



RPR®

REALTORS
PROPERTY
RESOURCE

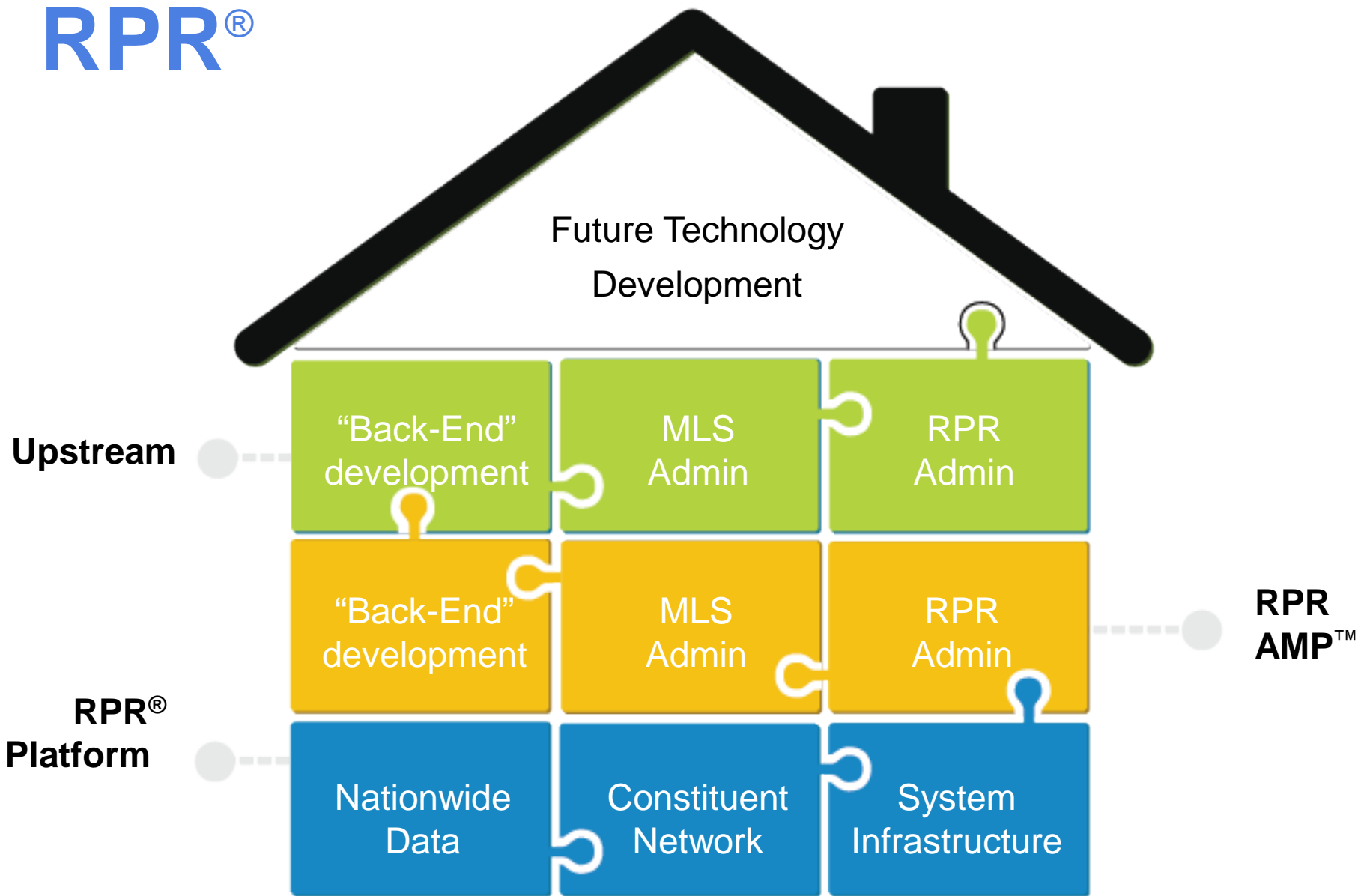
TECHNOLOGY • ANALYTICS • INNOVATION

RPR Update

September 25, 2015



RPR® | TECHNOLOGY • ANALYTICS • INNOVATION



Definitions

- RPR Platform
 - Nationwide parcel-centric database-REALTOR® member benefit
- Advanced Multi-List Platform™ (AMP™)
 - Back-end technology database to power MLS services
- Upstream
 - A single point of listing entry, management, and distribution for brokerages-powered by the RPR Platform

RPR® Platform

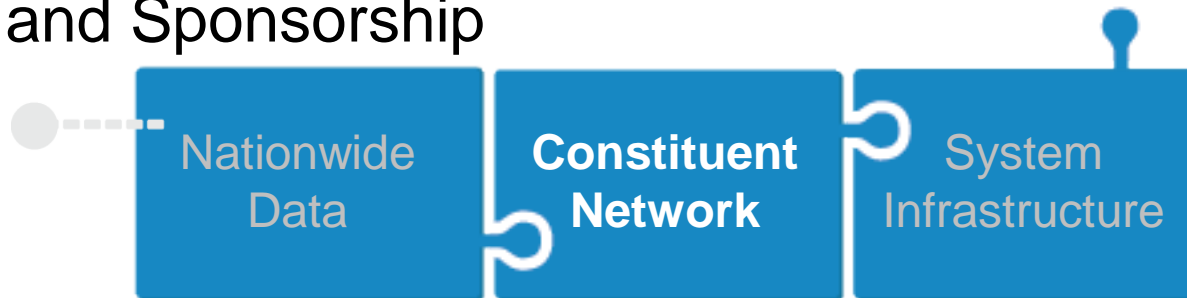
- Public Records
- Tax and Assessments
- Distressed Properties
- Demographics
- Mortgage/Liens
- Realtor Valuation Model® (RVM®)
- Schools
- Heat-maps
- Walkability Scores
- Census Data
- Neighborhood Data
- Consumer Tapestry and Spending Data



