



EAST ALABAMA
BOARD *of* REALTORS®

TECHNOLOGY HANDBOOK

East Alabama Board of REALTORS® Tech Handbook

Eastern Alabama Board of REALTORS (EABOR) has commissioned Modern.tech to develop an MLS Tech Handbook, a detailed resource that catalogs and describes each vendor and technology partner associated with EABOR. This handbook is designed to serve as a comprehensive reference for both members and staff, offering a clear understanding of the tools and services that EABOR has contracted and partnered with to help its members succeed in their business.

The MLS Tech Handbook represents a strategic initiative by EABOR to modernize its technology infrastructure and enhance its vendor management processes. This comprehensive approach aims to integrate the most advanced MLS technologies and provide an unparalleled benefits package to its members, positioning EABOR at the forefront of the industry.

In addition to detailing current technology partners, the handbook will include insights into each partnership, highlighting key benefits and company background. This ensures that both seasoned members and staff can easily navigate and leverage the full spectrum of available technologies, thereby optimizing their real estate operations.

Furthermore, the handbook should be regularly updated to reflect new partnerships and technological advancements, ensuring that EABOR remains agile and responsive to the ever-evolving real estate technology landscape. By continually refining its tech stack, EABOR demonstrates its commitment to providing its members with the most effective and innovative tools in the industry.

Modern.tech is honored to work with EABOR on this initiative. Regards,



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Overview and Analysis of CoreLogic Matrix

Employee Count: *approximately 5,000 employees*

Funding: *CoreLogic is a publicly traded company*

What is CoreLogic Matrix?

CoreLogic Matrix is one of the leading multiple listing service (MLS) platforms used by MLSs around the country and serving over 1 million real estate professionals. It is designed to provide a comprehensive and intuitive interface for managing property listings, conducting detailed searches, and generating reports. Matrix is known for its scalability and flexibility, making it suitable for MLS organizations of all sizes.

How it Works:

CoreLogic Matrix is a web-based MLS platform that offers advanced features for listing management, property searches, and reporting. Users can input property information, search for listings based on various criteria, and generate custom reports. The platform supports integration with numerous third-party applications, enhancing its functionality and user experience.

Benefits for Agents/Brokers:

- **Advanced Search Capabilities:** Offers robust search tools that allow agents to find properties based on a wide range of criteria.
- **Mobile Access:** Ensures that agents can access MLS data and perform essential tasks on the go.
- **Integration:** Seamlessly integrates with various third-party applications, including customer relationship management (CRM) systems and marketing tools.

Revenue Models:

CoreLogic Matrix operates on a subscription-based model, where MLS organizations pay for access to the platform. Pricing is typically based on the size of the organization and the specific features required.

Competitors:

Paragon, FBS Flex, Perchwell

Notable MLS/Brokerage Clients/Integrations:

CoreLogic Matrix is used by numerous MLS organizations across North America, including some of the largest regional MLSs.

Overall Feedback:

CoreLogic Matrix is highly regarded for its robust feature set, scalability, and flexibility. Users appreciate the advanced search capabilities, client search tools, customizable interface, and seamless integration with other tools. The platform's mobile accessibility and the support provided by CoreLogic are also frequently highlighted as significant advantages.



Overview and Analysis of Realist by CoreLogic

Employee Count: *approximately 5,000 employees*

Funding: *CoreLogic is a publicly traded company (NYSE: [CLGX](#))*

What is Realist CoreLogic?

Realist gives agents advanced insights into their market with property, environmental, and public record data helping clients uncover valuable insights, view trends, access analytics, and run risk reports that lead to informed decisions every time.

How it Works:

Realist sources its property data from a variety of databases all focused on identifying property characteristics, historical data records, and listing information. This data is then presented with an easy-to-use interface to simplify complex analyses on real estate parcels and allow agents to quickly provide clients with the answers they need.

Benefits for Agents/Brokers:

Extensive Property Data:

- Access to public records, tax assessments, deeds, mortgages, and foreclosures.
- Historical property data and market trends.

Customizable Reports:

- Generate detailed property and market reports.
- Customizable templates to meet specific needs.

Mapping and Visualization:

- Advanced mapping tools for spatial analysis.
- Visualize property characteristics and market trends.

