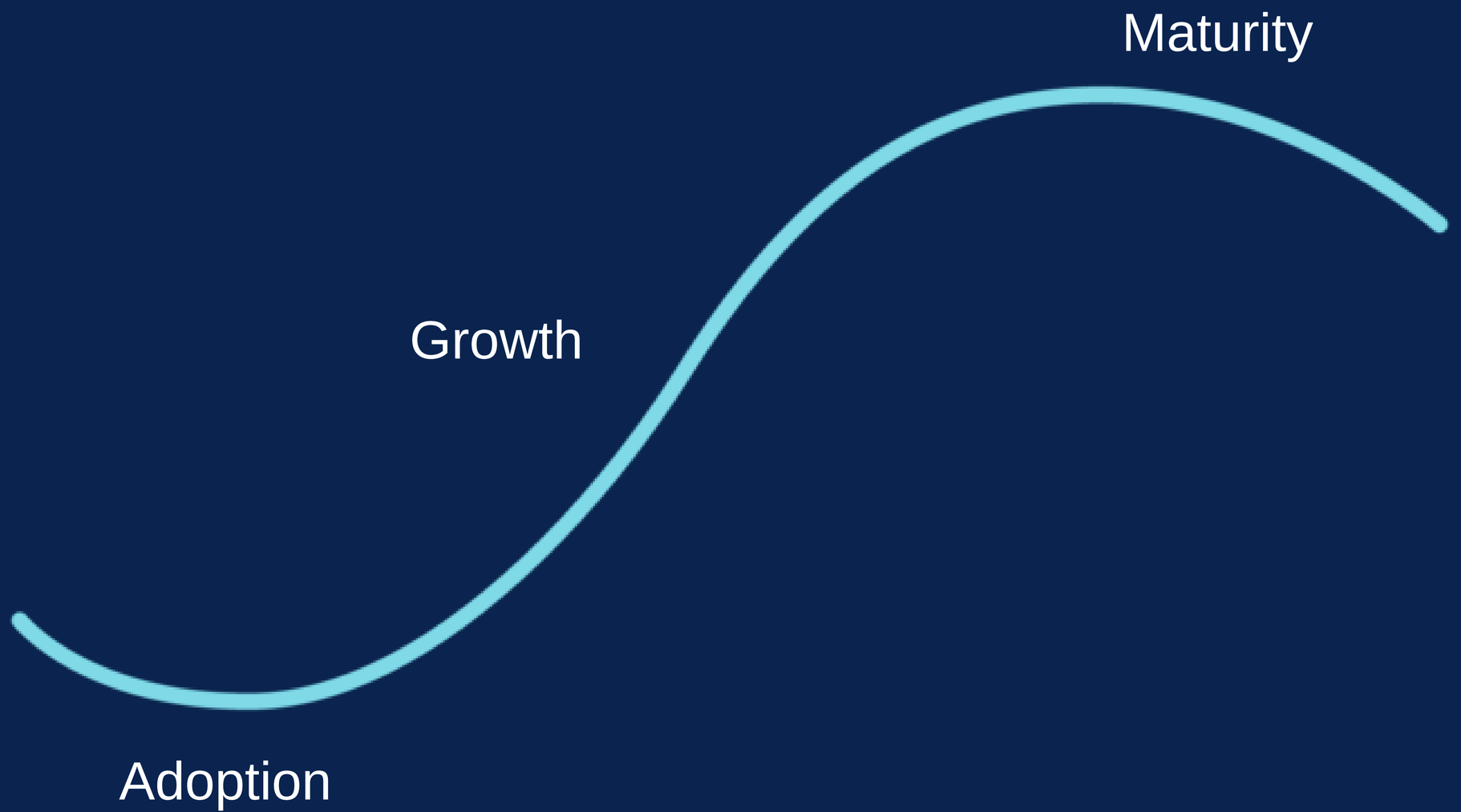
The Future of MLS

Greg Robertson
Co-founder
W+R Studios
Makers of the Cloud Agent Suite

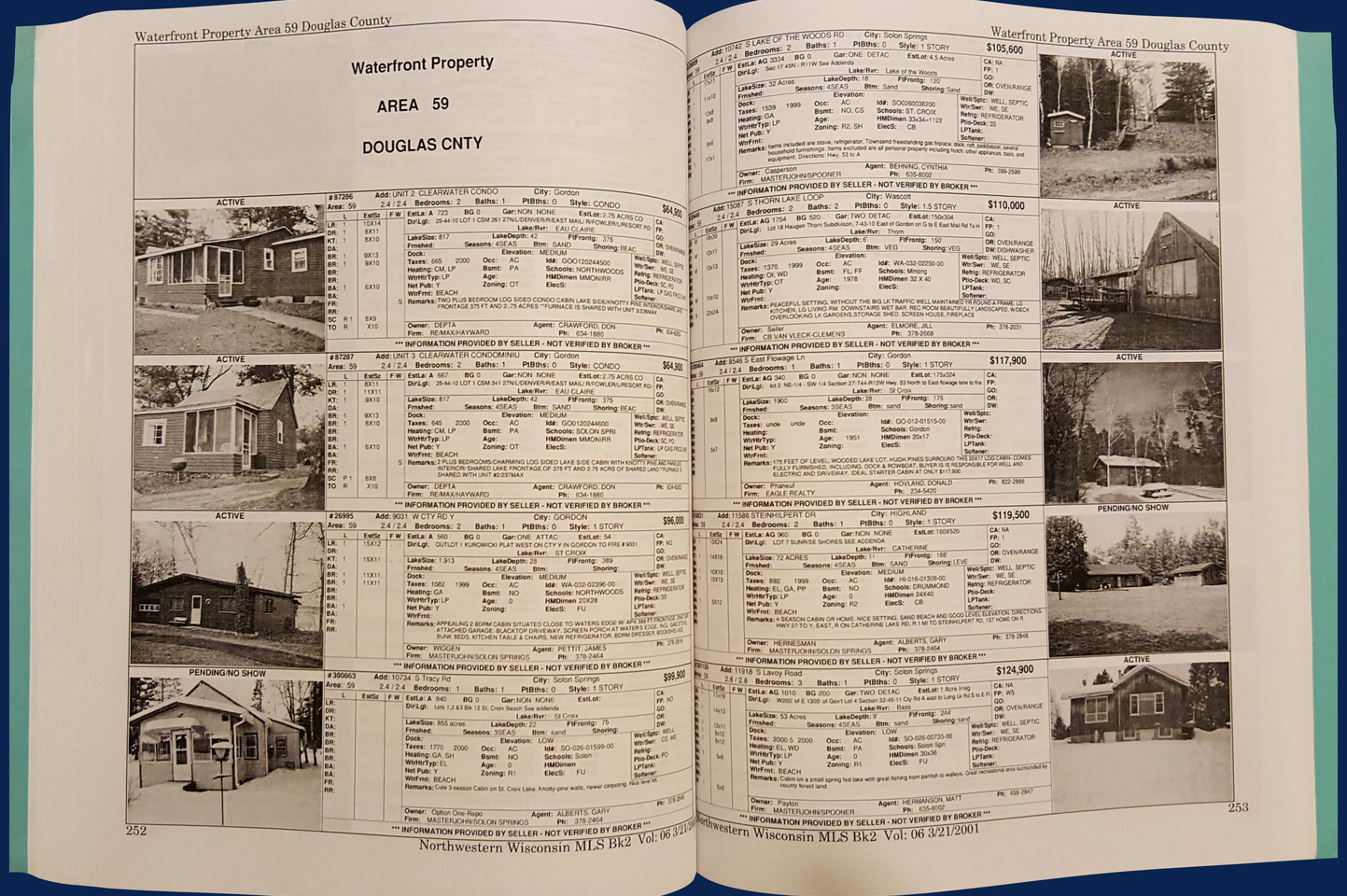
The Future of MLS

Choice

S Curves


Maturity
Growth
Adoption

MLS Book


Waterfront Property Area 59 Douglas County

Waterfront Property

AREA 59

DOUGLAS CNTY

Waterfront Property Area 59 Douglas County

252

Northwestern Wisconsin MLS Bk2 Vol: 06 3/21/2001

253

Northwestern Wisconsin MLS Bk2 Vol: 06 3/21/2001

PROS

- Portable
- Includes photos
- Easy to use
- Doesn’t require batteries

CONS

- Paper
- Data up to week old
- Low resolution photos
- Only B&W (single)photos

Terminal