RPR® Platform

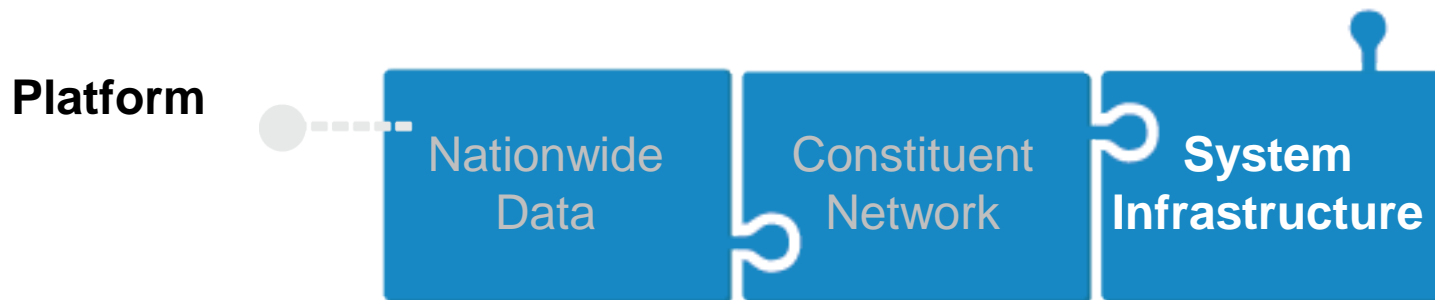
- MLS Market Partners
 - Broker Tool Sets and Franchisor Support
 - Nationwide Contract Trainers
 - Media/Marketing Relationships
 - Association Partnerships
 - Event and Sponsorship
- Support
 - Legislative Resources
 - Commercial MLS/CIE Partners

RPR®
Platform



RPR® Platform

- Roles/Rules Based Permissions
- MLS Support and Data Aggregation
- Deep Linking/Single Sign-on
- RPR View™ MLS Sharing Permissions
- Fully Integrated Salesforce Solution
- RPR Call Center-U.S. Based-24/7/365



RPR Assets

166

Million
Parcels



392

Million
Photos



130

Million
Tax Records



162

Million
Deeds



132

Million
Mortgages



17

Million
Default
Records



8.2

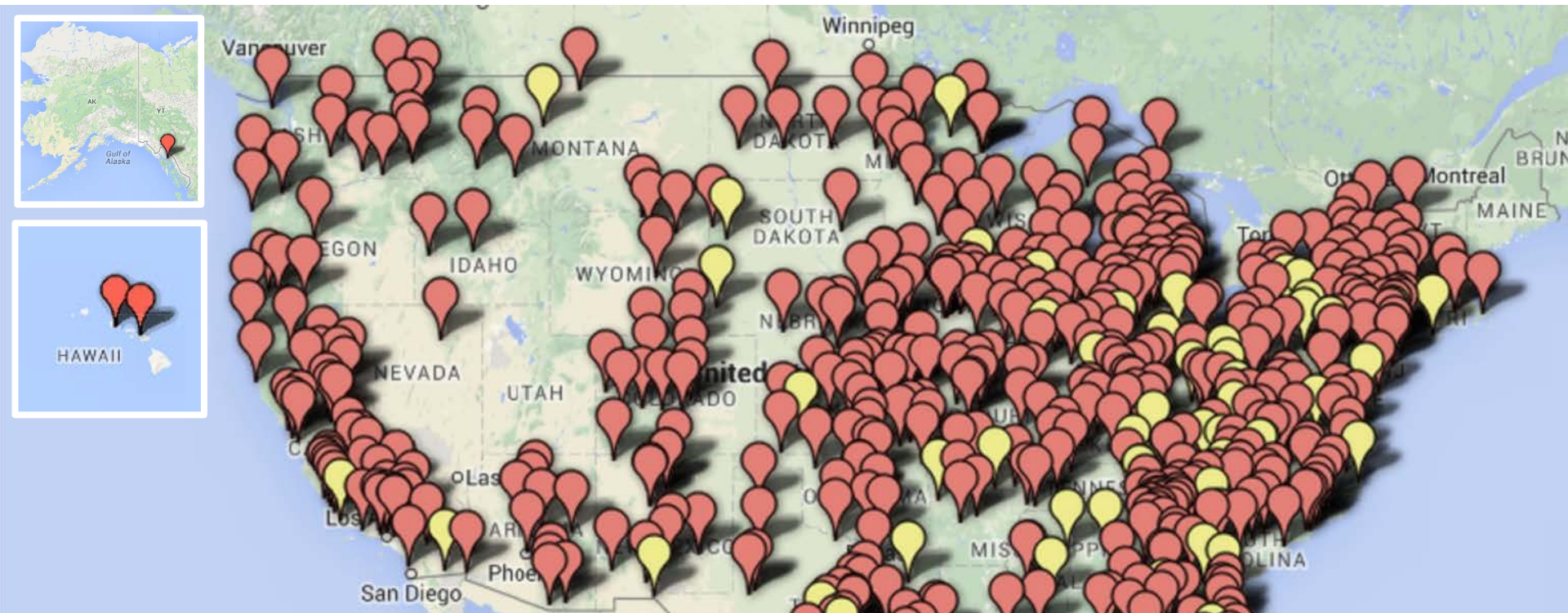
Billion
Valuations

RPR Scale

- **270 Terabytes**
Property data and images
- **2.5 Million**
Average daily changes to the property database
- **1000+**
Fields of supported MLS data
- **99% Coverage**
US population property characteristics



