



Regional Leadership Forum

January 10, 2019

Today's Discussion

1. Update - Stabilization and Satisfaction
2. A Changing Industry
3. The Future

“If you do not create change, change will
create you”.

- *Unknown*



Our purpose is to champion change and prepare our subscribers to succeed now and into the future.

Our promise is to make the MLS more valuable to brokers and agents while remaining committed to the needs of local markets.


Bright is making markets more efficient by delivering a single data source and more meaningful business solutions to every subscriber.

A simpler MLS

Continuous Innovation

Unlimited insight, locally

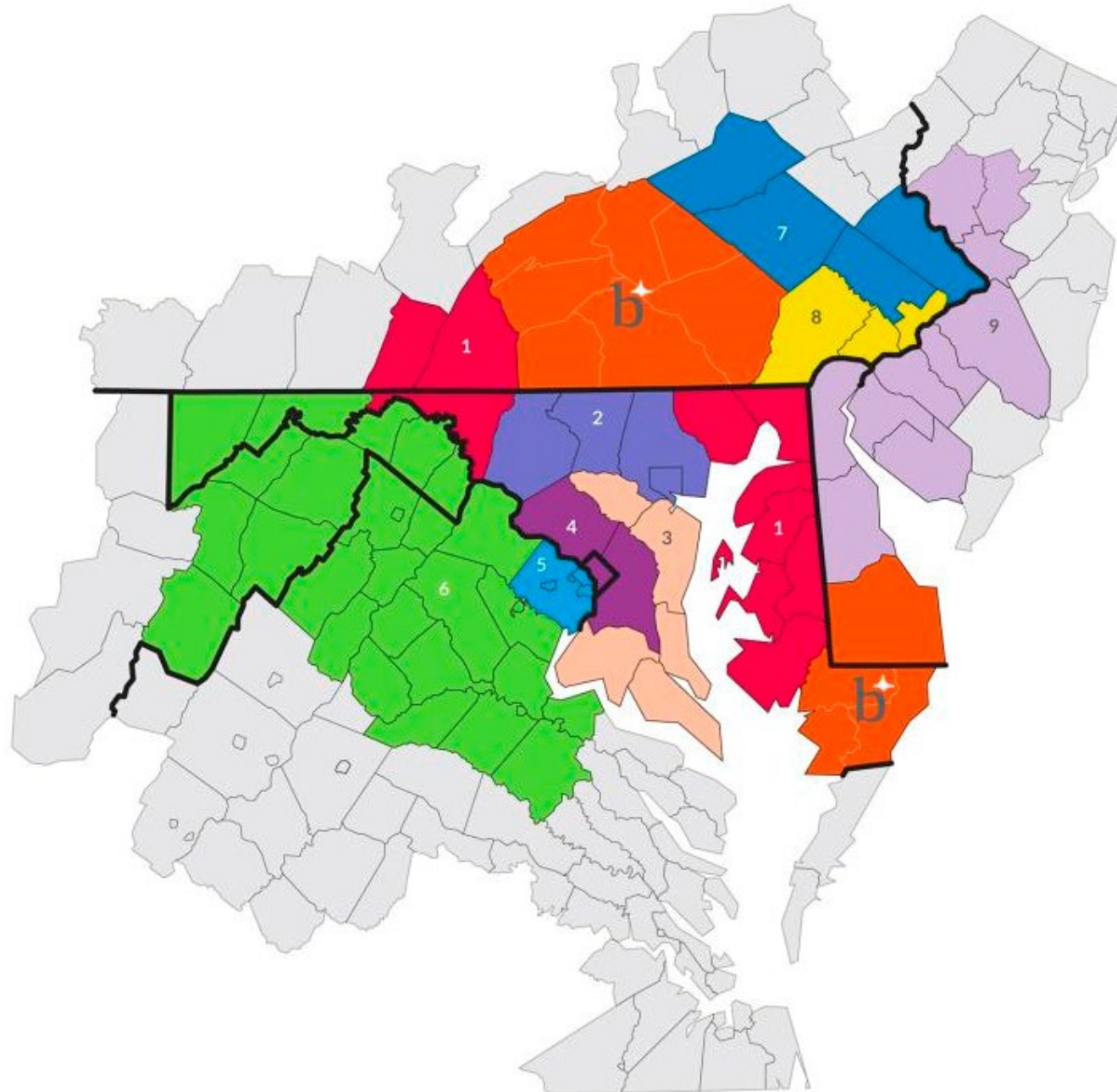
Unifying Markets.