Integration with MLS:

- Seamless integration with MLS systems.
- Enhances MLS data with additional public records and analytics.

Revenue Models:

Realist operates on a subscription-based model, where MLS organizations pay for access to the platform. Pricing is typically based on the size of the organization and the specific features required.

Competitors:

RealReports, CRS Tax, RPR

Notable MLS/Brokerage Clients/Integrations:

Realist is used by most MLS organizations that have adopted Matrix as their MLS provider.

Overall Feedback:

Realist is a great tool for subscribers of Matrix. There are more robust solutions, but having Realist build into the core functionality of the MLS makes it easy to use and work with in an agent's normal MLS workflows.



Overview and Analysis of OneHome

Employee Count: 20-50 employees

Funding: Not publically available

What is OneHome?

OneHome is a real estate platform that bridges the gap between homebuyers, real estate agents, and brokers. It provides users with access to current property listings, personalized home recommendations, and tools designed to expedite real estate transactions. The platform aims to create a seamless experience for buyers and improve efficiency for real estate professionals.

How it Works:

OneHome operates as a centralized portal for homebuyers and real estate agents. Key functionalities include browsing comprehensive and up-to-date property listings, offering personalized property recommendations based on user preferences and search behaviors, and integrating features that allow users to track their search progress, communicate with agents, and gather quotes for potential properties.

Benefits for Agents/Brokers:

OneHome is a value-added platform for real estate professionals providing:

- A streamlined interface to manage client interactions and property searches.
- Improved communication and engagement tools to better serve clients.
- Enhanced efficiency in facilitating transactions through automation and data-driven insights.
- Access to a growing network of prospective buyers actively engaged in home-buying.

Revenue Models:

- Subscription fees for agents and brokers to access advanced tools.
- Premium property listings and advertising opportunities.
- Data analytics and insights as a monetizable offering for larger real estate firms and brokers.

Notable MLS/Brokerage Clients/Integrations:

OneHome is integrated with major MLS systems to ensure up-to-date and accurate property data.

Overall Feedback:

OneHome provides a robust solution for both consumers and professionals in the real estate sector. Its emphasis on personalized recommendations and efficient tools aligns with the needs of modern homebuyers. The platform's integration with MLS systems ensures a high level of data accuracy and reliability, making it a valuable resource in the real estate technology landscape.

Overview and Analysis of MLS Touch

Employee Count: 100 employees

Funding: CoreLogic Subsidiary

What is MLS Touch?

MLS-Touch is a mobile application designed exclusively for real estate professionals, providing seamless access to Multiple Listing Service (MLS) data on the go. Developed by CoreLogic®, it enables agents to search properties, view market statistics, manage client interactions, and collaborate effectively, all from their mobile devices.

How it Works:

MLS-Touch integrates with MLS databases to offer real-time access to property listings and related information. Key functionalities include:

- **Property Search:** Agents can search by address, map location, neighborhood, school district, and other criteria.
- **InstaView:** Allows users to point their device at a nearby property and instantly retrieve full listing details.
- **Client Collaboration:** Features like Brand & Share™ enable agents to create a personalized app for clients, facilitating direct access to listings and improved communication.

Benefits for Agents/Brokers:

- **Mobility:** Access critical MLS data anytime, anywhere, enhancing responsiveness to client needs.
- **Efficiency:** Streamlines workflows by consolidating essential tools into one application, reducing the need for multiple platforms.
- **Client Engagement:** The branded app feature allows agents to offer clients a personalized home search experience, fostering stronger relationships.

Revenue Models:

- **Subscription Fees:** Charging MLS organizations or individual agents for access to premium features.
- **Licensing:** Partnering with MLS boards and associations to license the technology for their members.

Notable MLS/Brokerage Clients/Integrations:

NorthstarMLS, MARIS, realMLS

Overall Feedback:

MLS-Touch is highly regarded among real estate professionals for its intuitive design and comprehensive features. Users appreciate its seamless integration with existing CoreLogic MLS systems, real-time data access, and client collaboration tools. The ability to brand the app for personalized client interactions is particularly valued, as it enhances the client experience and fosters stronger relationships. Overall, MLS-Touch is a vital tool for agents seeking mobility, efficiency, and enhanced client engagement in their real estate operations.