RPR Market Partners (9/1/15)



645

Licensed Partners with Integrated MLS

940,437

REALTORS® represented



RPR AMP/Upstream

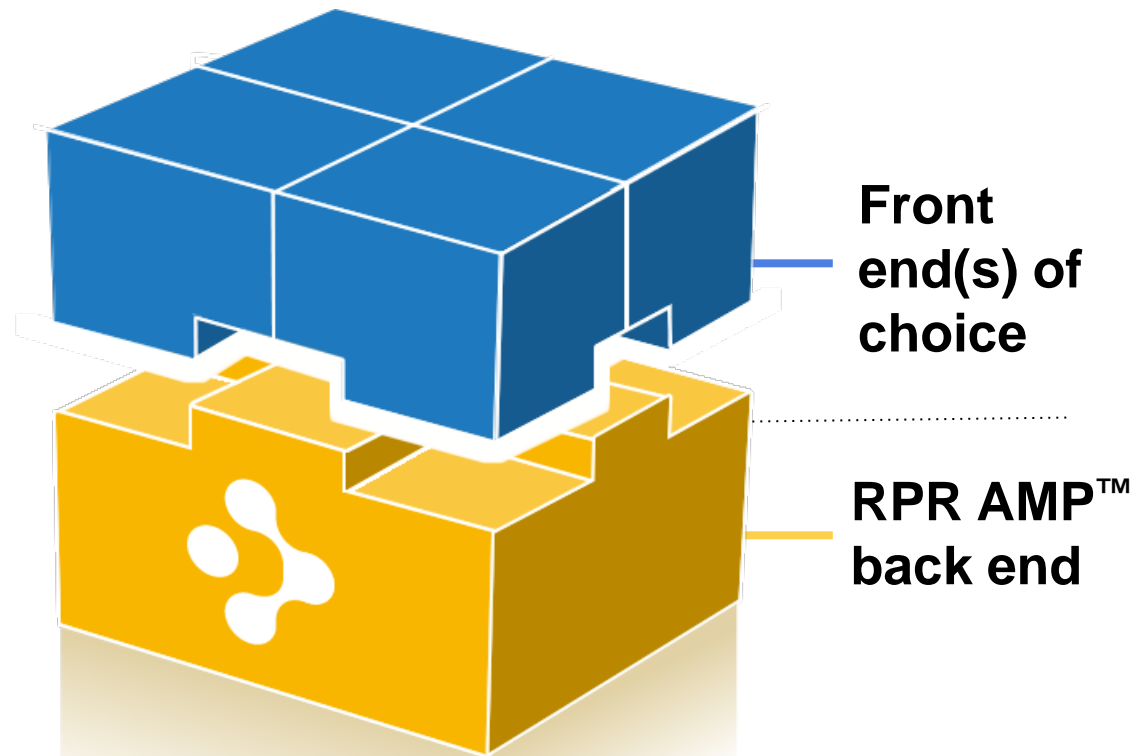
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RPR AMP™ | A Modern MLS Platform

RPR Advanced Multi-list Platform™ (AMP™)

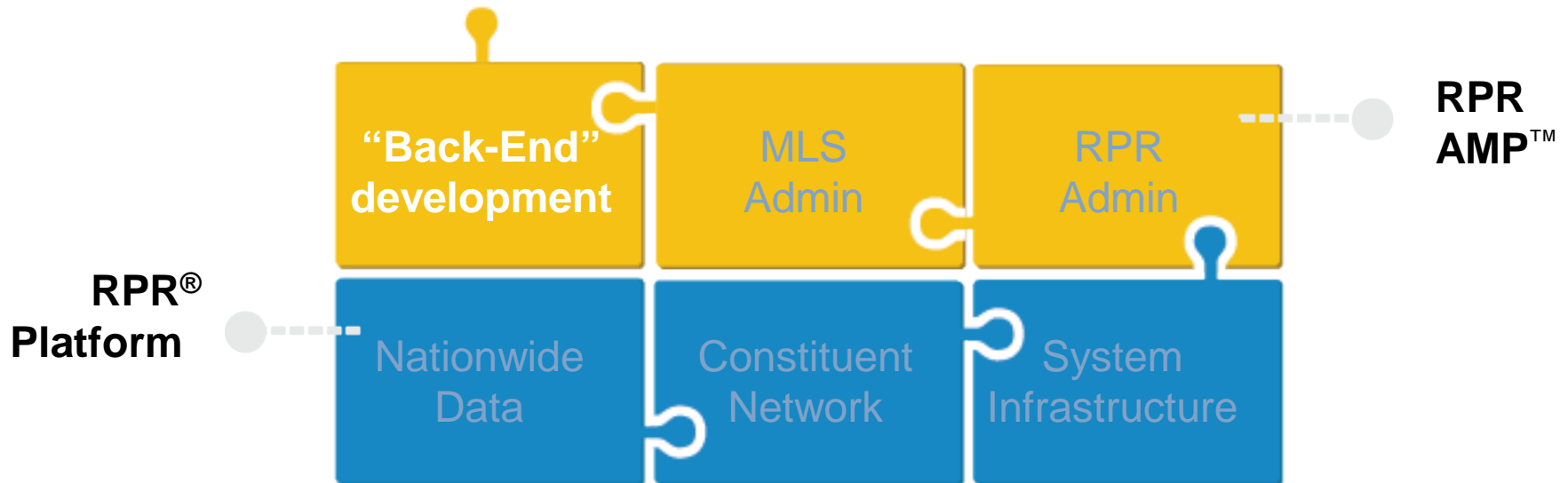
Provides MLSs with the power of RPR's nationwide parcel-centric database, combined with the flexibility to provide front end applications.



