CMLSVEGAS 2016
Swinging With The Stars
SWIMMING UPSTREAM
UNDERSTANDING RECENT CHANGES
Alex Lange, President and CEO, Upstream
GOLDEN NUGGET
1905
SALOON
FRONTIER CLUB
ARCADE
CAFE
BOULDER CLUB
Eldorado CLUB
U-DRIVE
HALL

SWIMMING UPSTREAM
UNDERSTANDING RECENT CHANGES

- Alex Lange, President & CEO (alex@upstreamre.com)

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Google Drive
Share & Collaborate
Store Files Safely
Access Everywhere

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Processes
Systems
Manage
Auditors
Organization
RULES
PROCESS
Tasks
ACTIONS
MANAGEMENT
Policies
REGULATIONS
PUBLIC
Accountable
Group
Bureaucracy
RULES
Corporate
Actions
BUSINESS
Corporate
Governance
Management
System of Rules
MONITORING
PRIVATE
REGULATIONS
Stakeholders
DECISION-MAKING
Regulatory
Public
POLICY
Group
CONTROLLED AND DIRECTED
Process

How Will it Work?

- Upstream Team Works With an MLS
  - Business rules mirrored
  - Data stored in RESO format but transformed when needed
- Upstream Team Works With Brokers and Vendors
  - Vendors are “Certified”
  - Agreements are between Broker and Vendor
- Add / Edit Function is Replaced in MLS
  - Records are pulled via API
  - ListingID is inserted via API POST
- Support and Training Infrastructure is in Place
- Mobile Access for Participants

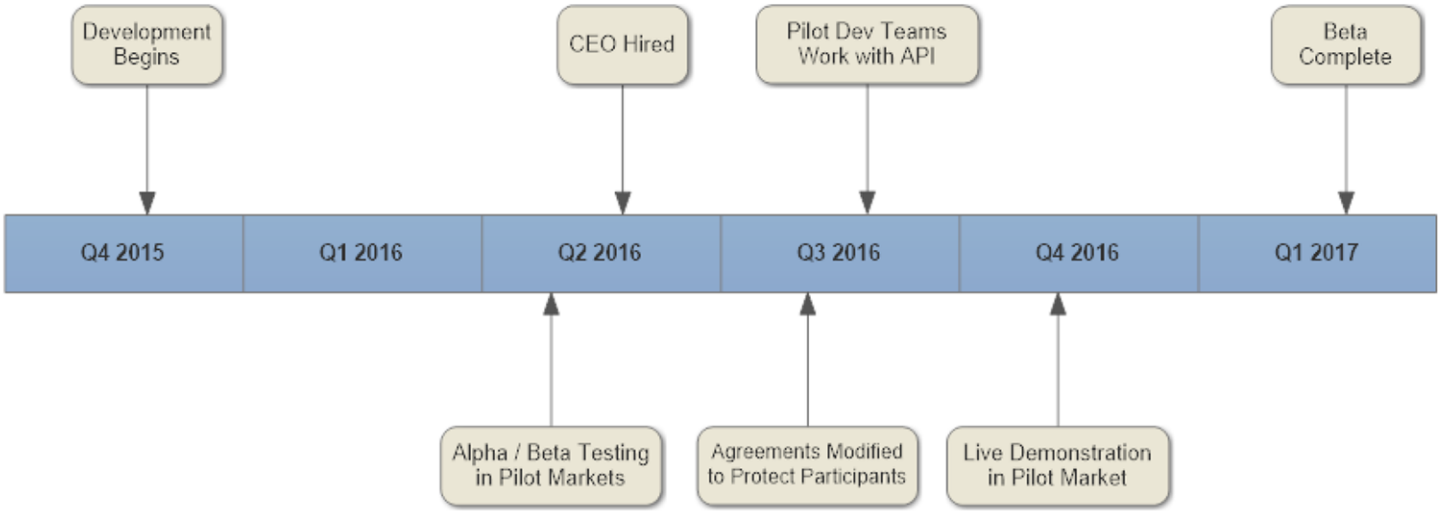
Implementation

- Pilots (“Alpha” and “Beta” Tests)
  - Starting with one office inside one firm in one MLS
  - Picking 5 for the first test, using different markets
  - Expand to more offices, more firms, more MLSs
  - Refine Agreements to better protect Upstream, Brokers, and MLS
- Work Immediately with Vendors
  - Build “APIs” for most-common applications CMAs, marketing platforms, broker websites, etc.

