



Business Case: User-Defined Terms-of-Use and Tracking

Business Need: Define Problem or Opportunity

Synopsis: Control and document the use of listing information with user-defined rules.

Analysis: Assess Root Causes and Capabilities Gap

Assumptions: Use rules created by the information owner or a delegated representative of the owner to track and control information access at the point of consumption. A standard set of functions are defined by RESO to provide consistency to information access.

Constraints: Limited to tracking the usage of listing information contributed by information owner. The level of tracking varies pending information owner or MLS requests.

Dependencies: Listing information, consumer/user login, information owner request level of tracking.

Stakeholders: MLSs, information owner or listing brokers, agents, consumers of listings.

Risks:

- Tools that allow business users to create Smart Contracts currently do not exist.
- Information owners might create rules with unintended consequences.
- The functions defined in certain Smart Contracts might not be robust enough to make the practical usage of the underlying information useful.
- Some argue that blockchains can be expensive.

Recommendation: Define Deliverables Scope

Goals: Help MLSs, information owners/brokers and agents track various levels of consumer usage, user interest, etc.

Requirements (Critical Success Factors):

- **The solution MUST:** Only allow information access through a Smart Contract, which includes various AI algorithms to track usage.
- **The solution MAY:** Provide different levels of details and related information per requests on consumer usage reports, etc., per user requests.



Implementation: Describe Most Feasible Approach

Action Plan: Implement a suitable blockchain solution with a security/private data layer, implemented on AI algorithms to track usage efficiently and provide reports, analysis and projections.

Evaluation: Measure the Costs and Benefits

Financial Costs:

Labor Costs: User input on levels of tracking requesting; no other manual effort.

Timing/Schedule: 2–3 months (?)

RESO Benefit

- **Awareness:** Enable MLSs and information owners to obtain latest usage information and trends automatically.
- **Membership:** Help increase RESO & MLS membership.
- **Revenue:** MLS can increase revenues by charging members fees on this advanced info.

RESO Strategic Alignment: Efficiency, Streamlined Real Estate Technology

Creation: Mark Lesswing and James Wang

Adoption: MLS

Leadership: Mark Lesswing and James Wang