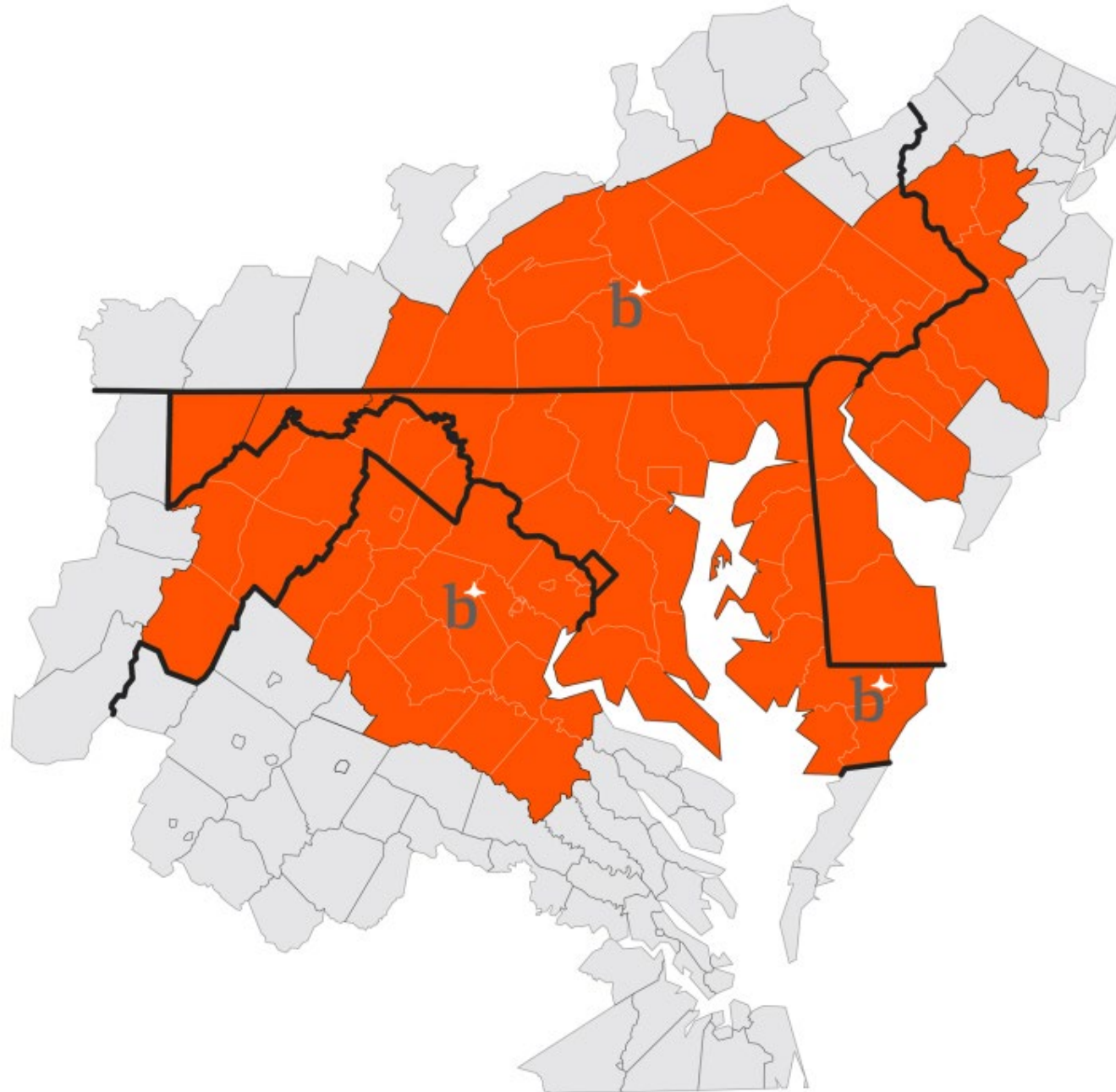


A broader geographic footprint with greater depth of information. Accessing MLS data through one system, one fee, one set of rules, one set of data feeds allows real estate professionals better meet the needs of customers.