Pilot Market Status

- MLSListings Inc.
  - Pacific Union International, Inc.
  - Keller Williams Los Gatos Estates
  - RE/MAX Gold
- NorthstarMLS
  - Edina Realty, Inc
  - RE/MAX Results
  - Keller Williams Classic Realty Northwest
- NTREIS
  - RE/MAX DFW Associates
  - Keller Williams Arlington
- RMLS
  - Coldwell Banker Bain/Seal
  - RE/MAX Equity Group
  - Berkshire Hathaway HomeServices Northwest Properties
  - Keller Williams Realty of Eugene and Springfield
- West Penn MLS Inc.
  - RE/MAX Select
  - Northwood Realty Services
  - Berkshire Hathaway HomeServices The Preferred Realty
  - Howard Hanna

Upstream Timeline



Operating Agreements

- Allow Non-Listing Brokerages to Participate
- Don't require all listings be entered (only MLS managed)

NDAs

- Ensure MLS and Broker rules (IP) can not be used outside Upstream without permission
- Upstream will never compete with an MLS

Development Timeline

Sprint	6	7	8	9	10	12
Milestone	***2***				***3***	***4***
API features and iteration	Sandbox	→	→	→	Prod	
MLS & vendor engagement	Pilot	→	→	→	Alpha	Beta
Infrastructure	Sandbox				Prod	
Business rules engine	Design	Dev	→	→	Release	
Listing entry UI features	Design	→	Dev	→	Release	
Administrative features	Design	→	Dev	→	→	Release
Partner expansion						Beta

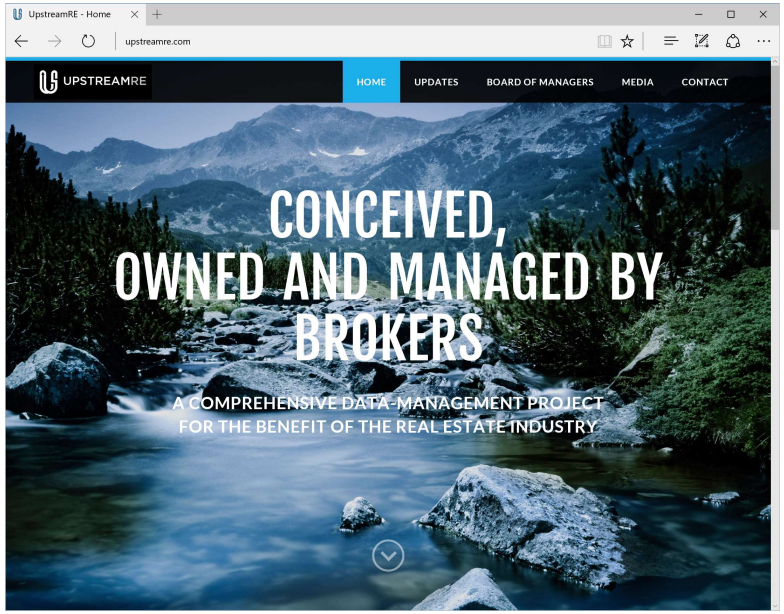
Sprint 9
ETA: 09/14

Sprint 10
ETA: 10/17

DEMO
NAR Annual

Getting the Word Out About Upstream

- 18 Events in last 7 weeks including CMLS
- Semi-Monthly Webinars with Pilot Brokerages and MLS teams to share what's happening in each market.
- Monthly Webinars open to all (Town Hall format)
- Formation of MLS Advisory Group in collaboration with CMLS
- Formation of Participant Advisory Group (brokerages not in the pilot)

UpstreamRE.com

- Goal is Transparency
- Look for Updates, Presentations, Q&A and more
- Good… Bad… Ugly… See Behind the Scenes
- Sign up today!
- Alex@UpstreamRE.com