Overview and Analysis of SentriLock

Employee Count: 150+ employees

Funding: A wholly owned subsidiary of the National Association of REALTORS

What is SentriLock?

SentriLock is a leading provider of electronic lockbox solutions and access management services tailored for the real estate industry. Established in 2002, the company offers secure and reliable products that facilitate property access for real estate professionals, enhancing efficiency and security in property showings and management.

How it Works:

SentriLock's primary offering is the SentriGuard® Lockbox, an electronic lockbox system that integrates with the SentriKey® Real Estate mobile application. This combination allows agents to:

- **Access Properties:** Securely open lockboxes using Bluetooth® technology via the mobile app or a dedicated keycard.
- **Manage Showings:** Schedule and confirm property showings, share listing information and communicate with clients directly through the app.
- **Monitor Access:** Receive instant notifications and access logs, providing property owners transparency and peace of mind.

Benefits for Agents/Brokers:

- **Enhanced Security:** SentriLock's lockboxes are designed with advanced security features, offering reliable protection for property access.
- **Data Insights:** Access to detailed access logs and market statistics enables agents to make informed decisions and provide valuable insights to clients.

Revenue Models:

- **Product Sales:** Selling lockbox hardware and associated accessories to real estate associations and professionals.
- **Subscription Services:** Offering access to the SentriKey® Real Estate app and related software solutions on a subscription basis.
- **Licensing Fees:** Charging fees for the integration of their technology with Multiple Listing Services (MLS) and other real estate platforms.

Notable MLS/Brokerage Clients/Integrations:

SentriLock serves over 500,000 agents across more than 300 different REALTOR® boards, associations, and MLSs.

Overall Feedback:

SentriLock is recognized for its commitment to innovation, security, and customer service. The company's products are praised for their reliability and user-friendly design, contributing to enhanced operational efficiency for real estate professionals. As the official lockbox solution of the National Association of REALTORS®, SentriLock continues to set industry standards, making it a trusted partner for agents and brokers nationwide.



Overview and Analysis of Restb.ai

Employee Count: *Approximately 40*

Funding: *\$3M+ over multiple rounds*

What is Restb.ai?

Restb.ai is a Barcelona-based company specializing in artificial intelligence and computer vision solutions tailored for the real estate industry. Founded in 2015, the company leverages advanced AI technology to analyze property images, providing actionable visual insights that enhance property listings, valuations, and market analyses.

How it Works:

Restb.ai's platform utilizes deep learning algorithms to process and interpret real estate images. Key functionalities include Image Tagging, which automatically identifies and labels features within property photos, such as room types, materials, and amenities. Photo Compliance: Ensures property images meet industry standards and regulations by detecting issues like watermarks or inappropriate content. Property Condition Analysis: Assesses the condition of properties based on visual data, aiding in accurate valuations and appraisals.

Benefits for Agents/Brokers:

- **Enhanced Listings:** Automatically enriched property descriptions and tags improve searchability and appeal to potential buyers.
- **Operational Efficiency:** Automating image analysis reduces manual labor, allowing agents to focus more on client engagement.
- **Improved Compliance:** Automated compliance checks ensure that listings adhere to industry standards, minimizing legal risks.

Revenue Models:

- **Software Licensing:** Charging fees for access to their AI-powered image recognition and analysis tools.
- **Subscription Services:** Offering tiered subscription plans based on usage levels and feature access.
- **Custom Solutions:** Developing tailored AI solutions for large clients with specific needs, which may involve one-time fees or ongoing service agreements.

Notable MLS/Brokerage Clients/Integrations:

Restb.ai technology is embedded in leading MLS platforms (Matrix, Paragon, Flex, Rappatoni)

Overall Feedback:

Restb.ai is recognized as a leader in AI-powered computer vision for real estate, providing image recognition and data enrichment solutions for many of the industry's top brands and leading innovators. Their technology is praised for its accuracy and ability to process large volumes of images efficiently, making it a valuable asset for real estate professionals seeking to leverage AI for enhanced property insights and operational efficiency.

Overview and Analysis of Listing Data Checker

Employee Count: *approximately 5,000 employees*

Funding: *CoreLogic is a publicly traded company (NYSE: [CLGX](#)).*

What is Listing Data Checker?