Late 80s - Early 90s

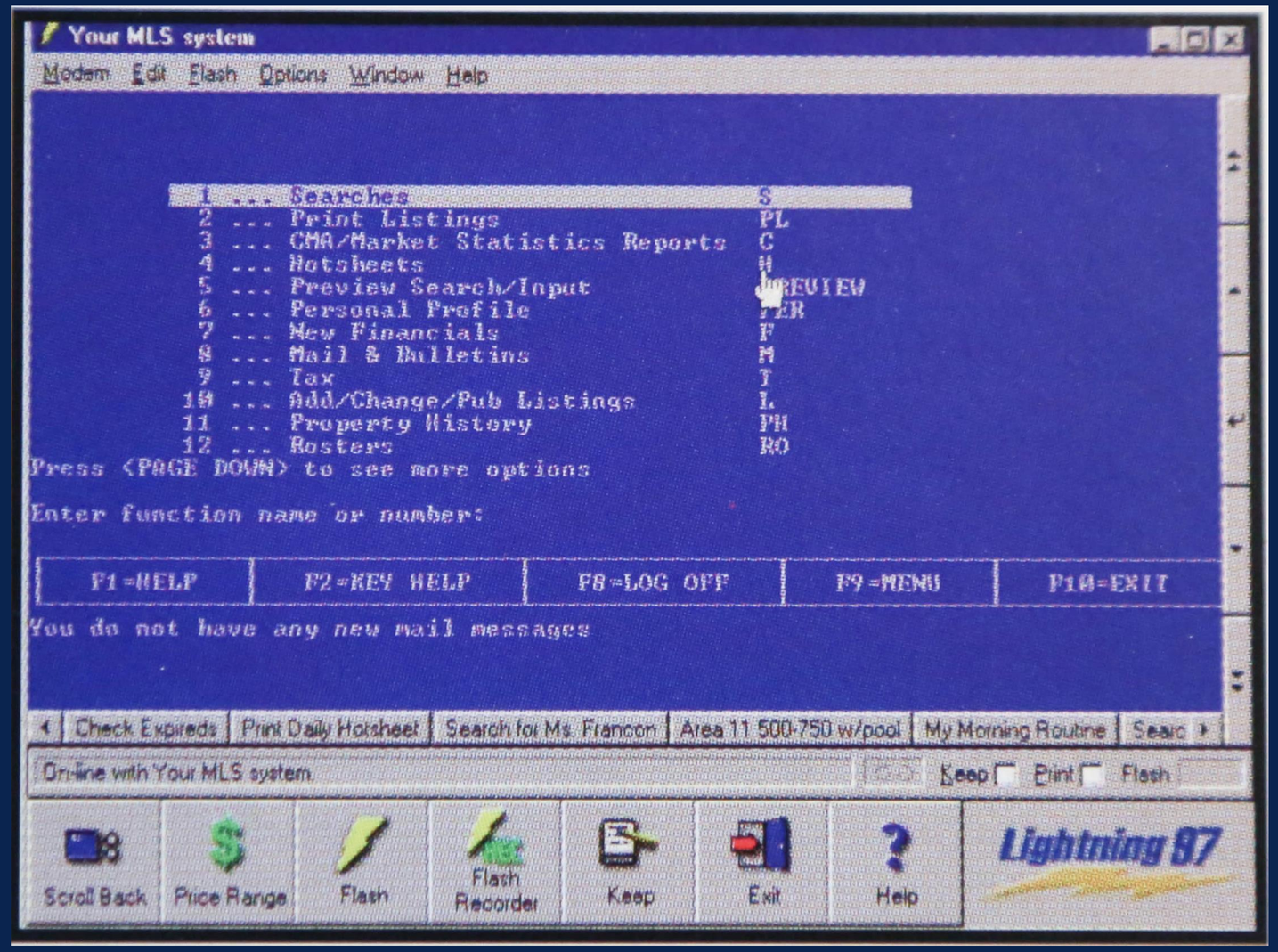
PROS

- Digital
- Faster data updates

CONS

- Dumb terminal (not PC)
- Slow connection speeds
- Training required
- Expensive hardware

Terminal Emulator via PC



Early 1990s- Early 2000

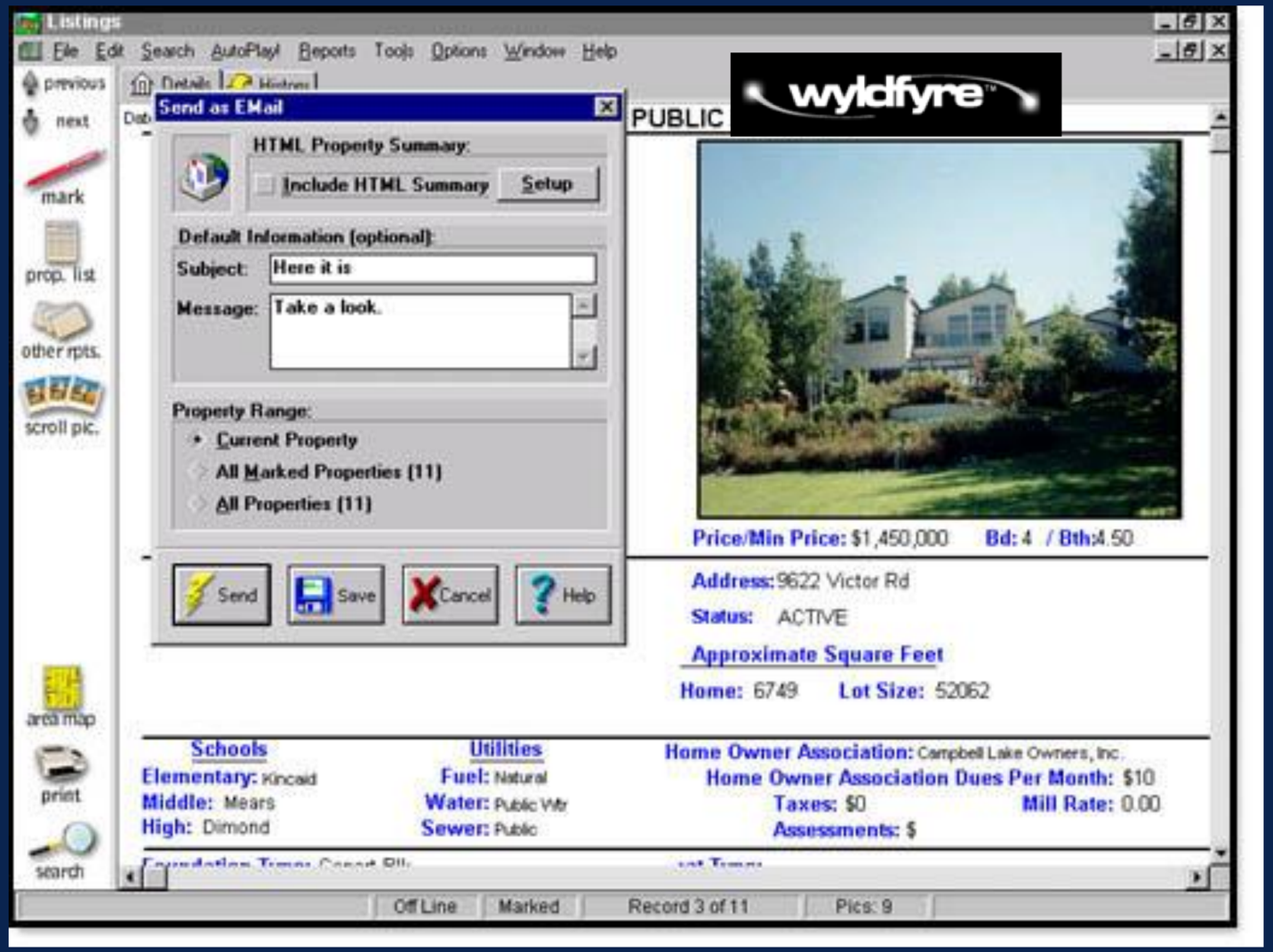
PROS

- Access on most PCs with modem - no direct connection to terminal required

CONS

- Slow connection speeds
- Training required
- Expensive hardware
- Required installation of software

PC with Distributed Database



Mid 1990s- Mid 2000s

PROS

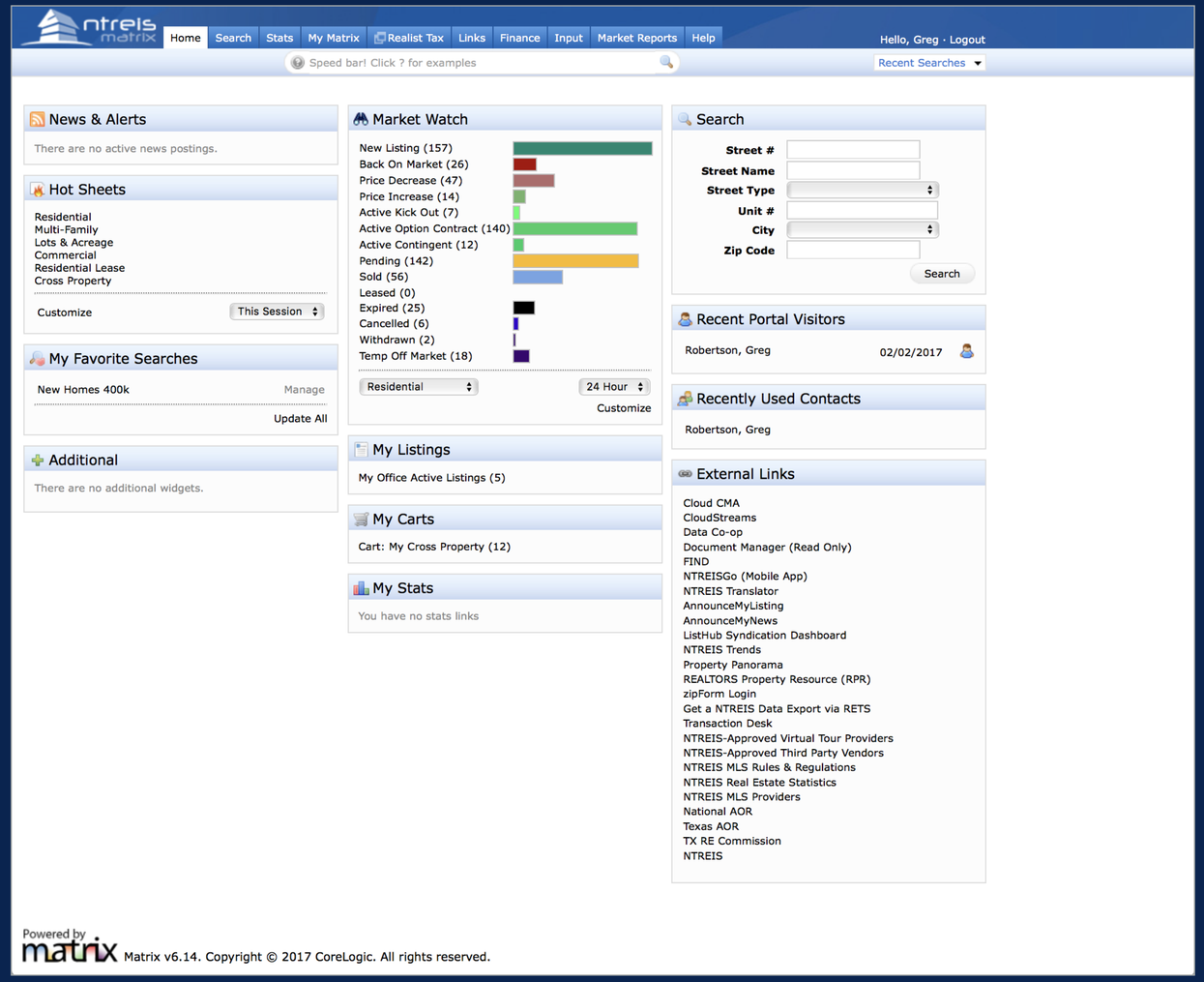
- Access on most PCs with modem
- GUI interface
- Offline access to data

