

May 31, 2016

Upstream Pilot MLS Program Update

The purpose of this document is to provide an update regarding RPR's progress on the Upstream project since engaging in Q1 2016. Working at the direction of the UpstreamRE, LLC Board of Managers, RPR is now actively engaging brokers, their MLSs, MLS software vendors, and the brokers' technology vendors in five Pilot Markets selected by UpstreamRE, to begin the Pilot integrations that will serve as a working proof of concept for Upstream – the first major milestone of the program. Specifically, the initial goal of Alpha testing is to have one Upstream member brokerage in each Pilot Market successfully enter and manage its listings in Upstream, flowing into one MLS system.

Product Development Update

RPR will complete its sixth monthly sprint of Upstream system development on Wednesday, June 1, 2016. The goal of this sprint is to exercise the Upstream Pilot integration workflow in a prototype mode, by entering listings, storing the listings, following listing status movement, and publishing the listings and subsequent changes in a variety of update modes. This process is accomplished through a sequence of Application Program Interface (API) calls. Detailed integration briefings have been conducted for the executives and technical staff of the five Pilot Market MLSs selected for initial integration, three of which operate their own MLS technology systems. The same briefing was provided to the system vendor for the other two markets. In addition, the briefing was provided as a courtesy to the executive staff of the other three leading MLS software vendors, even though their customers are not involved in the initial Phase 1 Pilots.

Also during this sprint, RPR's Business Rules Analysis team commenced acquisition of the MLS input, validation, and compliance rules for the five Pilot Markets. In conjunction with this process, RPR is actively contributing its methodology and approach to a working group that has now been chartered by RESO to address the standardization of MLS business rules.

Planning for RPR's next monthly development sprint will be conducted on Thursday June 2, 2016. RPR's work plan, along with results from the completed Pilot Market visits, will be reported in our next update.

Operations/Implementation Update

Upstream Pilot Markets

- As of May 1, 2016, RPR staff has engaged with **48** UpstreamRE, LLC Board of Managers companies or their selected representatives, and **24** MLSs in order to establish the Upstream Pilot Markets.
- In April 2016, the UpstreamRE Pilot Plan Work Group selected 5 MLSs and RPR was directed to contact their CEOs with an invitation to participate as a Phase 1 Upstream Pilot MLS, along with the brokerage firms selected by UpstreamRE in these market areas. Communications were sent by RPR, with the request that each MLS CEO confirm their desire to participate in Phase I, and to set a schedule for follow-up meetings with RPR Operations and Product Development staff.
- Following this confirmation, RPR staff held targeted webinars with MLS staff to communicate features of the Upstream API and to answer questions regarding resource and support requirements for Alpha and Beta testing. Additionally, in market meetings were scheduled with RPR's Business Analysis team and the MLS in order to complete an assessment of the MLS business rules.

RPR also contacted each Pilot brokerage firm for confirmation of their participation in Alpha/Beta testing. Each company will need to complete and submit the Upstream Broker Assessment Template in order to begin a process mapping with RPR's Broker Services team.

The **5** markets that have confirmed participation as Phase I Pilot include five MLSs and **13** brokerage companies, are as follows:

MLS Listings: Sunnyvale, CA.

- UpstreamRE companies currently aligned as Pilot partners include, but are not limited to:
 - **Pacific Union Real Estate**
 - **RE/MAX Gold**

RMLS Portland: Portland, OR.

- Upstream companies currently aligned as Pilot partners include, but are not limited to:

- **Coldwell Banker Bain/Seal**
- **BHHS Northwest Properties**
- **RE/MAX Equity Group**

West Penn MLS: Pittsburgh, PA.

- Upstream companies currently aligned as Pilot partners include, but are not limited to:
 - **Howard Hanna Real Estate**
 - **Northwood Realty Services**
 - **BHHS Preferred**
 - **RE/MAX Select**

North Texas Real Estate Information Service (NTREIS): Dallas/Fort Worth, TX.

- Upstream companies currently aligned as Pilot partners include, but are not limited to:
 - **Keller Williams Arlington**
 - **RE/MAX DFW Associates**

Northstar MLS: Minneapolis, MN:

- Upstream companies currently aligned as Pilot partners include, but are not limited to:
 - **RE/MAX Results**
 - **Edina Realty**

Next steps for RPR will be to begin market level discovery and orientation processes in order to create the training, customer support and servicing components required for Alpha testing, at both the Pilot Broker and MLS level.

Engagement of MLS software vendors, Brokers, and Brokers' technology

vendors: In conjunction with the confirmation of Pilot Markets, RPR is actively working with the relevant stakeholders as follows:

- Commence joint software development planning with the MLSs and their software vendors. The MLS systems will need to integrate the APIs that have been developed for Upstream, as well as a number of other integration steps.
- Brokers in these markets who have completed the broker profile assessments have confirmed with RPR their selected Alpha office and have identified their initial list of vendors they currently work with. RPR will also begin to collect

requirements for broker level business rules in each of their market areas.

- Participating Brokers' vendors will be identified to integrate with Upstream. They will need to collaborate with RPR so that they will be able to integrate with the Upstream API framework in order to receive listings in conjunction with the broker-defined rules.

Thank you for your continued interest and support of Upstream. Please feel free to contact me with any questions and/or concerns.

Sincerely,

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