Listing Data Checker by CoreLogic is an automated MLS compliance solution designed to ensure the accuracy and integrity of MLS data. It helps MLS organizations and real estate professionals maintain high-quality listing data by identifying and correcting data errors and inconsistencies.

How it Works:

Listing Data Checker uses advanced algorithms and data validation rules to automatically review MLS listings for compliance with MLS rules and standards. The system flags potential issues and provides detailed reports, enabling MLS administrators and agents to address and correct errors quickly. The platform also offers customizable compliance rules to meet the specific needs of different MLS organizations.

Benefits for Agents/Brokers:

- **Data Accuracy:** Ensures high-quality, accurate listing data by automatically identifying and correcting errors.
- **Compliance:** Helps MLS organizations and agents comply with MLS rules and standards, reducing the risk of non-compliance penalties.
- **Efficiency:** Automates the data validation process, saving time and effort for MLS administrators and agents.
- **Customizable Rules:** Allows MLS organizations to tailor compliance rules to their specific needs and standards.

Revenue Models:

Listing Data Checker operates on a subscription-based model, where MLS organizations pay for access to the platform. Pricing is typically based on the size of the organization and the specific features required.

Competitors:

Ocusell

Notable MLS/Brokerage Clients/Integrations:

Listing Data Checker is widely used by MLS organizations and real estate associations across North America that use the Corelogic platform.

Overall Feedback:

Although Listing Data Checker is not the only data compliance and accuracy tool, it is a leading solution, especially for MLSs who are already using other Corelogic products.



Overview and Analysis of Lundy

Employee Count: 6

Funding: \$290K pre-seed raise in 2021

What is Lundy?

Lundy is a comprehensive voice search engine that partners with MLSs to offer search capabilities to the visually impaired.

How it Works:

Lundy is powered by its AI engine, LundyAI Core, which ingests RESO-standardized MLS data fields and local fair housing laws. LundyAI Core processes all that information into a natural language AI model, creating an intuitive experience for visually impaired homebuyers who can search for property conversationally.

Benefits for Agents/Brokers:

With 12 million Americans over 40 years old who are visually impaired, Lundy allows this demographic to view and interact with real estate listings in their markets. This ensures that agents in markets that have adopted Lundy will have their listings viewed by as many people as possible.

Revenue Models:

Lundy is an MLS-only product, meaning its target market is the MLS. There are two tiers for MLSs to choose from: Finding Home Access, which is free, and Finding Home PRO, which is available at an enterprise level.

Finding Home Access is a free integration that gives full voice search access to all MLS listings. However, the search capability will only use 98 standard fields. The Access version could be limiting if your MLS has highly specified fields.

With the Finding Home PRO version, the integration into the MLS allows for searching every field in the MLS. The PRO version also gives a significantly expanded and more interactive search experience, allowing users to query images verbally and compare listings.

Competitors:

VoiceFlip

Notable MLS/Brokerage Clients/Integrations:

StellarMLS, HAR, FMLS, CRMLS, Miami REALTORS, MLSListings

Overall Feedback:

Lundy has created world-class voice accessibility tools for MLSs, allowing millions of US consumers with visual impairments to participate in the market easily. Lundy has put considerable effort into making adoption and integration easy for MLSs, whether at the Access (free) or PRO levels.



Overview and Analysis of Remine Pro

Employee Count: *Approximately 55*

Funding: *\$30 million*

What is Remine Pro?

Remine Pro is a comprehensive real estate platform that integrates MLS data with public records and predictive analytics to provide real estate professionals with actionable insights. It offers advanced map-based search capabilities, property tracking, and client engagement tools, enabling agents to identify potential leads, analyze market trends, and enhance client interactions.

How it Works:

Remine Pro combines various data sources to deliver a unified platform for real estate professionals.

- **Advanced Search:** Utilizes MLS and public record data to perform nationwide property searches with customizable filters, allowing agents to view results in map or list formats.
- **Predictive Analytics:** Employs proprietary Buy Score and Sell Score algorithms to identify properties likely to transact, aiding in targeted prospecting efforts.
- **Map Layers:** Offers additional layers such as flood zones, distressed deals, home equity, and absentee ownership to refine searches and identify niche markets.

