appears, it came from Upstream. This saves us wasted time, effort and labor, and helps ensure accuracy as every entity and application that requires this data receives it directly from Upstream, including every update/change. Upstream would populate each MLS (conforming to data standards and business rules to be compliant), would populate each external use of data (such as listing advertising portals and other public-facing applications) as well as in-house uses, such as marketing platforms, human resources and accounting software, company Intranet, etc.

Storage of the "Full Spectrum" of Data

MLSs only store and manage listing content, which is only part of the spectrum of data your company handles. Participating Upstream firms will enter all kinds of other information, from customer data to agent rosters, to vendor information to historical data on properties and many other categories that are not currently part of MLS and never will be. Any data generally entered more than once is especially appropriate to enter into Upstream, but this database can be each broker's single point of data entry, and every use of data can be fed by accurate, up-to-date data from Upstream.

Standardized Data Format

Hardly any two MLSs in the world use the same "data dictionary," format and rules for data. This adds significant cost to brokers, as we pay to have data cleaned up and standardized before we and our vendors can make it work. Upstream will have us entering our data according to the current Real Estate Standards Organization (RESO) data dictionary and standards, and will give us all a format where further standards can be established for our industry. This will allow real estate firms and their vendors to focus money and efforts on service and innovation, and not waste it standardizing the incompatible data we get through MLSs today.

Control of Data Distribution

Business decisions about who sees/uses/distributes broker data today are too often made by vendors and industry institutions under the current format. Upstream will allow each participating real estate firm to decide what data goes where and under what terms it is distributed. Brokers will not have to ask for their data back from an MLS, but will have direct access to it from Upstream, with the ability to grant permission for any recipient/user and the power to prohibit use/viewing of data by any potential recipient/user. Upstream will not have the ability to send or display data anywhere. Each broker has full and sole control over his/her data. No other Upstream participant will be able to see/use/distribute any other Upstream broker's data, either.

Secure, Redundant Off-Site Storage

Brokers have tremendous responsibility and liability for stewardship of data. Using Upstream as a firm's database gives firms of all sizes a secure, redundant off-site/cloud storage platform to help protect it better than on-site storage that would be more vulnerable to hacking, physical theft and natural disaster.
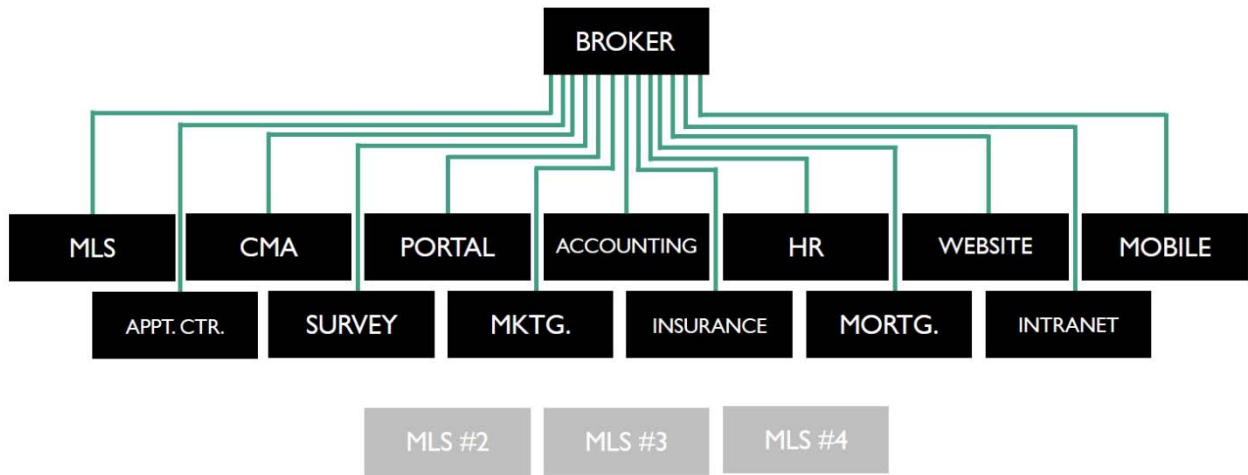
Control of Ownership

Brokers will have a better platform for securing their firm's copyright ownership through Upstream, as well as better ability to negotiate appropriate licensing and terms of use for their data.

Leverage and Opportunities

While each broker controls the use of his/her data within Upstream, having this much important data in one format under one roof may facilitate opportunities for brokers to monetize their own data, with each broker deciding for himself/herself whether to participate or not. With our current system of data spread out over 700+ MLSs and hundreds of vendors and thousands of databases, we are unable to enjoy such potential opportunities.

DATA ENTRY TODAY

BROKER

MLS | CMA | PORTAL | ACCOUNTING | HR | WEBSITE | MOBILE

APPT. CTR. | SURVEY | MKTG. | INSURANCE | MORTG. | INTRANET

MLS #2 | MLS #3 | MLS #4

DATA ENTRY WITH UPSTREAM

BROKER

MLS | CMA | PORTAL | ACCOUNTING | HR | WEBSITE | MOBILE

APPT. CTR. | SURVEY | MKTG. | INSURANCE | MORTG. | INTRANET