



## RESO Business Case: Unique Licensee Identifier (ULI) V1.1

### Business Need: Define Problem or Opportunity

Data inaccuracy across many systems is caused by the lack of an industrywide identifier for real estate licensees. Broker and agent data is disjointed across MLSs, advertising portals, associations, franchisors, broker back office tools, and agent services providers.

Agents have different ID numbers for state license, association, and MLS.

MLSs have Realtor and non-Realtor licensees.

Markets have Realtor and non-Realtor MLSs.

The industry has brokerages and tech vendors that span multiple states and countries.

Real estate needs a Unique Licensee Identifier (ULI) standard.

### Analysis: Assess Root Causes and Capabilities Gap

- **Assumptions:** Professionals and consumers want accurate information that flows between all of their tools.
- **Constraints:** REALTOR® and MLS IDs are limited in utility. Real estate markets have multiple MLSs and non-REALTOR® licensees.
- **Dependencies:** A ULI would need a supporting system which can create, update, manage, delete and give access to ULIs to related technology systems.
- **Stakeholders:** This is an all-encompassing industry need: NAR, local association, MLS, broker, agent, consumer, technology vendor.
- **Risks:** A new ULI model would require significant adoption by technology companies, as well as organizational adoption of the model. MLSs would need to provide some level of access to roster information. Change in licensee information management in organized real estate is notoriously slow and fraught with failure.

### Recommendation: Define Deliverables Scope

- **Goals:** Provide a unique ID to every licensed real estate professional, linked to all real estate licenses held, to create efficiency and clarity across all technology systems (association, MLS, franchisor, broker, agent and consumer-facing technology).
- **Requirements (Critical Success Factors):**
  - The method **MUST**:
    - Generate a truly unique, unchanging identifier
    - Be practical to implement
    - Protect and enhance personally identifiable information (PII); it cannot contain PII derived from the individual, though it **MAY** be associated with such information if stored and utilized in a secure manner.

- Be capable of capturing and incorporation of non-associated identifiers (manually or via automated linking via probabilistic matching)
- Be accepted and utilized as a valuable identifier by licensee, managing and owner brokers, MLSs, data syndicators, IDX and other data consumers (NAR, state licensing entities)
- Support one or multiple licenses per individual
- Be scalable
  - Support versioning
  - Handle multiple license authorities
  - Support billions of IDs
- Be removable: Expunge PII as necessary
- Be updatable: Accommodate splitting, merging, removal
- Work internationally
- The method **MAY**:
  - Be memorable

#### Implementation: Describe Most Feasible Approach

- Action Plan: A Proof-of-Concept has been developed with RESO staff and 13 MLSs have contributed roster data to seed the POC. The concept works for its initial purpose. Securing an organization with resources to build and maintain the reference implementation on a national scale is a next step.

#### Evaluation: Measure the Costs and Benefits

- **Financial Costs:** Development of ULI creation/deduplication system, repository and management system and delivery mechanism include undefined development costs that would be carried by unspecified stakeholders.
- **Labor Costs:** TBD.
- **Timing/Schedule:** ASAP.
- **RESO Benefit:**
  - **Awareness:** If ULI is a RESO service, awareness/engagement would increase.
  - **Membership:** Following on awareness, membership may grow through value creation.
  - **Revenue:** No ULI revenue model is yet proposed nor imagined. Membership revenue may increase.

#### RESO Strategic Alignment: Efficiency, Streamlined Real Estate Technology

- **Creation:** RESO creation of a ULI would enhance standards products.
- **Adoption:** Marketplace generation and integration of a ULI into industry technology is aligned with RESO's mission.
- **Leadership:** RESO spearheading of a ULI brings leadership equity to the



organization.