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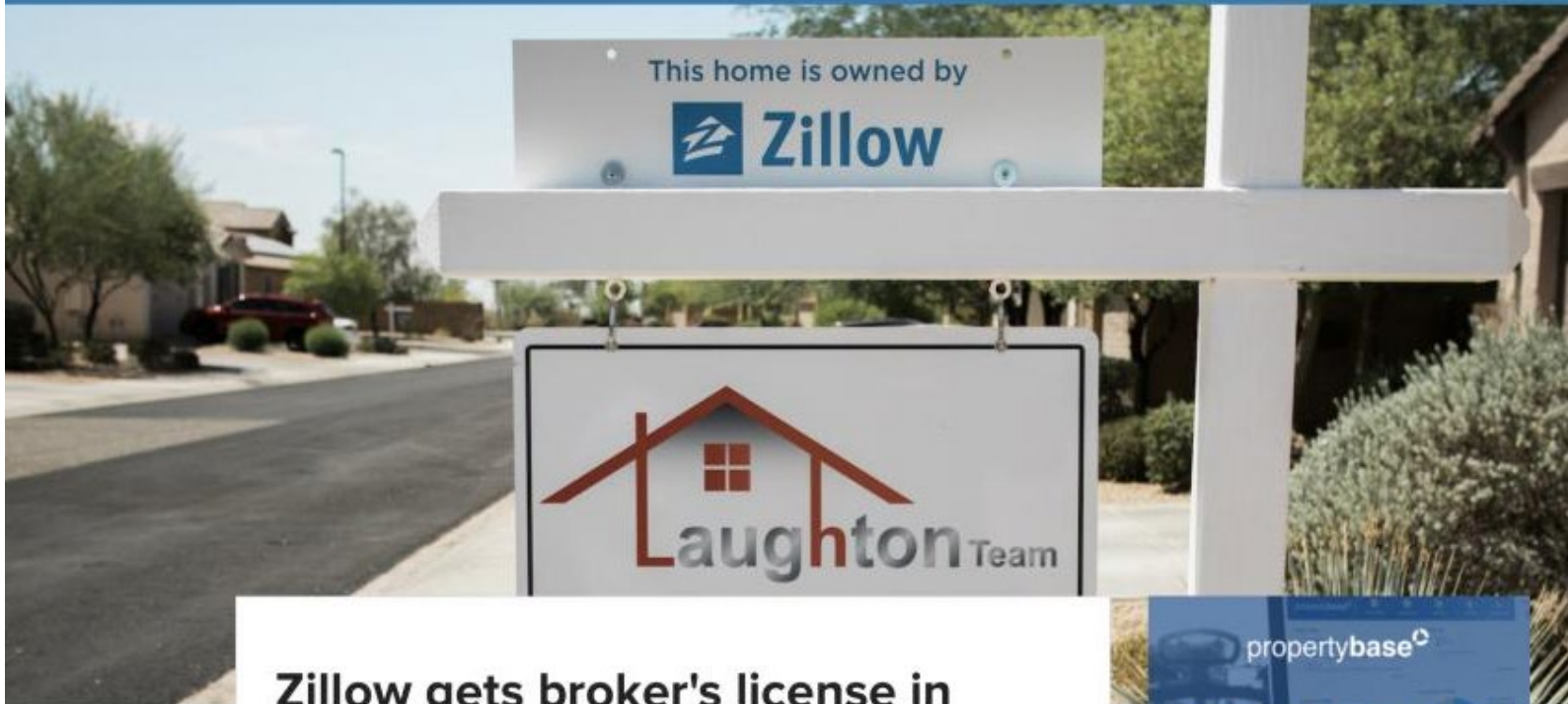
Stabilization and Satisfaction

1. Days on Market methodology
2. Subdivision searching
3. Required Fields
4. Transaction Brokerage/Sub Agency in VA
5. Different reports
6. Public Records sources
7. Support volume
8. System performance

A Changing Industry.