RPR AMP™

Built on RPR® Platform

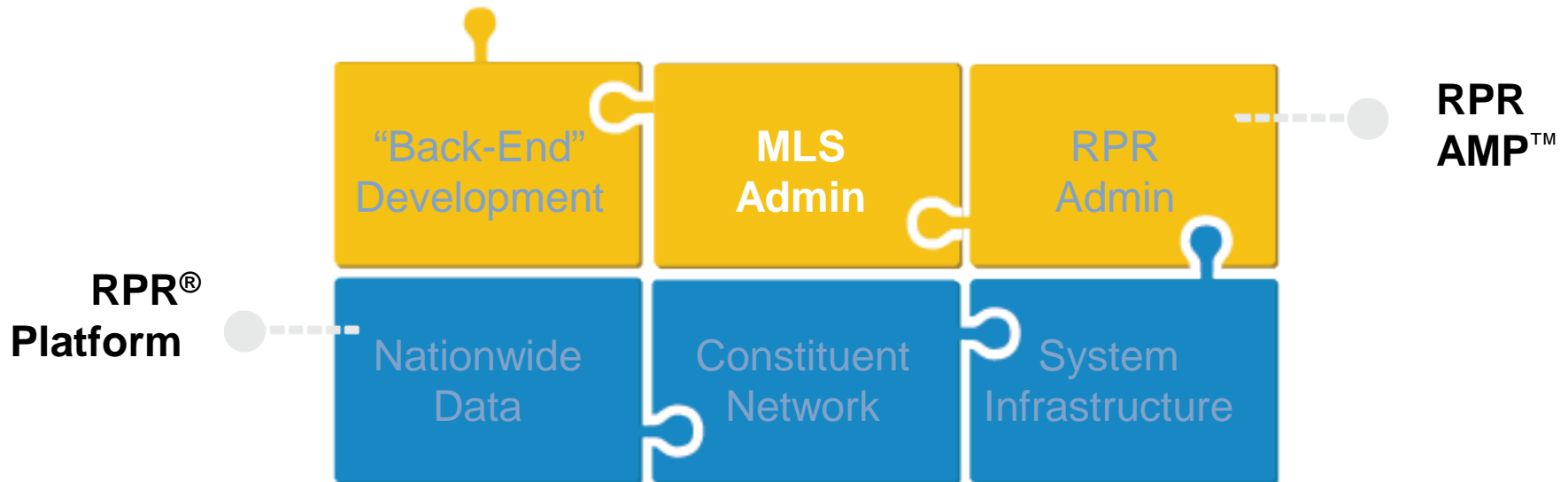
- Software Development Kit
- Add/Manage Properties
- Membership/User Profiles
- Listings
- Photos
- Search
- Agents and Offices



RPR AMP™

Built on RPR® Platform

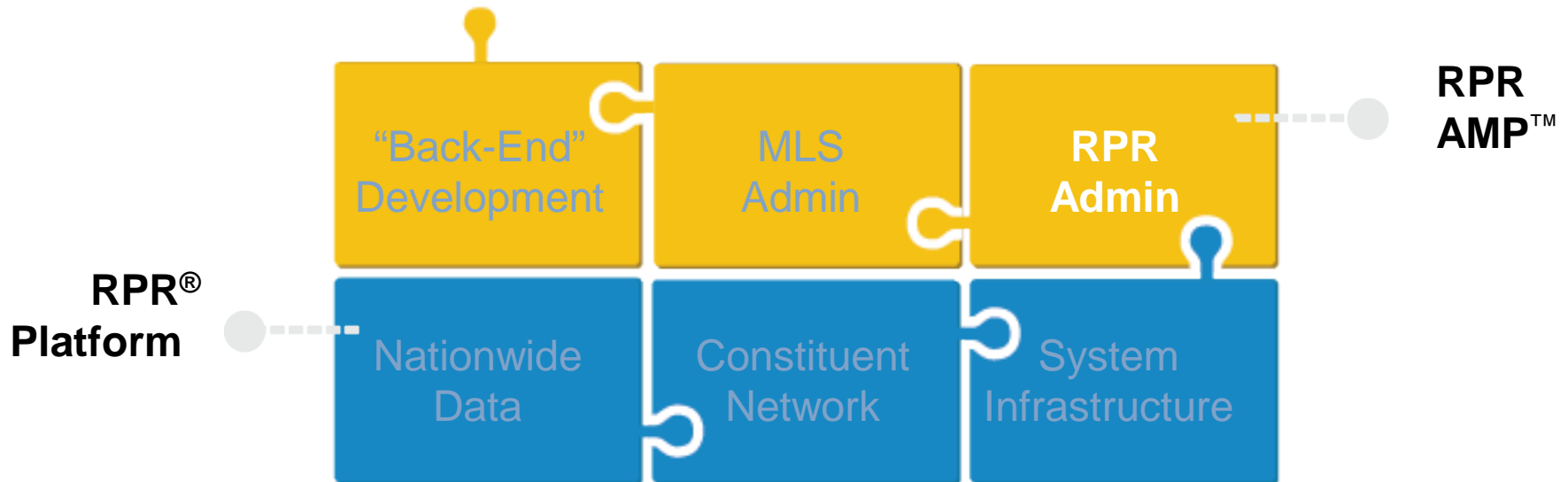
- Manage Data Subscribers
- Manage Staff Users
- Manage Properties
- Reporting
- MLS Rules
- Compliance Standards