Benefits for Agents/Brokers:

- **Enhanced Prospecting:** Predictive analytics and comprehensive data enable agents to identify and target high-potential leads effectively.
- **Improved Client Engagement:** Tools for sharing property information and collaborating with clients foster stronger relationships and better service delivery.
- **Data-Driven Decision Making:** Access to extensive property and market data empowers agents to make informed recommendations and strategies.

Revenue Models:

- **Subscription Fees:** Charging MLS organizations or individual agents to access premium features and data.
- **Licensing Agreements:** Partnering with MLS boards and associations to license the technology for their members.

Notable MLS/Brokerage Clients/Integrations:

Realcomp, BrightMLS, MRED

Overall Feedback:

Remine Pro is recognized for its robust data integration, predictive analytics, and user-friendly interface, making it a valuable tool for real estate professionals aiming to enhance their prospecting efforts and client engagement. The platform's ability to combine MLS data with public records and predictive insights gives agents a competitive edge in identifying and targeting potential leads.



Overview and Analysis of Remine Docs+

Employee Count: *Approximately 55*

Funding: *\$30 million*

What is Remine Docs+?

Remine Docs+ is a comprehensive, cloud-based platform designed to streamline document creation, e-signature, and transaction management for real estate professionals. By integrating these functionalities, Docs+ enables agents and brokers to manage transactions more efficiently and collaborate seamlessly with clients and team members.

How it Works:

Remine Docs+ offers a suite of tools that facilitate the entire transaction process:

- **Document Creation:** Access a library of standard forms and templates, or create custom documents tailored to specific transaction needs.
- **E-Signature Integration:** Securely send documents for electronic signatures, allowing clients to sign from anywhere, thereby accelerating the transaction timeline.
- **Transaction Management:** Organize documents into transaction folders, track progress, and ensure all necessary steps are completed for compliance.
- **Admin and Broker Features:** Manage agent activities, customize forms, and oversee transactions to ensure adherence to brokerage policies and regulatory requirements.

Benefits for Agents/Brokers:

- **Efficiency:** By consolidating document creation, signing, and management into one platform, Docs+ reduces administrative tasks, allowing agents to focus more on client engagement.
- **Compliance:** Built-in checklists and submission features help ensure that all transactions meet legal and brokerage standards, minimizing the risk of errors.

Revenue Models:

- **Subscription Fees:** Charging MLS organizations or individual agents for access to premium features and data.
- **Licensing Agreements:** Partnering with MLS boards and associations to license the technology for their members

Notable MLS/Brokerage Clients/Integrations:

Realcomp, BrightMLS, MRED

Overall Feedback:

Remine Docs+ is recognized for its user-friendly interface and comprehensive features that cater to the needs of modern real estate professionals. By integrating document creation, e-signatures, and transaction management into a single platform, it simplifies the transaction process, reduces errors, and enhances collaboration. The platform's flexibility and compliance-focused tools make it a valuable asset for agents and brokers aiming to streamline their operations and provide a seamless experience for their clients.



Overview and Analysis of Remine Add/Edit

Employee Count: *Approximately 55*

Funding: *\$30 million*

What is Remine Add/Edit?

Remine Add/Edit is a web-based listing input module designed to streamline the process of creating and managing property listings for real estate professionals. It allows agents and brokers to input property details, upload media, and submit listings to multiple Multiple Listing Services (MLS) and brokerage back-office systems through a single, user-friendly interface.

How it Works:

Remine Add/Edit simplifies the listing process with the following features:

- **Unified Listing Input:** Agents can create a listing using one form that submits to multiple MLSs
- **Auto-Population of Data:** By entering the property's address, the system automatically populates tax record information into the listing, reducing manual input and potential errors.
- **Media Management:** Users can upload high-resolution photos and other media directly or invite photographers to upload media on their behalf, ensuring listings are visually appealing.
- **Editing and Updates:** The platform provides a quick update menu for easily modifying listing details such as price, public remarks, virtual tour links, and integration settings

Benefits for Agents/Brokers:

- **Time Efficiency:** A single input form for multiple MLSs and back-office systems reduces redundant data entry, saving time and minimizing errors.
- **User-Friendly Interface:** The intuitive design with clear input labels and dynamic field validation facilitates quick and seamless listing entry.
- **Enhanced Collaboration:** Features like inviting photographers to upload media directly into the listing streamline the workflow and improve collaboration among team members.