CONS

- Training required
- Data could be days old.
- Database needed to be synced
- Required installation of software

Today

Web-based MLS system



Early 2000s - Present

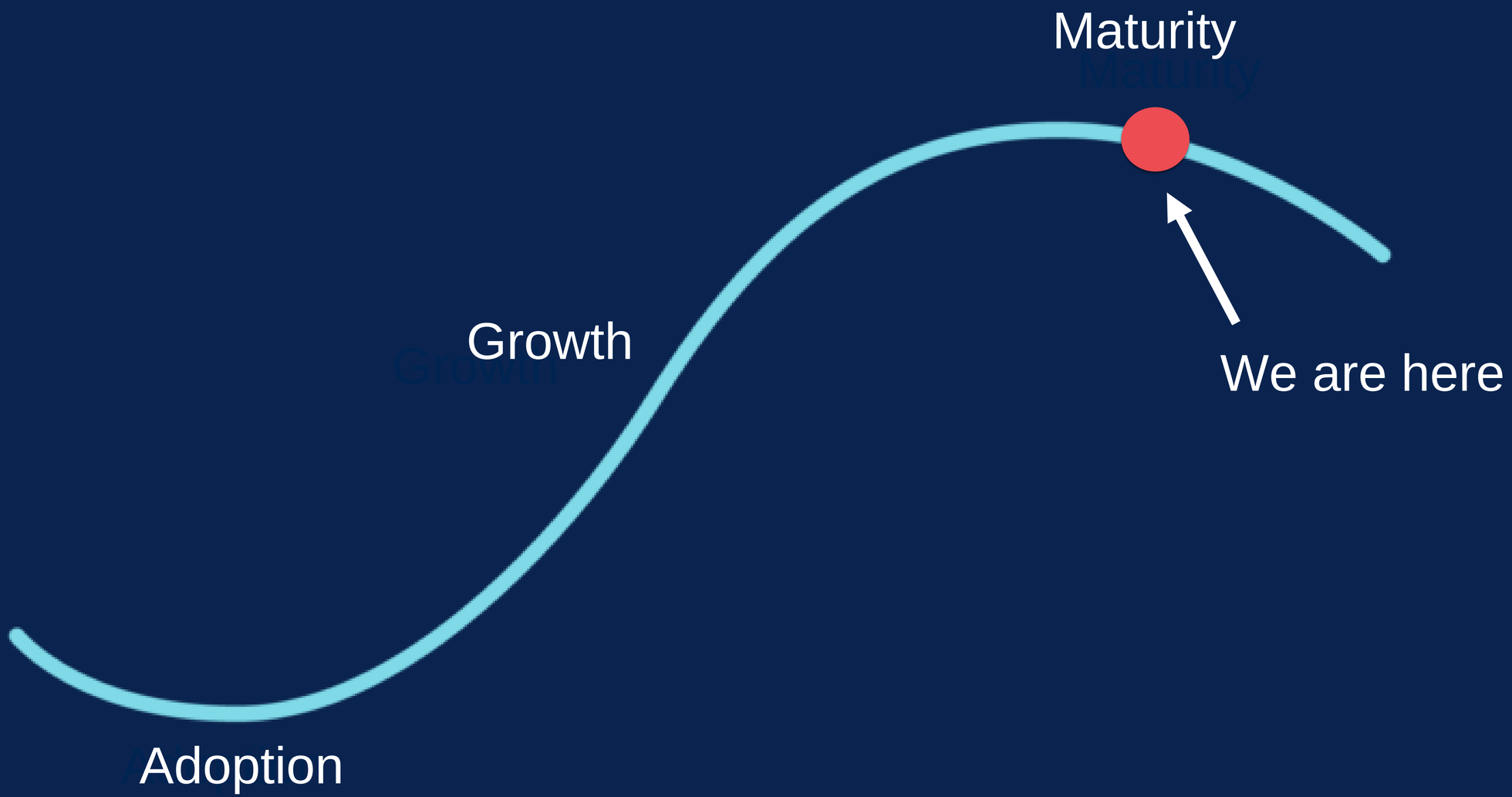
PROS

- Access on most PCs
- GUI interface
- Data is always fresh
- No need to install software

CONS

- Training required
- Required broadband access
- Not designed for mobile devices

Web-based MLS Systems



What’s Next?

Front End of Choice

Outlook

Apple Mail

Gmail

Why?

- Brokers/Agents want better tools

Broker/Agents want less training

Brokers/Agents want their tools to work together

Front End of Choice

Front End of Choice Solutions

- Cloud MLX
- MLS-Touch
- Homesnap Pro
- Remine
- RPR
- CRMLS App

- Search The MLS Like you Think

Make your MLS Smarter

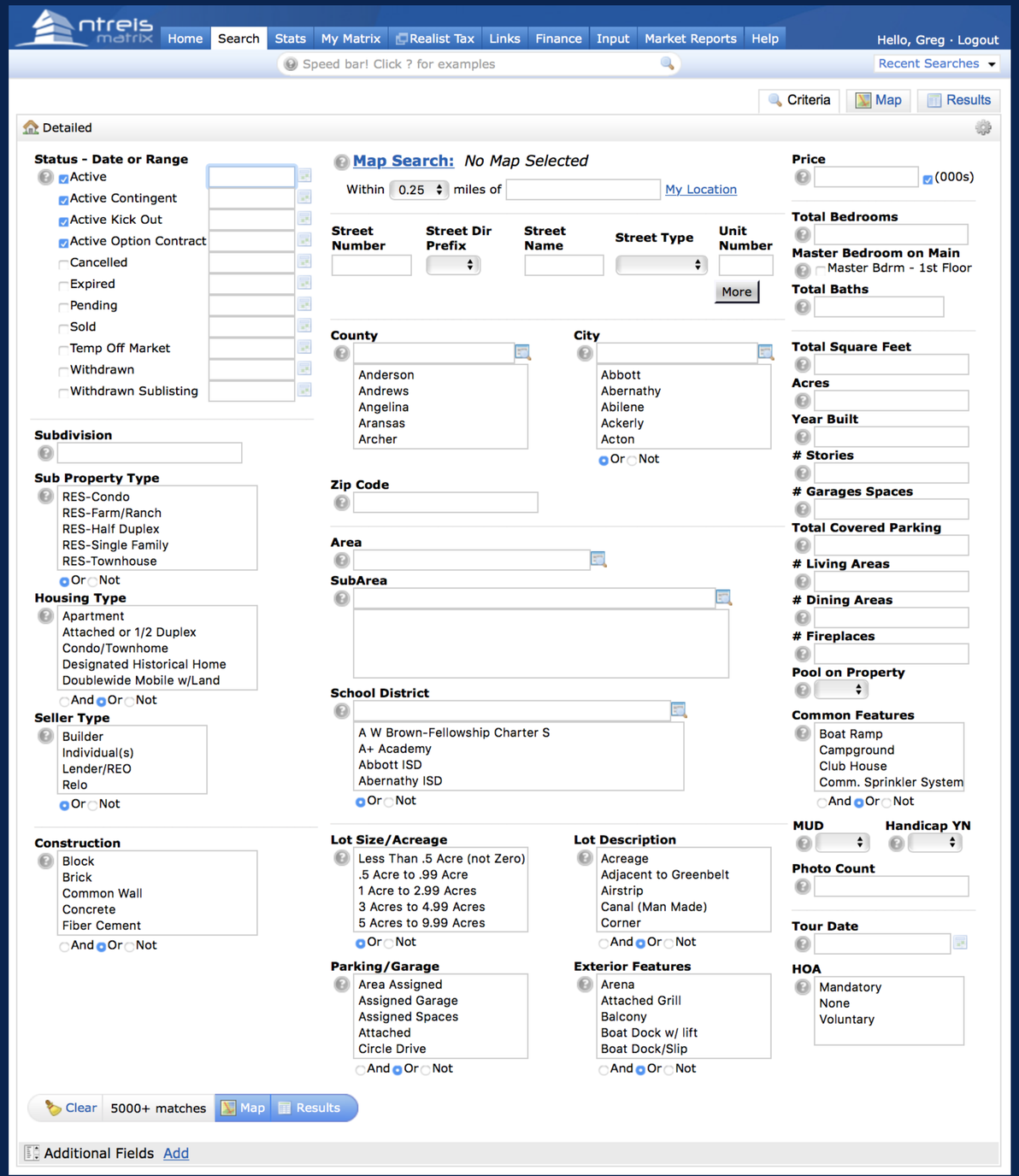
Work Better Together

How do you build a better MLS system?

How would RESTART the MLS?

