



PROVISION OF MLS DATA THROUGH APIS

CUSTOMER OVERVIEW

Our customer is a leader in data driven engagement for lead management and data information services for Real Estate that aggregates, standardizes, and delivers data to leading RE companies. The company covers 150 million properties in the US and their neighbouring areas. They also provide home sales trends and automated valuation models.

BUSINESS PROBLEM

Millions of agents across the country update their listings every minute on MLSs and these need to be reflected on consumer facing broker portals immediately. Collecting the data from different MLSs as it becomes available, standardizing them according to RESO guidelines, provisioning these updates based on end-user entitlements, and managing the continuous flow of listing updates without missing a single record are the common challenges. Consumers, agents, and brokers expect the sub-second response to their listing searches and expect timely data to make an important sell, buy, or invest decisions.

SOLUTION IMPLEMENTED

PropMix implemented its Data Factory™ model to analyze, map and validate the data coming from different MLSs required by the customer. Once this data was processed efficiently, it was enriched with data pertaining to property attributes, neighborhood, lifestyle features, transit, and schools. The data is then provided through a set of RESTful APIs, which not only provide sub-second response times but also create a secure and reliable system for accessing listing data. The APIs are directly integrated into the agent/broker portals to translate the JSON outputs from the APIs to browser elements to display. API service level agreements are constantly monitored.

BUSINESS BENEFITS

The customer gets a single API interface to any MLS in the country and does not have to map, store, upgrade, and maintain the data infrastructure. The customer is able to provide the most current listings to their end-customers without going through the hassles of ever-changing data mapping rules of MLSs, and the periodic changes in data standardization guidelines of the industry. End-consumers get access to the latest listings reliably at sub-second response times. The customer is able to monitor and report usage data on a real-time basis.