\$6.27 Billion





Zillow gets broker's license in Arizona, but has 'no plans' to represent homebuyers and sellers

The Arizona Department of Real Estate is requiring the license so the Seattle tech giant can keep operating its Zillow Offers homebuying and selling service in the state

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Zillow to acquire Mortgage Lenders of America, streamline buying through Zillow Offers

The move aims to make the homebuying process more seamless for consumers looking to buy homes directly through Zillow Offers

BY [PATRICK KEARNS](#) Staff Writer [Twitter](#) [Email](#) AUG 6

A graphic for "COACHING CORNER" featuring a portrait of Tom Ferry, a man with glasses and a suit, smiling. The text "Presented by the #1 Coach Tom Ferry" is overlaid on the image. A blue and orange curved line is on the right side. At the bottom right, it says "Find on Inman.com".

TRENDING

\$2.75 billion

Visit homes on your schedule

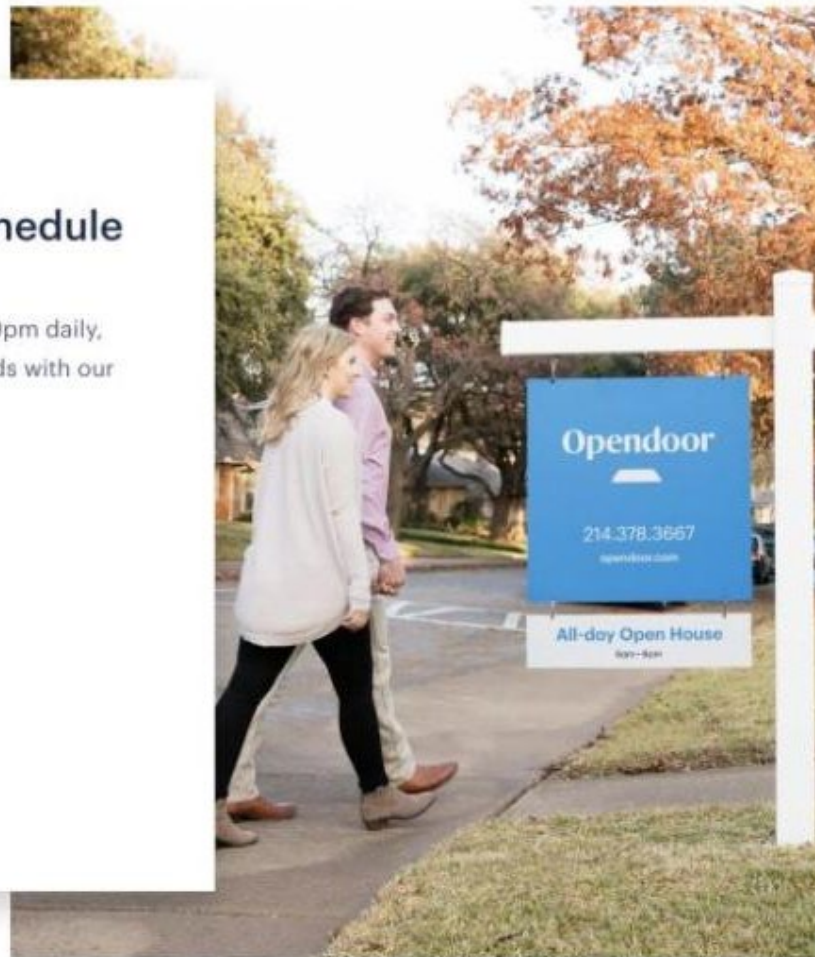
Every home is open to tour from 6am – 9pm daily, no appointment needed. Enter in seconds with our new Opendoor Homes mobile app.