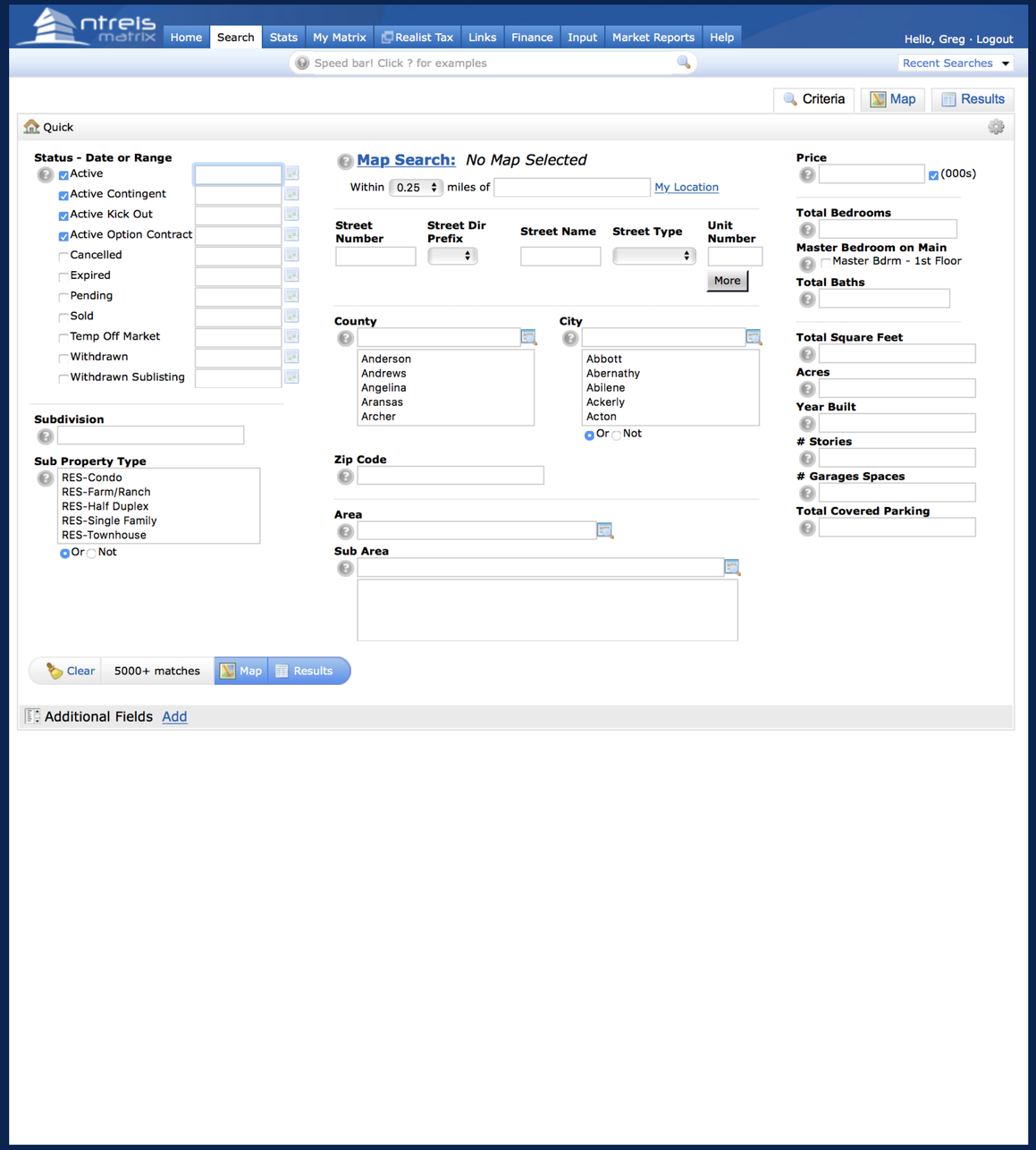
"Detailed"

Search



- 32 separate fields
- 38 separate check boxes and radial buttons
- 18 separate drop-down menus

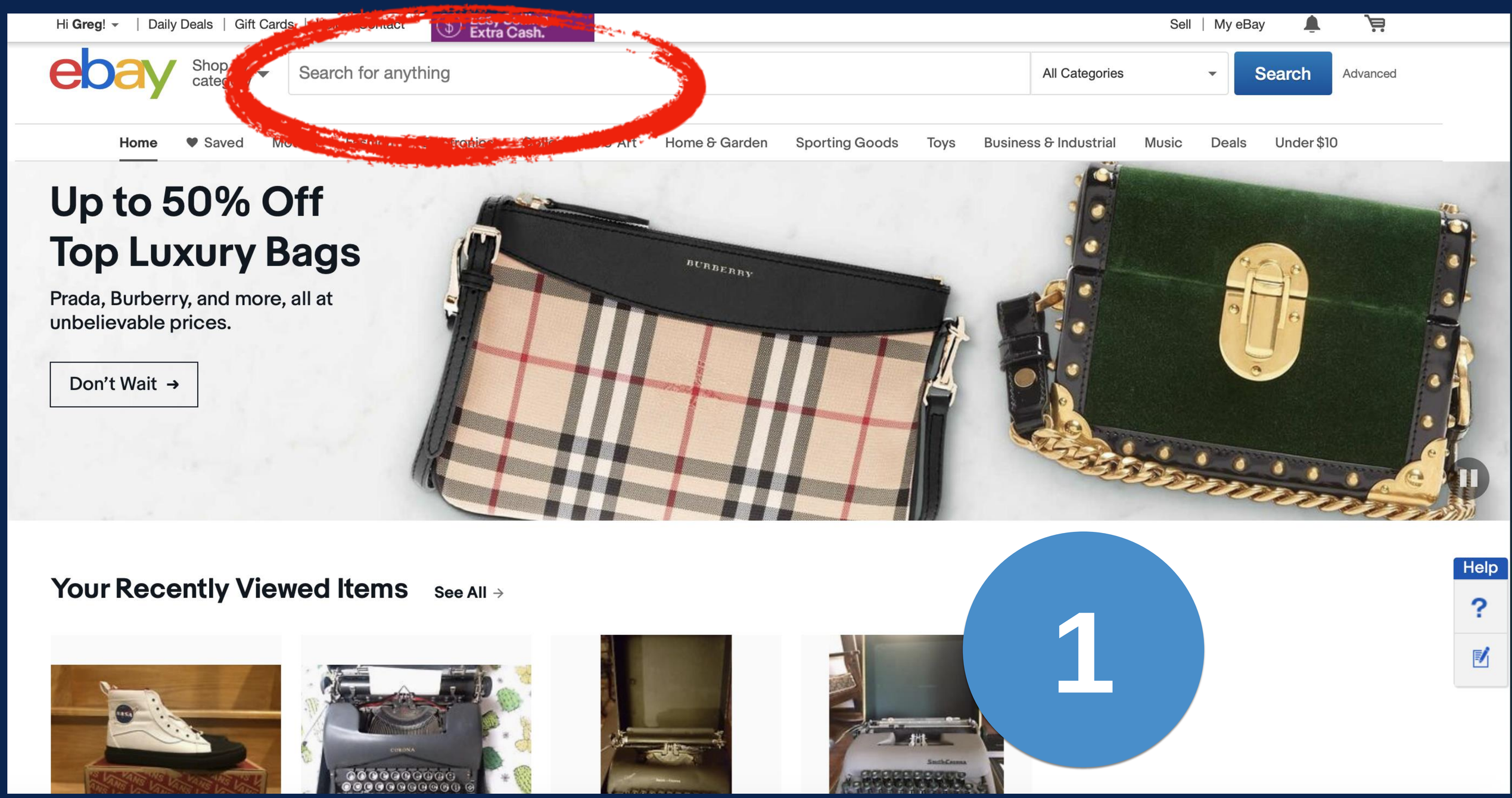
88

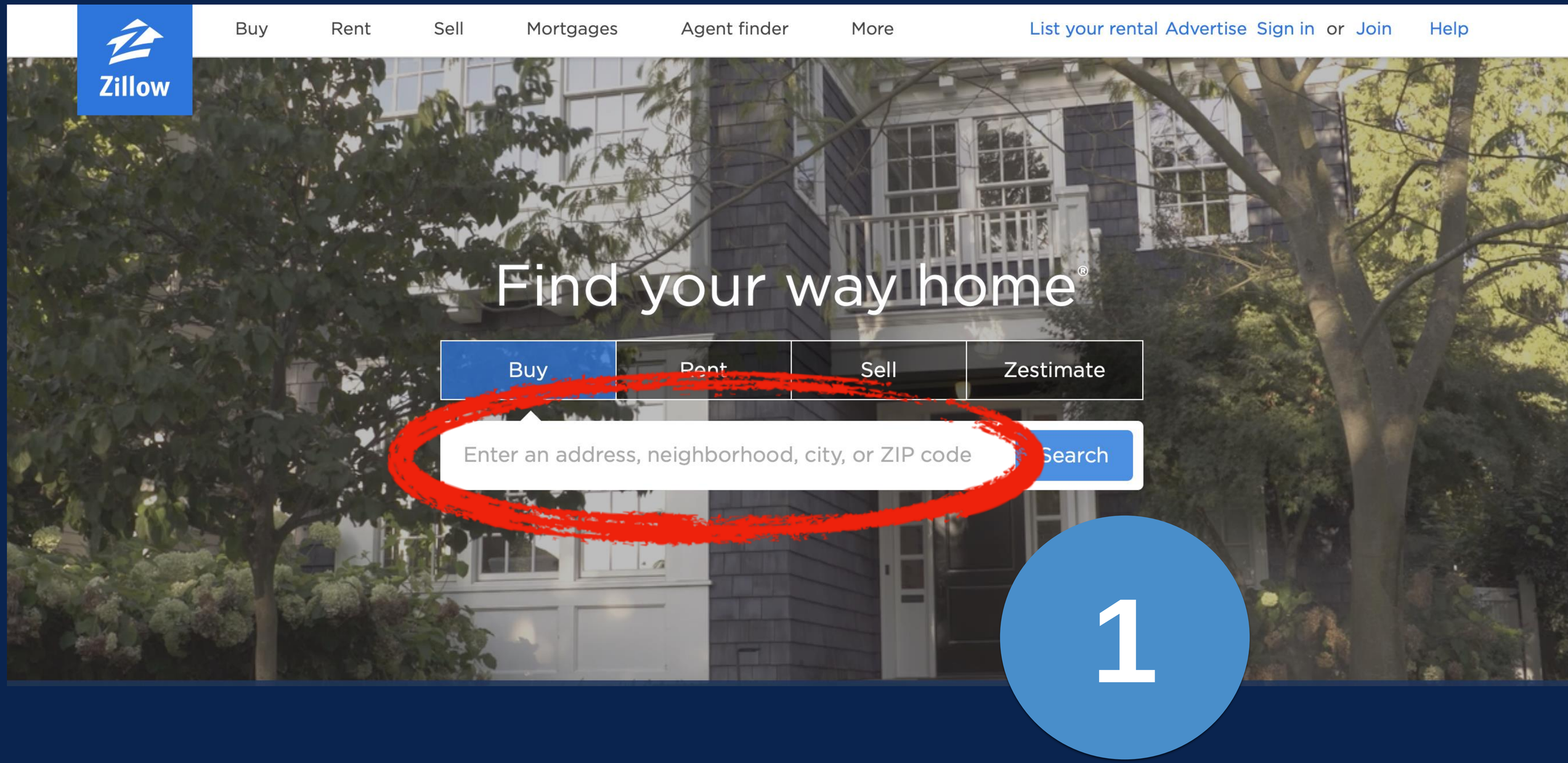


“Quick” Search

- 26 separate fields
- 17 separate check boxes and radial buttons
- 5 separate drop-down menus