RPR AMP™

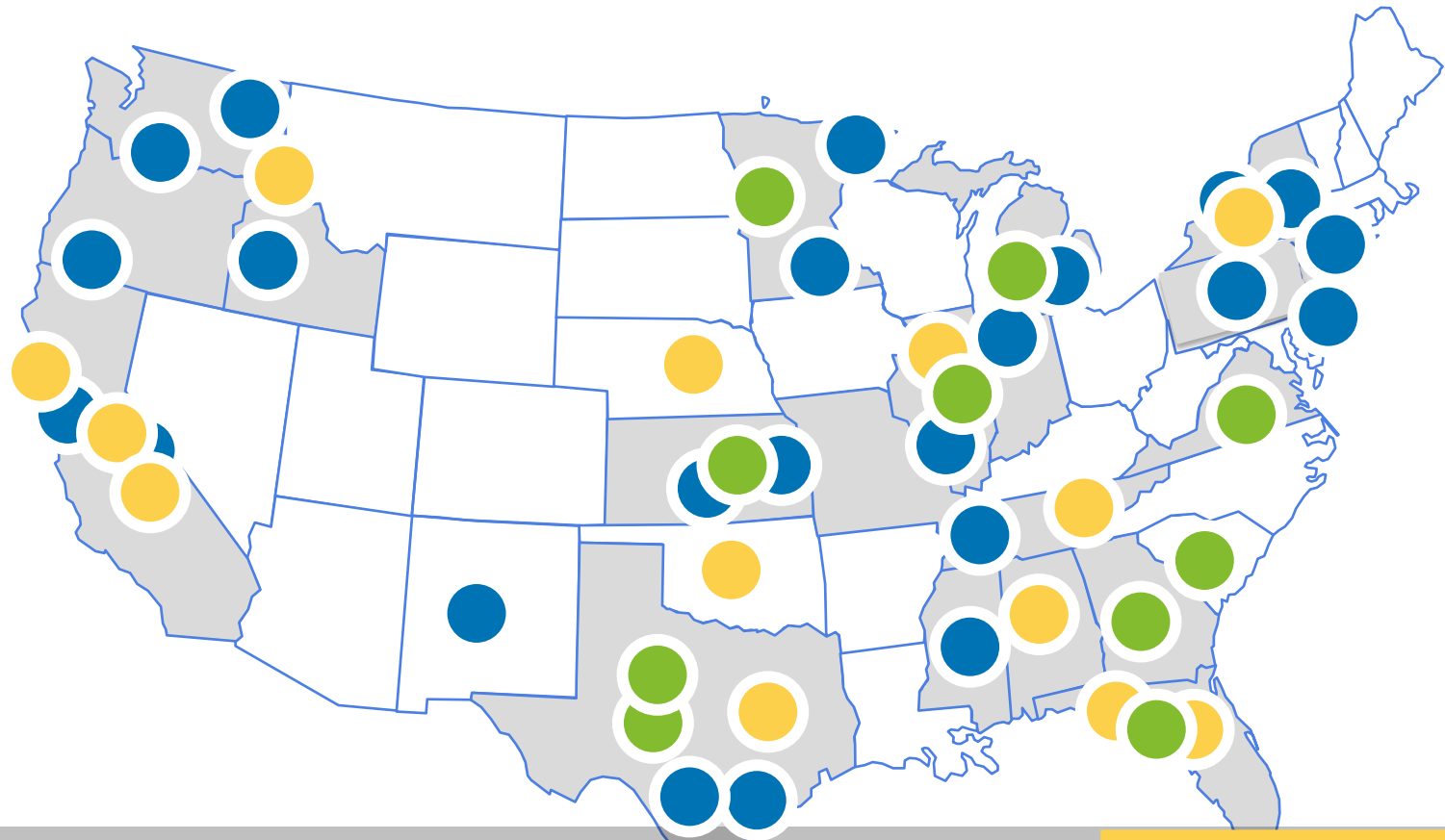
Built on RPR® Platform

- Org Set-Up
- Contract Management
- Data Subscriber
- Entitlements
- Conversions