Download the free app

1/4

NEXT

Hundreds of listings



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LEARN MORE



REAL ESTATE



REAL ESTATE HOUSING MORTGAGES CONSTRUCTION COMMERCIAL REAL ESTATE REITS

Softbank invests \$450 million in real estate tech company Compass

- Real estate technology firm Compass says it's getting an investment of \$450 million from the SoftBank Vision Fund.
- The infusion from the \$93 billion venture vehicle brings Compass' total capital raise to \$775 million.

Berkeley Lovelace Jr. | @BerkeleyJr

Published 8:48 AM ET Thu, 7 Dec 2017 | Updated 9:42 AM ET Thu, 7 Dec 2017





Compass

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bright[™]
MLS



Quicken Loans sibling In-House Realty purchases ForSaleByOwner.com for \$2.5M

The acquisition will allow Quicken Loans to create an 'all-in-one' housing marketplace, linking Rocket Mortgage





Search



What's New in Residential Real Estate Brokerage Competition

AN FTC-DOJ WORKSHOP

JUN 5, 2018
9:00AM-3:45PM

What's New in Residential Real Estate Brokerage Competition

EVENT DESCRIPTION

The Federal Trade Commission and Department of Justice will hold a joint public workshop in Washington, DC on June 5, 2018, to explore competition issues in the residential real estate brokerage industry. Buying or selling a home is one of the biggest financial transactions most consumers make in their lives, and the residential real estate brokerage industry has seen significant change in recent years, including the emergency of new business models. The workshop will focus on developments since the publication of the FTC and DOJ's [Report on Competition in the Real Estate Brokerage Industry](#) in 2007.



***What's New in
Residential Real Estate
Brokerage Competition***
AN FTC-DOJ WORKSHOP

06/05/2018 Real Estate Workshop Pt. 1



Change is **necessary.**

The Future.



One.

More Information.

More information than ever before.

The Economist recently declared
that data is the world's most
valuable resource.

More valuable than oil.

More information than ever before.

90% of the world's data has been created in the last 2 years.

Every day, we create 2.5 Quintillion bytes of data.

More information than ever before.

2,500,000,000,000,000

More information than ever before.

1 trillion sensors will be connected to the internet by 2024

Over 50% of internet traffic will be appliances and smart devices by 2024

More information than ever before.

We make data usable.

Bright Data – the numbers

40K

Square miles

20M

Consumers

500M

Annual changes

40M

Annual logins

4M

Active saved searches

7M

Contacts

Market Performance Report

PRINT ? Help

COMPETITIVE MARKET

Date of Report: 09/20/2018 10:51 PM EST Report ID: 424483

Criteria

School District: Souderton
 Upper Perkiomen
 Perkiomen Valley
 North Penn
 Hatboro-horsham

Price: \$200,000 - \$300,000

Beds: 1 - 4 Baths: 1 - 3

Type: Single/Detached

Ownership: FeeSimple

Current

Current Active Competitors:	28
- CDOM 0 - 45 days:	17
- CDOM 45 - 90 days:	5
- CDOM 91+ days:	6

Competitive Market Activity (Last 28 Days)

	8/23 - 8/29	8/30 - 9/5	9/6 - 9/12	9/13 - 9/19
New Listings	2	4	3	4
Active w/Contract	0	1	1	1
Pending	1	2	0	2
Closed	4	5	2	5
Expired or Withdrawn	1	0	1	0

COMPETITIVE SUMMARY

Avg Appts Before Contract

16.68

Avg Portal Favorites

6

Avg 4-Week Direct Email

126.43

Avg 4-Week Auto Email

123.62

Price Range *Required

\$0 - \$500 \$000

Select a range of property sold prices that you want to include in this report. Note: 200-250 returns all properties listed in this price range.

Rooms

Bedrooms: 2+

Bathrooms: 2+

Other

Filter by Structure Type:

Detached This Side Detached
 Semi/Two Stories
 Split of Two Stories Other

Filter by Ownership Interest:

Fee Simple

Geographic Area *Required

SEARCH BY SCHOOL DISTRICT

Select which geographic area you wish to search on. If adding an entire county, you may exclude specific MLS Areas, School Districts, Subdivision or Neighborhood by unselecting the check-box.