48


Hi Greg!
Daily Deals
Gift Cards
Extra Cash.
Sell
My eBay
ebay
Shop
Search for anything
All Categories
Search
Advanced
Home
Saved
Home & Garden
Sporting Goods
Toys
Business & Industrial
Music
Deals
Under $10
Up to 50% Off
Top Luxury Bags
Prada, Burberry, and more, all at unbelievable prices.
Don't Wait →
BURBERRY
Your Recently Viewed Items
See All →
1
Help


Zillow
Buy
Rent
Sell
Mortgages
Agent finder
More
List your rental
Advertise
Sign in
or
Join
Help
Find your way home®
Buy
Rent
Sell
Zestimate
Enter an address, neighborhood, city, or ZIP code
Search
1

For Restaurateurs Mobile Help EN

OpenTable

Sign up Sign in

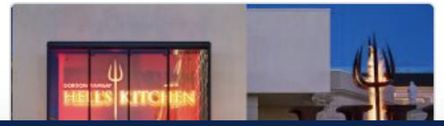
Find your table for any occasion

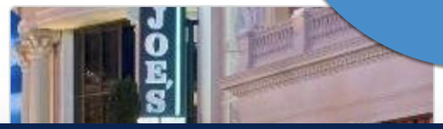
Feb 21, 2019 | 7:00 PM | 2 people | Location, Restaurant, or Cuisine | Let's go

It looks like you're in Downtown. Not correct? Get current location

Popular restaurants in Downtown

View all





1

Gmail
Images
1
Google
I'm Feeling Lucky
1

What if you could search the MLS like Google?

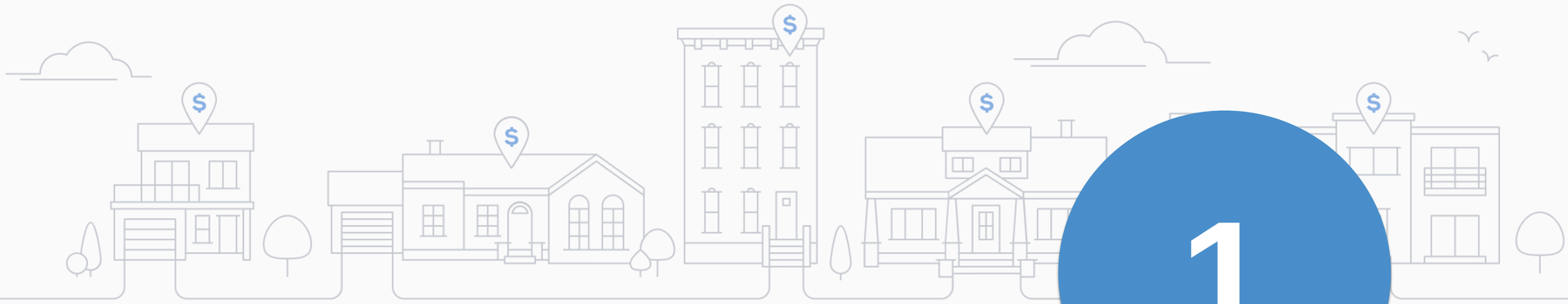
Something new…

Cloud MLX

Searches Areas Collections

Search Your MLS

Address, MLS#, City, Zip or Neighborhood Map



Data provided by CRMLS

1

Huntington Beach

Name this search

18,156 Results

Price High to Low

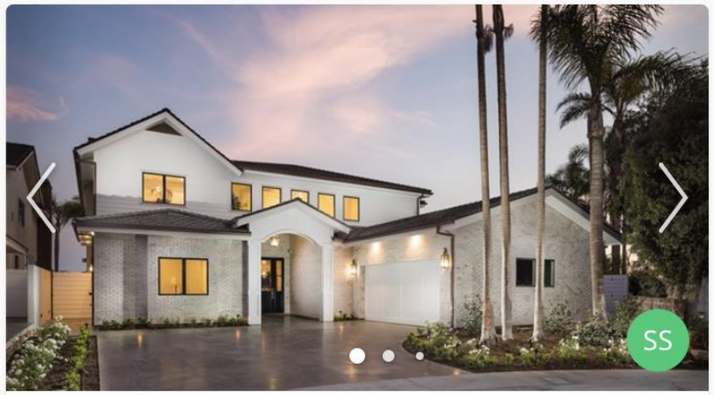
Photo not available

AV

12345 Main — $10,000,000
Huntington Beach, CA 92648 — Delete
50 Beds • 20 Baths • 1900 — DOM

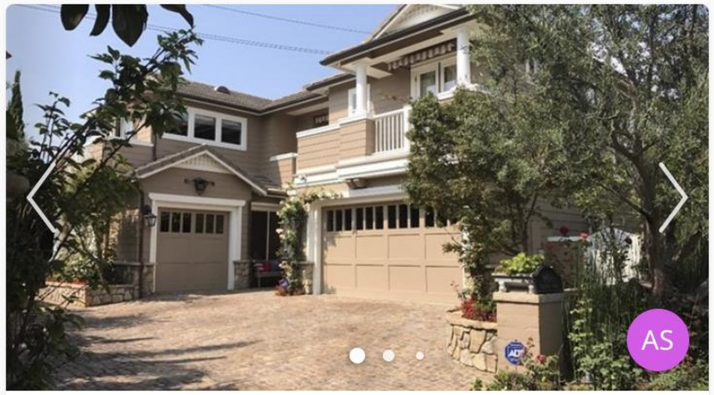
LC

16412 Grimaud Lane — $7,995,000
Huntington Beach, CA 92649 — Expired
6 Beds • 8 Baths • 6,180 Sqft • 1979 — 38 DOM

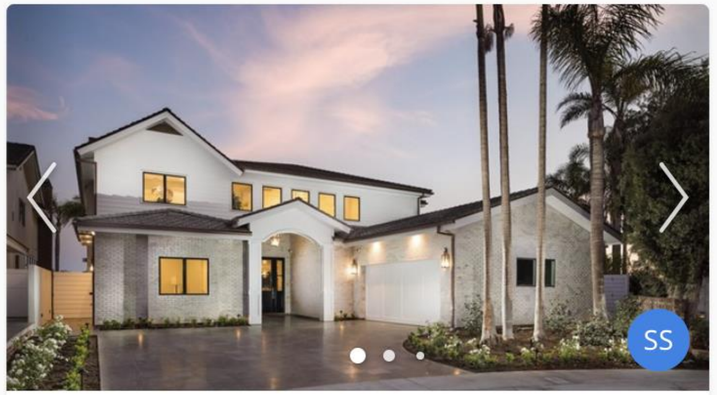


SS

3542 Courtside Circle — $7,995,000
Huntington Beach, CA 92649 — Active Un...
4 Beds • 6 Baths • 5,200 Sqft • 2018 — 47 DOM