Revenue Models:

- **Subscription Fees:** Charging MLS organizations or individual agents for access to premium features and data.
- **Licensing Agreements:** Partnering with MLS boards and associations to license the technology for their members.

Notable MLS/Brokerage Clients/Integrations:

FMLS, Realcomp, GAMLIS

Overall Feedback:

Remine Add/Edit is recognized for its efficiency and user-friendly design, making the listing creation process more straightforward for real estate professionals. By consolidating multiple listing submissions into a single form and providing features like auto-population of tax data and easy media uploads, administrative burdens are reduced and accuracy enhanced.

Cloud Agent Suite

Overview and Analysis of Cloud Agent Suite

Employee Count: *Approximately 30 employees*

Funding: *Not publicly available*

What is Cloud Agent Suite?

Cloud Agent Suite, developed by W+R Studios, is a comprehensive set of cloud-based tools designed to enhance the productivity of real estate professionals. The suite includes:

- **Cloud CMA:** A platform for creating comparative market analyses, property reports, and flyers.
- **Cloud Streams:** A notification platform that provides real-time listing alerts to clients.
- **Cloud MLX:** A modern search engine for MLS listings, offering an intuitive interface for property searches.
- **Cloud Attract:** A tool for generating optimized landing pages to capture and convert leads.

How it Works:

Each component of the Cloud Agent Suite offers specific functionalities:

- **Cloud CMA:** Allows agents to create personalized, branded reports that can be easily shared with clients, enhancing the presentation of market analyses.
- **Cloud Streams:** Enables agents to set up listing alerts for clients, delivering updates via text or email as soon as new properties hit the market, ensuring clients are informed promptly.
- **Cloud MLX:** Provides a user-friendly interface for searching MLS listings, with features like map-based searches and the ability to share listings directly with clients.
- **Cloud Attract:** Helps agents create customizable landing pages to capture leads, integrating with other tools in the suite to streamline follow-up and conversion processes.

Benefits for Agents/Brokers:

- **Enhanced Client Presentations:** Cloud CMA enables the creation of visually appealing, informative reports that can impress clients and aid in decision-making.
- **Efficient Property Searches:** Cloud MLX offers a streamlined search experience, allowing agents to find and share listings quickly.

Revenue Models:

MLS Partnerships: Collaborating with MLS organizations to offer the suite as a member benefit, potentially involving licensing fees.

Notable MLS/Brokerage Clients/Integrations:

CRMLS, MRED

Overall Feedback:

Cloud Agent Suite is recognized for its user-friendly design and comprehensive features that cater to the needs of modern real estate professionals. By integrating tools for market analysis, client communication, property search, and lead generation, it simplifies workflows and enhances client interactions. The suite's flexibility and focus on productivity make it a valuable asset for agents and brokers aiming to streamline their operations and provide a seamless experience for their clients.



Overview and Analysis of Down Payment Resource (DPR)

Employee Count: *Information not publicly available*

Funding: *Not disclosed*

What is Down Payment Resource?

Down Payment Resource (DPR) is a national database that aggregates information on down payment assistance programs across the U.S. It helps connect homebuyers, real estate agents, and lenders to over 2,300 homeownership assistance programs. The platform focuses on reducing the primary barrier to homeownership: saving for a down payment.

How it Works:

DPR is integrated with MLS systems, flagging eligible listings with an icon identifying available down payment programs for specific properties. Agents can use the platform to search for assistance programs by neighborhood, city, or even specific buyer criteria. It also offers marketing tools and lead generation features, allowing agents to create personalized landing pages to connect potential buyers with relevant down payment assistance.

Benefits for Agents/Brokers:

- **Enhanced Client Support:** Agents can help buyers find assistance programs tailored to their specific needs, reducing the financial barrier to homeownership.
- **Lead Generation:** The Down Payment Connect feature provides agents with a customizable landing page to attract buyers by showcasing available assistance programs.
- **Marketing Tools:** DPR offers marketing resources, including flyers and social media images, to promote down payment assistance options and increase visibility.

Revenue Models:

DPR partners with MLS systems to provide its service as a member benefit, integrating the platform into real estate listings. Additionally, it collaborates with platforms like Zillow to expand its reach, offering users a way to find assistance programs directly through property listings.