RESET FILTERS UPDATE REPORT

- All Bucks County - Bucks County, PA (30100)
- Bensalem Township (Bucks, PA)
- Excluded Bristol Borough (Bucks, PA)
- Bristol Township (Bucks, PA)
- Bucks (Bucks, PA)
- Bucks County Public Schools (Bucks, PA)
- Continental (Bucks, PA)
- Central Bucks (Bucks, PA)

Back



Two.

Personalization.

Personalization drives satisfaction.

Personalization.

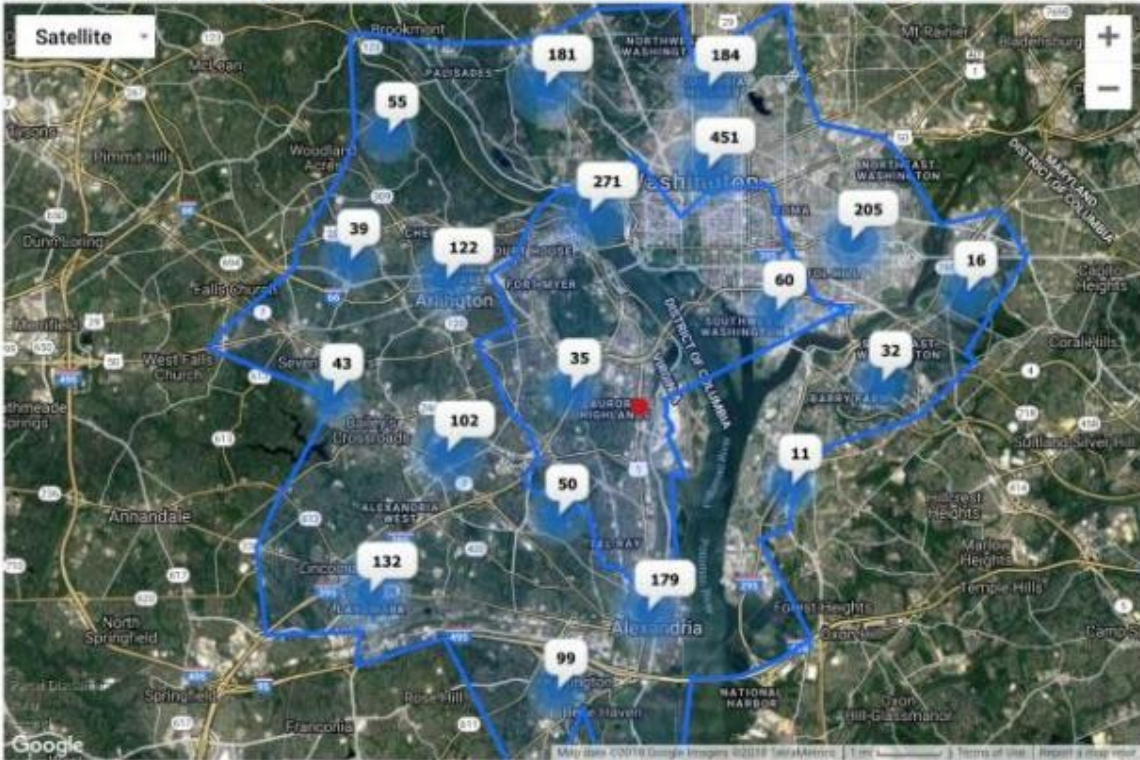
Localization.

Customization.

2267 of 2298 Checked 0

All None Page

Jump to Address



Actions Refine Save Carts

Criteria [Email](#) [Alert](#) [CRM](#) [Directions](#) [Stats](#) [Export](#) [Showing Time](#) [Cloud CRM](#)



Three.

Virtual Experiences.

The virtual future.

Virtual Assistants.

The virtual future.



"How long is the wait usually to be seated?"



The virtual future.

Virtual Assistants.

Image Recognition.



The virtual future.

Virtual Assistants.

Image Recognition.

Augmented/Virtual reality.

Change is good.

Driving **your business forward.**

Thank you!