

UPSTREAM/NAR/RPR TALKING POINTS

COMMON QUESTIONS

Question: Does Upstream benefit the agent?

Answer: Yes. Through Upstream, agents can more easily control where and how listing information is displayed.

Question: Is Upstream just for big brokers?

Answer: No. The Upstream Board of Managers will have seats for representatives of small, medium, and large firms as well as networks/franchises. Additionally, firms of all sizes were involved in the creation of Upstream.

Question: Is NAR Upstream?

Answer: No. Upstream is a completely separate entity from NAR. NAR is providing resources. All decisions will be made by the Upstream Board of Managers.

Question: Is Upstream an MLS?

Answer: No. An MLS is an entity that facilitates the cooperation and compensation of local real estate brokers and governs local policy. Upstream is an LLC created to efficiently manage listing data.

Question: If members are already unhappy with RPR, why is Upstream partnering with them?

Answer: Over the past five years, RPR has built the most comprehensive property database in the industry. The amount of data and the technology that powers it combined with Upstream will push RPR to its fullest potential.

Question: Is this anti-trust/anti-competition?

Answer: No. Upstream facilitates a standard mechanism to choose, on an individual basis, how you want to market your listings. There will be no preference given to any single site for distribution of the data contained within Upstream.

Question: Will Upstream compete with Zillow and Trulia?

Answer: No. Upstream will not have a consumer facing website. The focus of Upstream is on efficiently managing listing data.

Question: Why does KW support Upstream?

Answer: We realize the many benefits of our position as the largest franchise when it comes to negotiating power—and the rest of the industry suffers. We believe the entire industry should have a set of base standards that everyone receives. The reality is we are pushing for Upstream in order to protect brokerages, agents, and consumers.

BACKGROUND INFORMATION

What is Project Upstream?

- Project Upstream was created by a coalition of brokerages, networks, and national franchises to facilitate the development of a comprehensive data technology platform to connect real estate firms and the recipients of real estate data (MLSs, syndication sites, personal websites, etc.).
- It will offer a rules-based engine that supports the individual requirements of each participating broker.
- Upstream is not an MLS or an MLS vendor—it is a way to enter, store, modify, and distribute data.
- Project Upstream created UpstreamRE, LLC in 2014 and is governed by a Board of Managers.
 - The Board of Managers will be elected by Upstream participants on an ongoing basis.
 - The Board will have seats for representatives of small firms, medium-sized firms, large firms, and networks/franchises.
 - The fee to join as a voting member of the LLC is \$100—the goal was to keep the cost of entry low to help ensure that cost would not be a barrier of entry.
- The fee to participate in Upstream, if any, has not yet been determined.

What is the Benefit to Agents?

- Distribution Control
 - Through Upstream, agents can more easily control where and how listing information is displayed.
- Single Entry
 - The Upstream platform will simplify the data entry process—agents will only need to enter their listing information one time, ensuring accurate information is distributed to their MLS, the portals, the KWLS, and other software services that utilize listing information. Examples of other services include: Marketing companies (to automatically create listing flyers), virtual tour companies, and single property websites.

How is Keller Williams involved?

- Keller Williams has been involved with Project Upstream from the very beginning—holding a seat on the Board of Managers and the Technology Committee.

What is RPR AMP™?

- Realtors Property Resource Advanced Multi-List Platform™ was created to give MLSs the power of RPR's nationwide parcel-centric database through a separate MLS back-end. RPR AMP™ also provides MLSs the flexibility to customize their front-end into multiple applications.
- RPR AMP™ is not an MLS provider or a portal—it is a technology platform. It leaves existing MLS rules, regulations, governance, compliance, and standards to be administered by the MLS.

How is NAR involved?

- RPR AMP™ is a NAR member benefit included in yearly NAR dues.
- NAR is a partner bringing together two separate projects, Upstream and AMP.

Why Partner with RPR AMP™?

- UpstreamRE has been assessing technology options to develop the Upstream platform and believes that RPR AMP™ will be a complimentary platform that can accelerate Upstream's effectiveness and overall product and feature delivery.
- Partnering with RPR AMP™ will accelerate Upstream development by leveraging RPR's investment in data and technology, AMP development, and five-year track record delivering a fully scaled sophisticated national solution.

BROKER PUBLIC PORTAL TALKING POINTS

COMMON QUESTIONS

Question: How does the Broker Public Portal compare to syndication sites like Zillow, Trulia, and Realtor.com?

Answer: The Broker Public Portal will be a consumer-facing site providing access to listing information similar to Zillow, Trulia, and Realtor.com. However, the Broker Public Portal will adhere to the Fair Display Guidelines—ensuring only the listing agent is displayed on a listing.

Question: Why does KW support the Broker Public Portal?

Answer: We support initiatives that work to uphold the principles of My Listings, My Leads.

BACKGROUND INFORMATION

What is the Broker Public Portal?

- The goal of the Broker Public Portal is to create a national, consumer-facing MLS property search website.
- The website will adhere to the Fair Display Guidelines.
 - The Fair Display Guidelines were developed by brokers to ensure that only the listing broker/agent are displayed on a listing.
 - The guidelines include (among other stipulations) not forcing brokers to display their listings on the site, no featured listings or ads for other brokers or agents next to a brokerage's listing, and free leads sent to listing agents or brokers.
- It will be funded by MLS dues and governed by brokers and MLSs.
- There are 44 MLSs and 49 brokers representing more than 750,000 participating as of June 11, 2015.

How is Keller Williams involved?

- Keller Williams has been involved with this initiative since the beginning—holding a seat on the Board of Managers, Executive Committee, and Technology Committee.

*Project Upstream and the Broker Public Portal are two separate, distinct efforts and are not related.