RPR AMP™

46 Partner Markets



Under RFP



Under NDA



Pending Discussion

123,994
REALTORS®

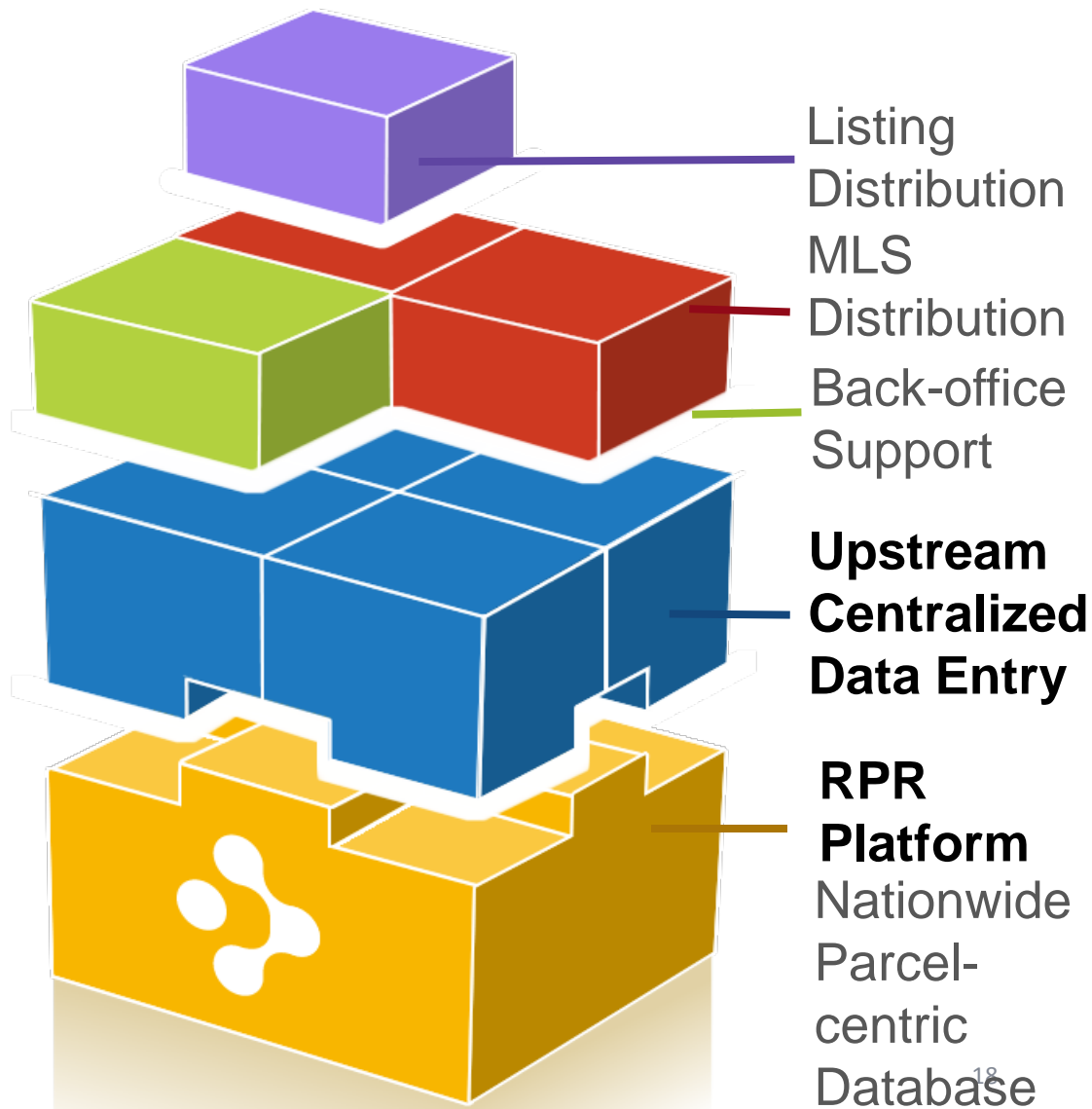
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Upstream | Platform for Innovation

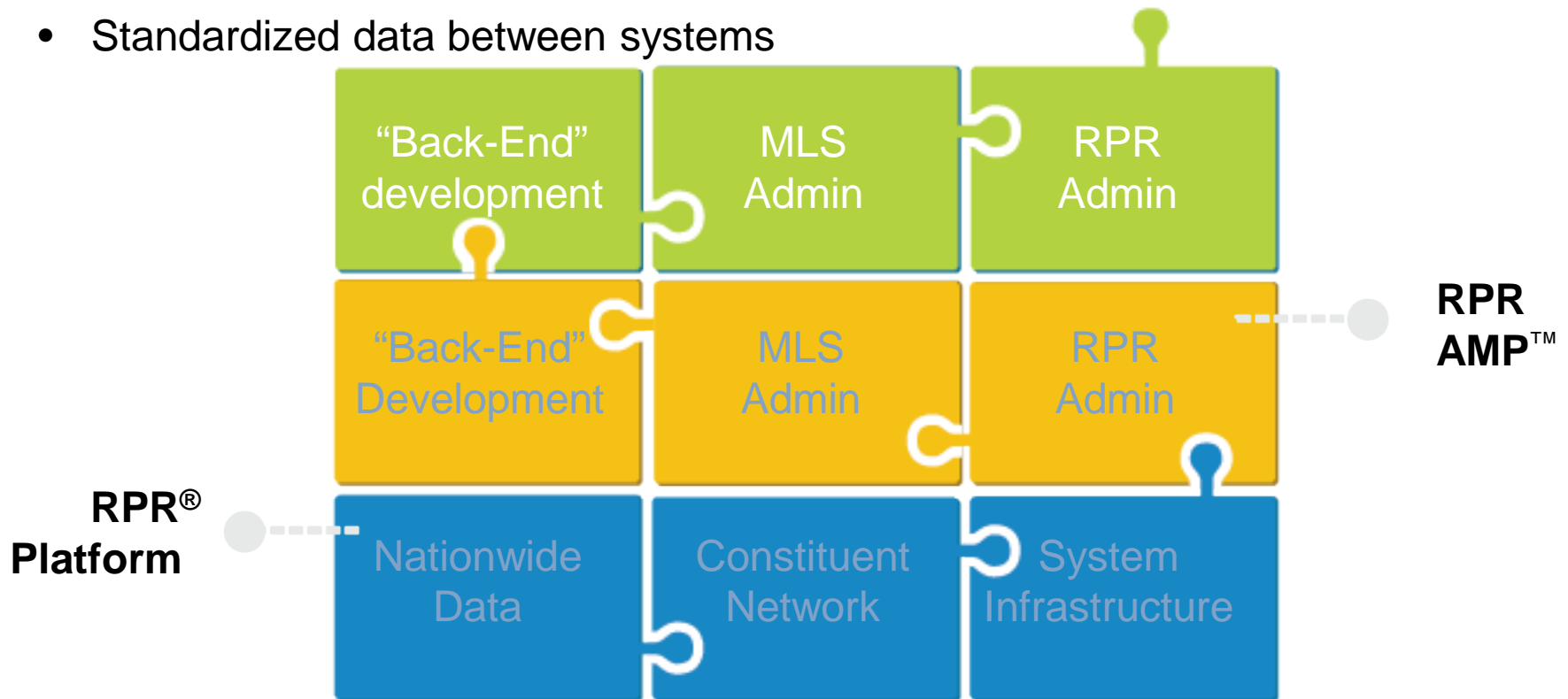
- RPR AMP™ is the back-end repository that houses the data and contains the Brokers' rules about how it can be accessed, utilized, and distributed
- Upstream commoditizes the AMP™ back-end to achieve efficiencies and cost savings via a common national technology and data platform

