

2009 MTC Forum "Real Estate and Technology- Where to now?"

Friday, October 23rd

5:30pm – 7:00pm

**Welcome Reception
Royal BC Museum**

Saturday, October 24th

7:00am – 8:00am

Blackberry Advanced for the Early Risers

This is a session for users who have had devices for some time and are comfortable with them. You will spend time learning key shortcuts including editing, quick search tips, message sorting, phone tips and more.

8:00am – 8:45am

CREA Technology Developments

Join the MTC Directors for breakfast followed by an update by the MTC.

8:45am – 9:45am

Opening Session – A Conversation with Brad Inman

Brad Inman is an Internet entrepreneur and founder of several online and offline companies, including [Inman News](#), [HomeGain.com](#), [TurnHere.com](#) and [Vook.com](#), an enhanced ebook publishing company.

He launched [Inman News Real Estate Connect](#) in 1997. This past August over 1700 participants from all over the World joined the discussion at [Real Estate Connect San Francisco 2009](#).

9:45am – 10:00am

Break

10:00am – 11:00am

Social Media and Real Estate

Presenters:

Ian Watt, # 1 REALTOR® Marketing Vancouver's

Condominiums 100% online www.ianwatt.ca/Home.php

[Jeff Turner](#), [Real Estate Shows](#), [Todd Carpenter](#), Social Media Manager at the National Association of REALTORS® a founder of [REBarCamp](#).

These experts will talk about engaging your membership using social media and discuss tools to help them engage consumers.

11:00am – 12:00pm

MLS® Data and Technology Standards

Moderator: Éric Charbonneau, General Manager of Centris, Greater Montreal Real Estate Board

Panelists: Harry Janzen, Executive Officer, Saskatoon Region Association of REALTORS®, John DiMichele, Associate CEO, CIO, Toronto Real Estate Board, John Mosey President Regional MLSMinnesota Inc., Marc Lafrance, Director of Marketing & Member Services, CREA

This session will look ahead at what technology standards are needed with respect to data integrity, quality, content, distribution, branding and the use involving Boards and Association, members, stakeholder and third parties.

12:00pm – 1:00pm

Luncheon with Sponsors

1:00pm – 2:00pm

MLS® System of the Future

Moderator: Marilyn Wilson, [Wav Group](#)

Panelist: Bob Hale, CEO [Houston Association of REALTORS®](#), Michel Beauséjour, CEO, [GMREB](#)
Phil Soper, President & CEO, [Royal LePage Real Estate Services Ltd.](#)

In this session, the panel will discuss the next generation of MLS® technology, the issues surrounding data sharing, syndication, security and accuracy of data will be topics of interest that will impact the industry in the future.

2:00pm – 3:30pm

Discussion Topics - We want your input!

The vision of the MLS® and Technology Council is to have a national collaborative strategy that enables nimble and efficient development of technology products and services by creating a common platform or highway for members and stakeholders to “plug into”. Such a strategy is required to focus organized real estate’s technology development, to respond to external challenges, and to better meet the needs of our stakeholders – Boards/Associations, REALTORS®, brokerages, franchisors and consumers.

The MTC is first focusing and consulting on the REALTOR.ca web site priorities associated with its development. We need your input on these strategies.

Join the discussion and provide your feedback on this important undertaking.

(See topic descriptions below)

- **National collaborative technology strategy**
- **MLS[®] data and technology standards**
- **Branding and usage requirements for display of MLS[®] information**
- **Syndication of MLS[®] content**
- **Third party applications on REALTOR.ca**
- **REALTOR.ca development priorities**

3:30pm – 3:45pm

Break

3:45pm – 5:00pm

Closing Session - Feedback Forum

Return to the plenary session room to hear what your peers had to say about these important issues.

DISCUSSION TOPIC DESCRIPTIONS

National Collaborative Technology Strategy

The vision of the MLS[®] and Technology Council (the “MTC”) for technology is “a national collaborative strategy that enables nimble and efficient development of technology products and services by creating a common platform or highway for members and stakeholders to “plug into”.”

There are three key elements contained in this statement. First, it is based on an integrated strategy being adopted on a co-operative basis amongst Boards and Associations and CREA. Second, such a collaborative effort is designed to maximize the efficient use of organized real estate resources, and avoid duplication of effort. Third, it is intended to harness the benefits of shared facilities by enabling others to build upon or to access them in a manner that will address member needs.

It is the view of the MTC that such a strategy is required to focus organized real estate’s technology development, to respond to external challenges, and to better meet the needs of our stakeholders – Boards/Associations, REALTORS[®], brokerages, franchisors and consumers.

Application Platform (Third party applications on REALTOR.ca)

Use the REALTOR.ca infrastructure as the platform upon which members can differentiate themselves through other views and applications being built by approved third parties.

Syndication of MLS[®] Content

Use MLS[®] content for syndication purposes. This recognizes that content is a commodity, which can be most effectively managed through a national content warehouse aggregator and distributor, supplying it to authorized parties with appropriate safeguards and agreements in place.

Branding and Usage Requirements for display of MLS[®] Information

Ensure MLS[®] content that is displayed under any of the above scenarios is branded as quality content in association with REALTORS[®] (e.g. Good Housekeeping Seal of Approval, “REALTOR[®] Provided”, Powered by REALTORS[®])

MLS[®] Data and Technology Standard

Execution of all of the above will require adoption of standards and rules with respect to data integrity, quality, content, distribution, branding and use involving Boards/Associations, members, stakeholders and third parties.