AS

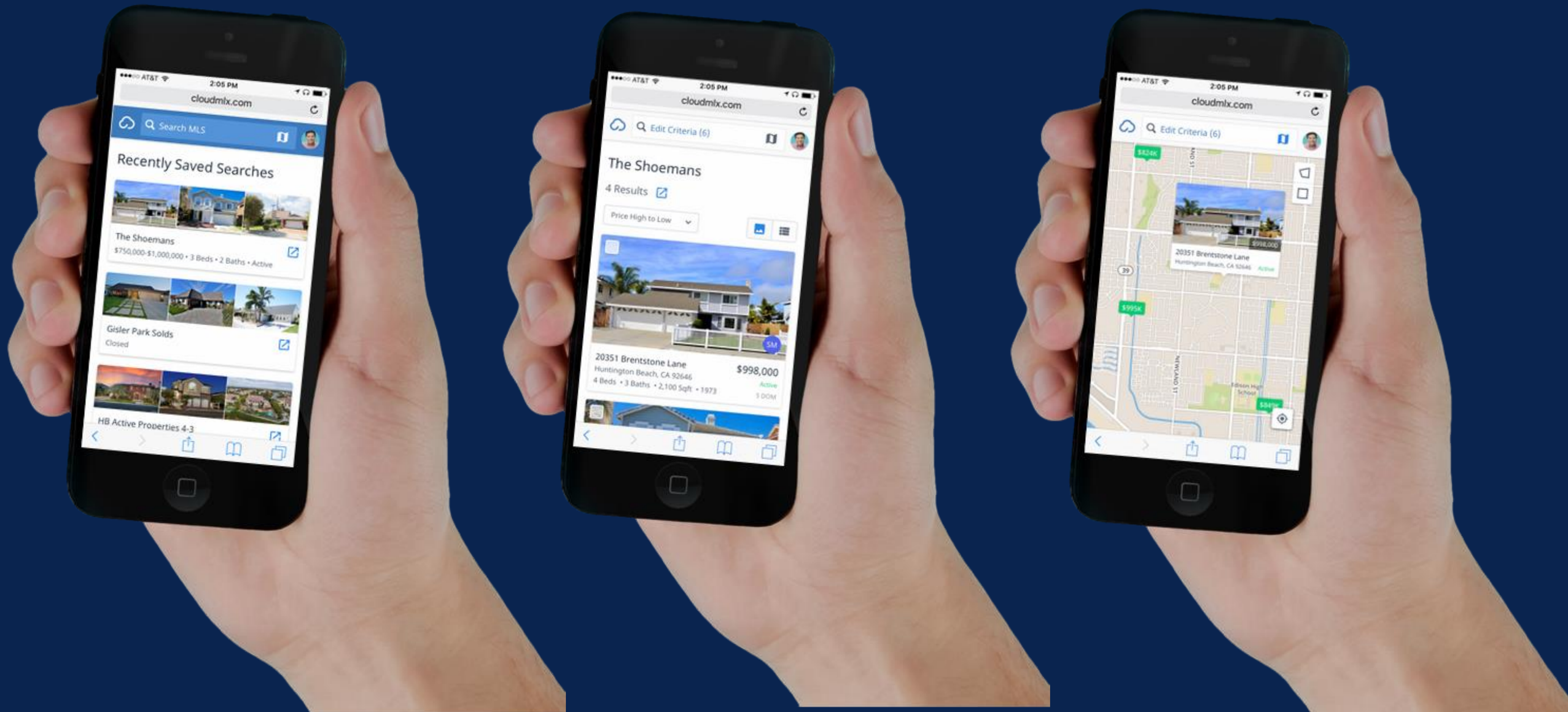


SS

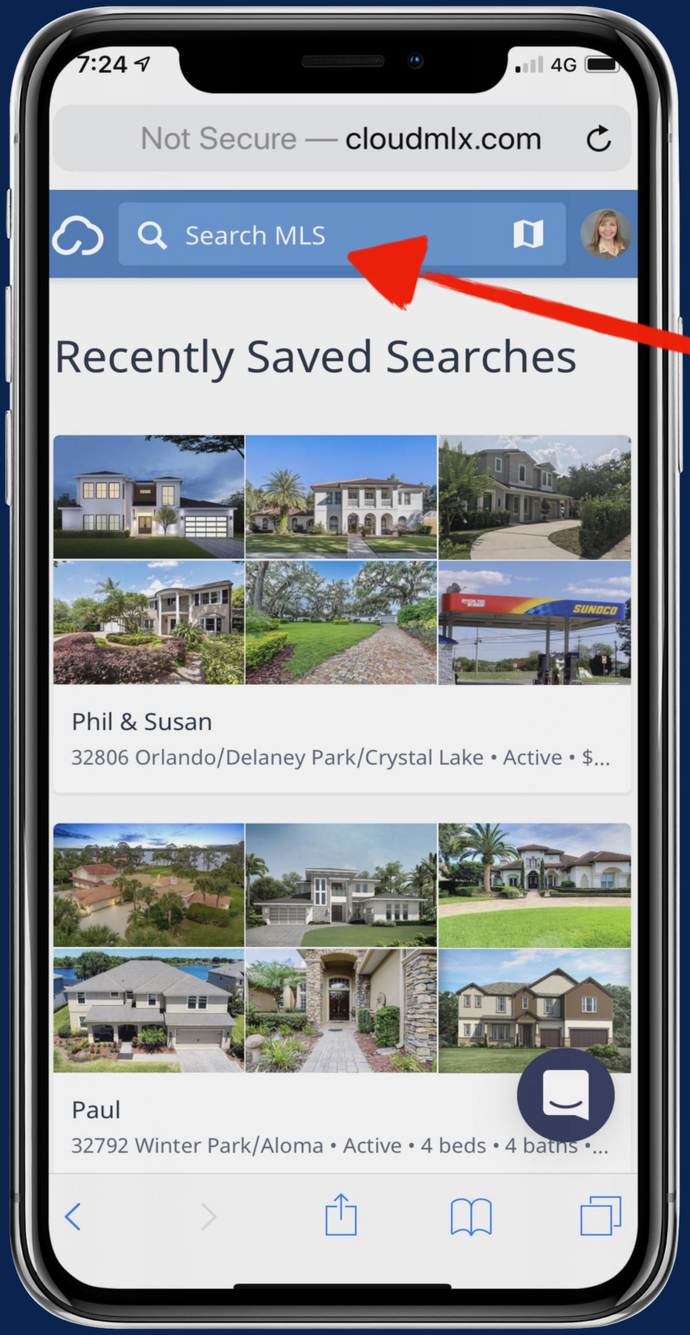
SS

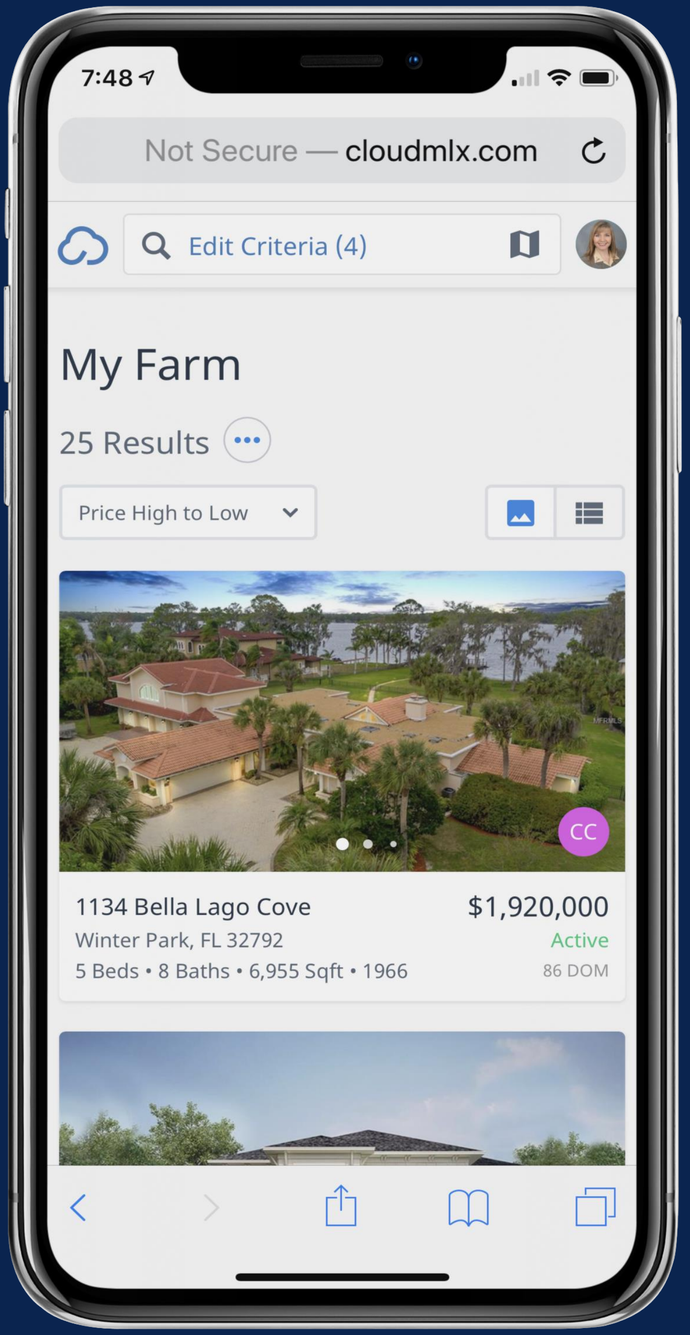
Demo

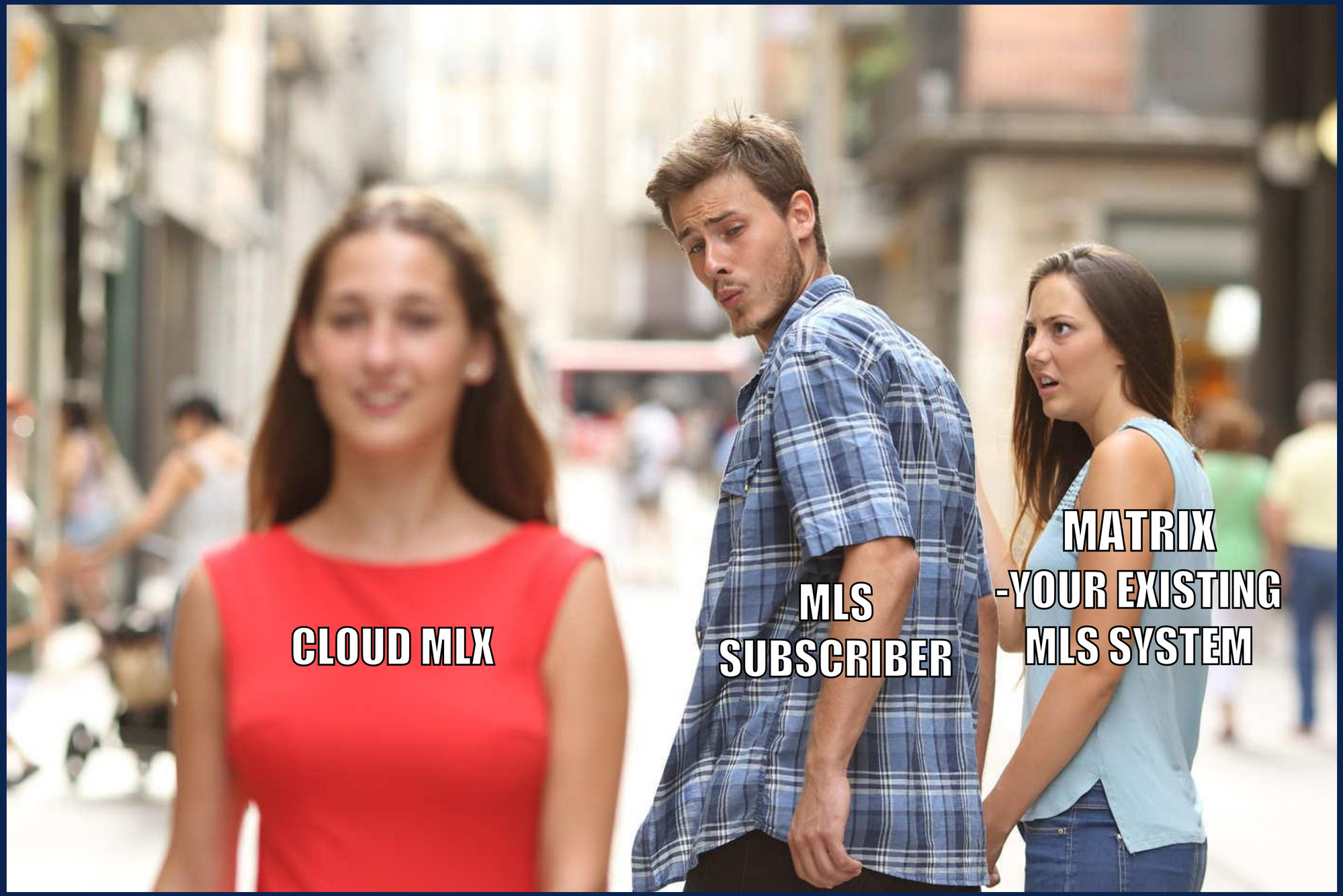
CRMLS in Your Pocket

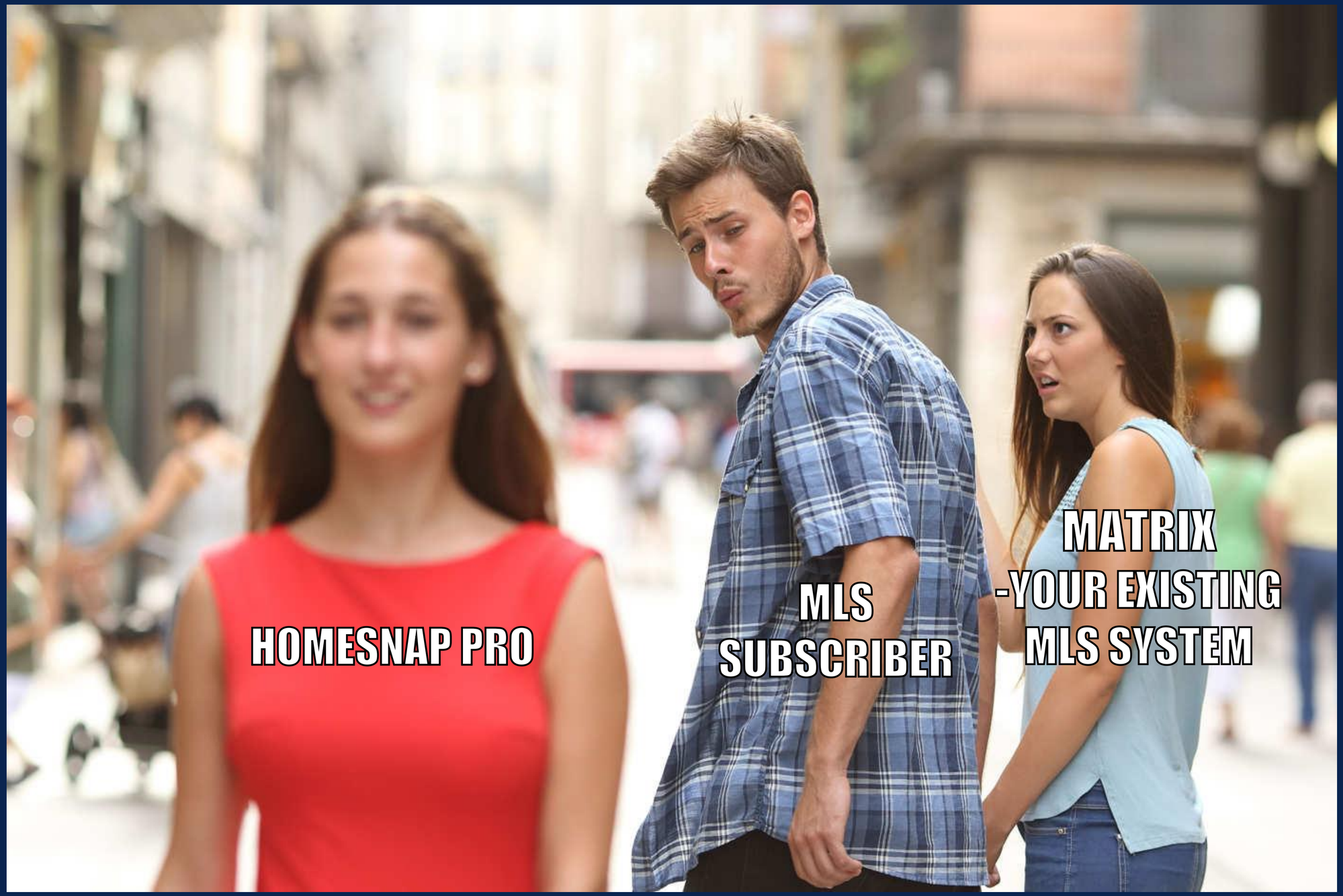


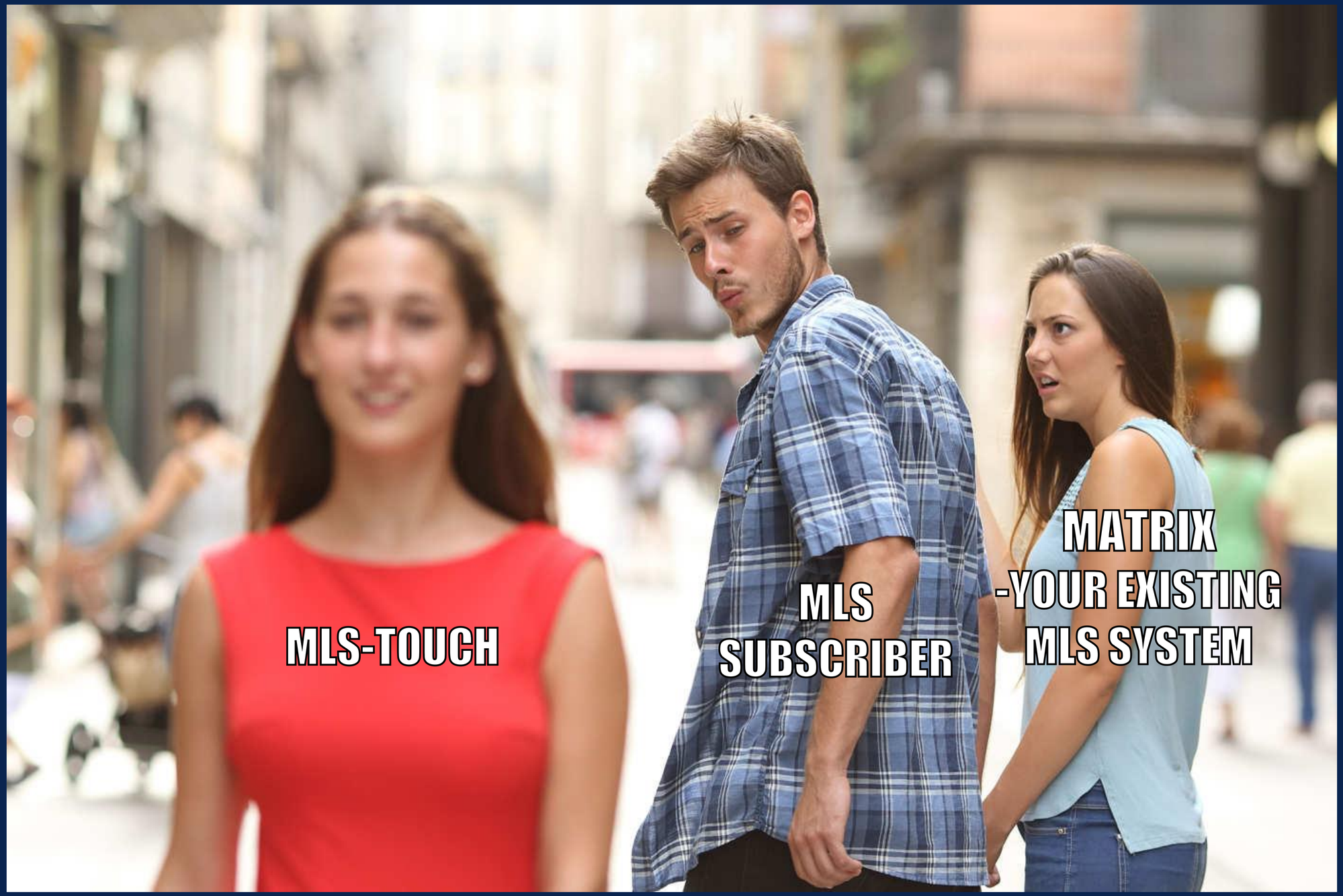
My Farm


7:24
4G
Not Secure — cloudmlx.com
Search MLS
Recently Saved Searches
Phil & Susan
32806 Orlando/Delaney Park/Crystal Lake • Active • $...
Paul
32792 Winter Park/Aloma • Active • 4 beds • 4 baths •...


7:48
Not Secure — cloudmlx.com
Edit Criteria (4)
My Farm
25 Results
Price High to Low
CC
1134 Bella Lago Cove
$1,920,000
Winter Park, FL 32792
Active
5 Beds • 8 Baths • 6,955 Sqft • 1966
86 DOM