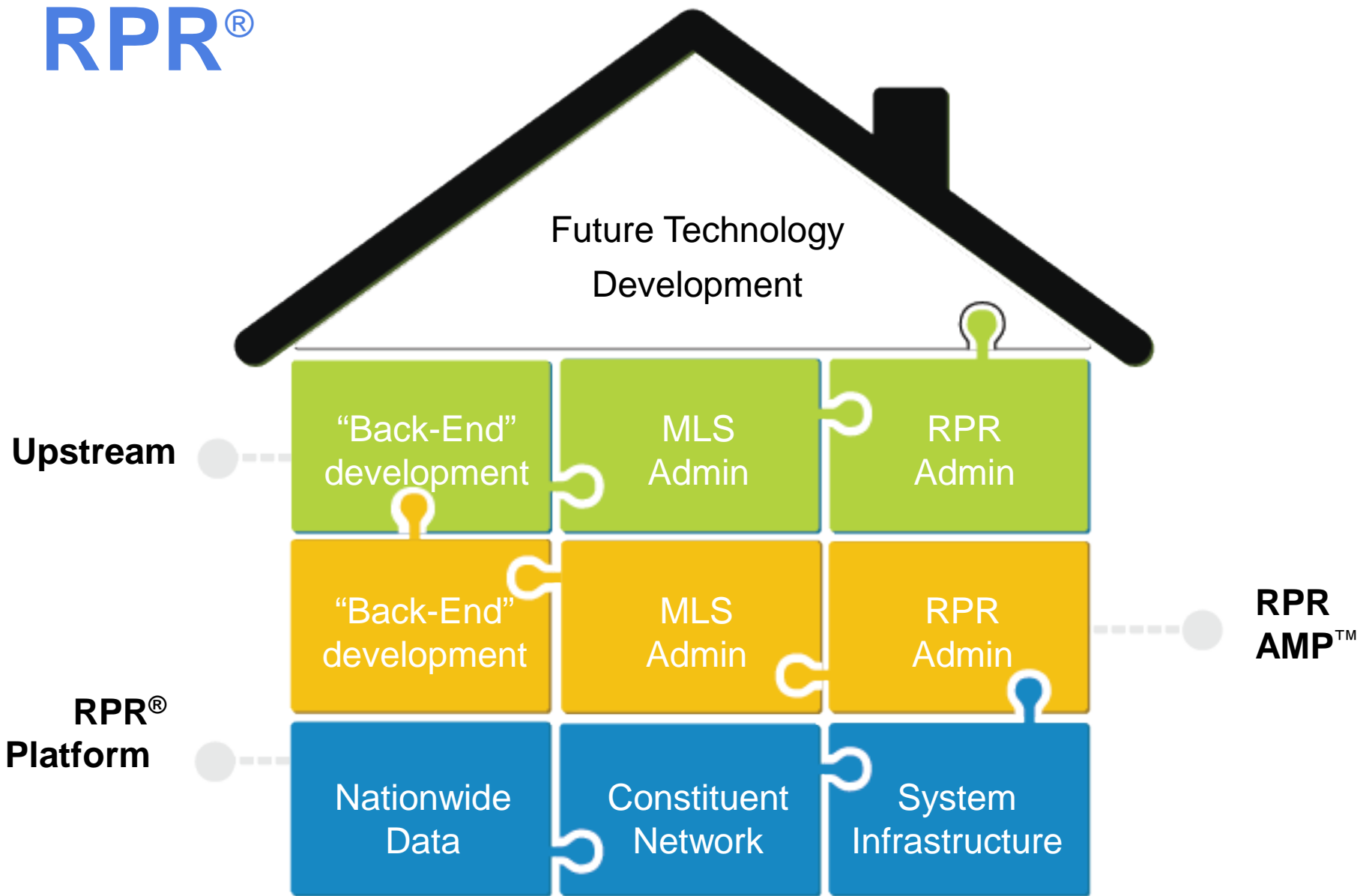


Upstream

Built on AMP™ and RPR® Platform

- Centralized data entry and collection
- Organized flow of real estate information
- Rules-based engine
- Standardized data between systems
- Support of individual brokerage requirements
- Increased data security





Participating Upstream Brokers and Franchises

- Baird & Warner
- Berkshire Hathaway Home Services Affiliates
- Better Homes and Gardens
- Century 21 Clemens & Sons Realty, Inc.
- Coldwell Banker
- Crye-Leike Real Estate
- HomeServices of America
- Keller Williams International
- Latter and Blum-ERA
- Leading Real Estate Companies of the World
- Long & Foster
- Northwood Realty
- NRT
- Pacific Union
- Private Label Realty / Tenura Holdings
- RE/MAX International
- Real Estate One
- Realogy
- Realty Executives
- Shorewest, Realtors
- Sotheby's International
- The Realty Alliance
- William Raveis Real Estate



Brokers

- BHHS
- The Realty Alliance
- Keller Williams
- RE/MAX
- Leading RE
- Realogy



NAR

- Industry Leadership
 - Communication, Education and Training Programs
 - Real Estate Standards



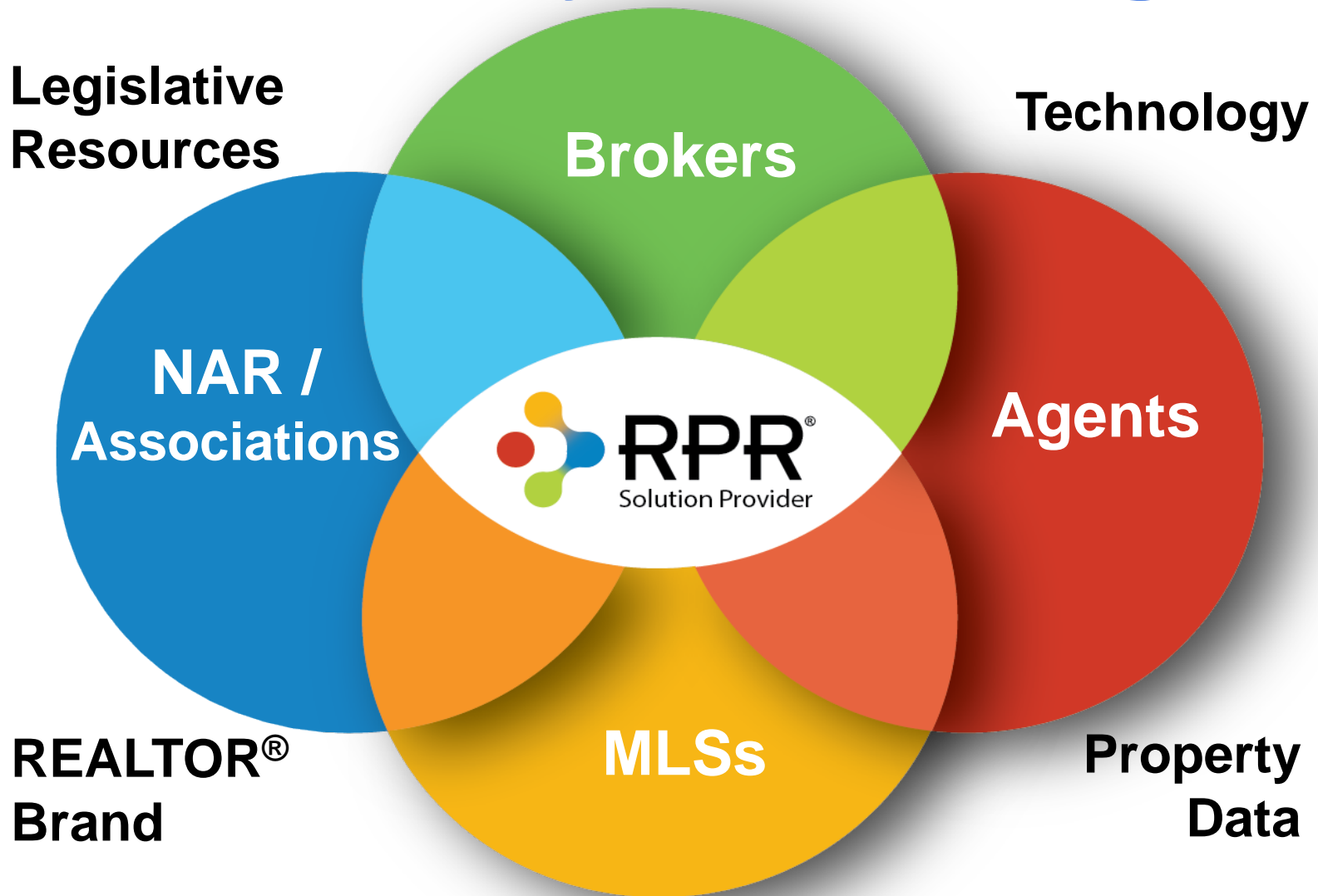
UPSTREAM



RPR[®]

- National Platform
- Project AMP
- Servicing and support organization

RPR Industry Positioning





Thank You