CLOUD MLX
MLS
SUBSCRIBER
MATRIX
-YOUR EXISTING
MLS SYSTEM


HOMESNAP PRO
MLS
SUBSCRIBER
MATRIX
-YOUR EXISTING
MLS SYSTEM


MLS-TOUCH
MLS
SUBSCRIBER
MATRIX
-YOUR EXISTING
MLS SYSTEM

First Look

Homebeat

Agent loyalty

NAR’s Annual Homebuyer and Seller Trend Report

Cloud CMA

Homebeat

Agents don’t stay in touch

Cloud CMA

Homebeat

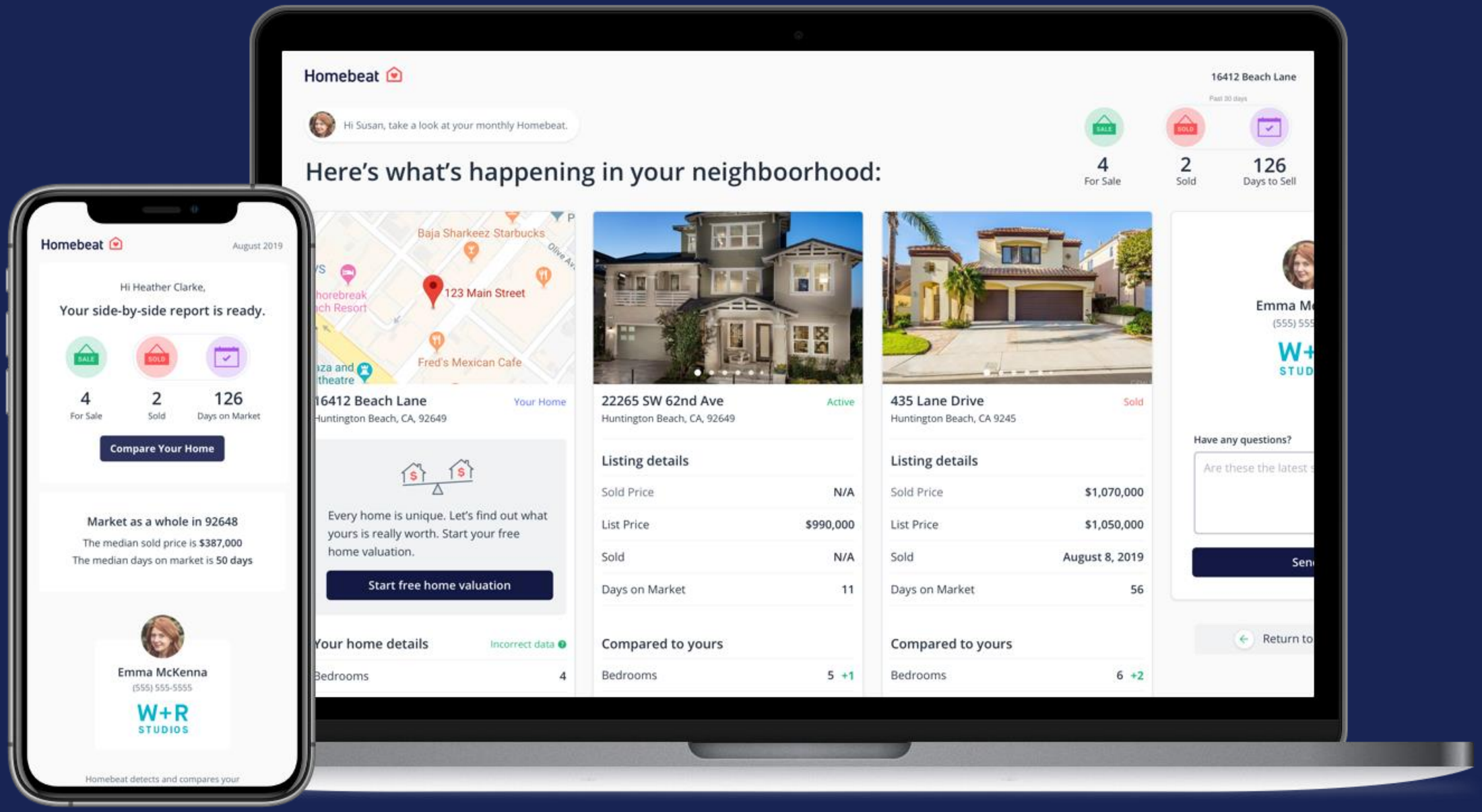
Stay top-of-mind

Buying → **Selling**

(Stay Valuable)

Cloud CMA

Homebeat


Homebeat
August 2019
Hi Heather Clarke,
Your side-by-side report is ready.
4
For Sale
2
Sold
126
Days on Market
Compare Your Home
Market as a whole in 92648
The median sold price is $387,000
The median days on market is 50 days
Emma McKenna
(555) 555-5555
W+R
STUDIOS
Homebeat detects and compares your
Homebeat
16412 Beach Lane
Hi Susan, take a look at your monthly Homebeat.
Here's what's happening in your neighboorhood:
4
For Sale
2
Sold
126
Days to Sell
Baja Sharkeez Starbucks
123 Main Street
Fred's Mexican Cafe
16412 Beach Lane
Your Home
Huntington Beach, CA, 92649
Every home is unique. Let's find out what yours is really worth. Start your free home valuation.
Start free home valuation
Your home details
Incorrect data
Bedrooms
4
22265 SW 62nd Ave
Active
Huntington Beach, CA, 92649
Listing details
Sold Price
N/A
List Price
$990,000
Sold
N/A
Days on Market
11
Compared to yours
Bedrooms
5 +1
435 Lane Drive
Sold
Huntington Beach, CA 9245
Listing details
Sold Price
$1,070,000
List Price
$1,050,000
Sold
August 8, 2019
Days on Market
56
Compared to yours
Bedrooms
6 +2
Have any questions?
Are these the latest
Return to

Recent Reports

+ Create New Report

CMA
Victoria Chin
125 W Muriel Dr
Phoenix, AZ 85023
View PDF Play Slideshow 8/16/2019 Edit

CMA
John Bonham
2666 Park Lake Dr
Boulder, CO 80301
View PDF Play Slideshow 8/13/2019 Edit

CMA
Huze
617 Corona Ct
Lafayette, CO 80026
View PDF Play Slideshow 8/11/2019 Edit

CMA
John and Wendy Smith
324 S Taft Ct
Louisville, CO 80027
View PDF Play Slideshow 5/29/2019 Edit

CMA
Alain Pinel rebrand to Compass
617 Corona Court
View PDF Play Slideshow 5/28/2019 Edit

What's New

Brokers, Stand Out with Cloud

Send beautiful and fast listing

Search real estate like you think

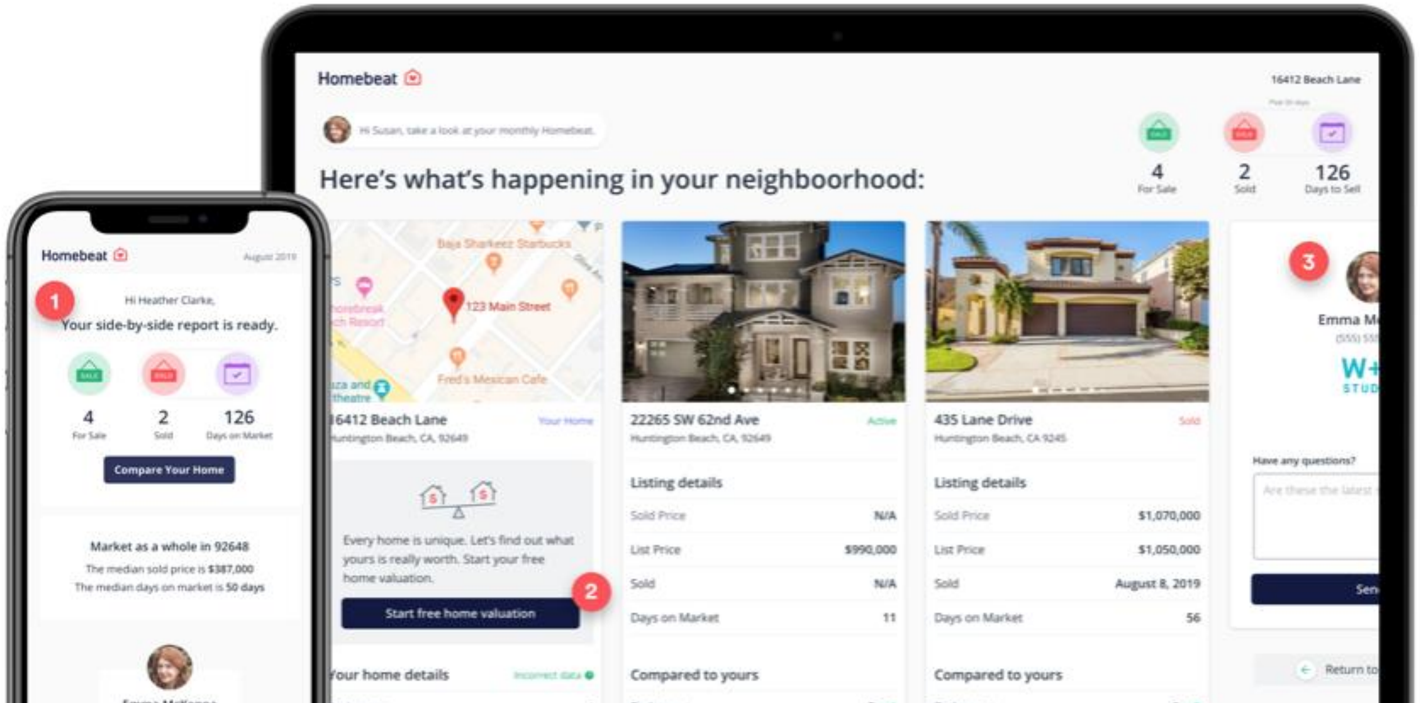
Generate your own leads, with

Homebeat

Pump Up Your Business.

Schedule live automated CMAs that keep you top-of-mind with homeowners.

Try for free Watch Video



The Real Estate Agent's Digital Media Menu

Industry Blogs

Vendor Alley
http://VendorAlley.com

The Notorious R.O.B.
https://notorious-rob.com

Geek Estate
http://GeekEstate.com

The Lightning Bolt
https://cloudagentsuite.com/blog/

Waves
https://www.wavgroup.com/blog/

Mike Delprete
http://www.mikedp.com

Podcasts (Find on iTunes or Google Play)

Listing Bits

Industry Relations

Newsletters

1000watt (FREE)
https://mail.1000watt.net/subscribe/

Notorious VIP (PAID)
https://notorious-rob.com/notorious-vip/

Stratechery (PAID)
https://stratechery.com

News

Inman News
https://www.inman.com

Watch This

When Software Eats the Real (Estate) World
https://www.youtube.com/watch?v=IRPH3K1GXj0

Tom Ferry
https://www.youtube.com/user/RealEstateTrainingTF

Text: 949-344-2800 “restart”

Thanks CallAction.com

Greg Robertson

CEO, Co-founder of W+R Studios

Email

greg@wrstudios.com

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https://twitter.com/gregrobertson

My Blog

Vendor Alley
http://VendorAlley.com

My Company

W+R Studios
https://www.wrstudios.com

Cloud Agent Suite
https://www.wrstudios.com

My Podcasts

Listing Bits

Industry Relations

Thank You!