Competitors:

N/A

Notable MLS/Brokerage Clients/Integrations:

DPR is integrated with major MLS platforms like CRMLS and Stellar MLS, and has partnerships with major real estate platforms like Zillow.

Overall Feedback:

Down Payment Resource has been well-received for its ability to streamline the process of identifying down payment assistance programs. It is praised for its user-friendly interface, integration with MLS listings, and the valuable support it provides to agents and buyers alike. DPR's partnership with platforms like Zillow further enhances its reach, helping over one million homebuyers discover assistance programs in the past year.



Overview and Analysis of RentSpree

Employee Count: 170 employees

Funding: Approximately \$28M

What is RentSpree?

Founded in 2016, RentSpree is a Los Angeles-based company offering a comprehensive digital platform that streamlines the rental process for agents, landlords, and renters. The platform provides tenant screening, online rental applications, and rent payment processing, aiming to simplify and automate various aspects of property rentals.

How it Works:

RentSpree's platform offers several key features:

- **Tenant Screening:** Provides comprehensive screening reports, including credit checks, background checks, and eviction histories, enabling landlords and agents to make informed decisions.
- **Online Rental Applications:** Allows prospective tenants to submit applications digitally, streamlining the application process and reducing paperwork.
- **Rent Payment Processing:** Facilitates secure online rent payments, offering convenience for both tenants and landlords.

Benefits for Agents/Brokers:

- **Efficiency:** Automates time-consuming tasks such as tenant screening and application processing, allowing agents to focus on client relationships.
- **Compliance:** Ensures adherence to legal and regulatory requirements through standardized processes and thorough screening.
- **Client Satisfaction:** Offers a streamlined, user-friendly experience for renters, enhancing client satisfaction and fostering long-term relationships.

Revenue Models:

- **Transaction Fees:** Collecting fees per transaction, such as for each tenant screening or rent payment processed.
- **Partnerships:** Collaborating with MLSs, associations, and brokerages, potentially involving licensing fees or revenue-sharing agreements.

Notable MLS/Brokerage Clients/Integrations:

Partnerships with 250 of the top MLSs in the country.

Overall Feedback:

RentSpree is recognized for its user-friendly interface and comprehensive suite of tools that address the needs of modern real estate professionals. By digitizing and automating key aspects of the rental process, it reduces administrative burdens and enhances the experience for agents, landlords, and renters alike. The platform's scalability and extensive partnerships underscore its value in the real estate industry.

ShowingTime+

Overview and Analysis of ShowingTime

Employee Count: *ShowingTime+ has been folded into larger Zillow Operations*

Funding: *ShowingTime is owned by Zillow Group, a publicly traded company (NASDAQ: [ZG](#)).*

What is ShowingTime?

ShowingTime+ is a suite of advanced tools designed to streamline the showing scheduling and management process for real estate professionals. It enhances the efficiency of managing property showings, offers comprehensive analytics, and integrates with other real estate tools to provide a seamless experience for agents and clients.

How it Works:

ShowingTime+ provides a cloud-based solution that integrates seamlessly with MLS systems. It offers features such as automated showing management system, market statistics, feedback solutions, and a powerful mobile app. ShowingTime+ continues to innovate with new features and enhancements to their existing products, ensuring they stay at the forefront of real estate technology.

Benefits for Agents/Brokers:

- **Integration with MLS:** ShowingTime+ has strong partnerships with MLS organizations, providing seamless integration and access to a vast network of real estate professionals.
- **Comprehensive Solutions:** Offering a wide range of tools from showing management to market analytics, ShowingTime+ caters to the diverse needs of real estate professionals.
- **24/7 Support:** The ShowingTime Appointment Center ensures that agents never miss a showing opportunity, providing round-the-clock support and scheduling services.
- **Data-Driven Insights:** The MarketStats tools provide real-time, localized market data, helping agents and clients make well-informed decisions.

Revenue Models:

ShowingTime+ operates on a subscription-based model. Pricing is typically based on the size of the organization and the specific features required.

Competitors::

BrokerBay

Notable MLS/Brokerage Clients/Integrations:

ShowingTime+ primarily serves real estate professionals, including agents, brokers, and MLS organizations.

Overall Feedback:

ShowingTime+ is highly regarded for its ability to streamline the overall showing management and client experience process and enhance agent productivity. With its acquisition by ZillowGroup, ShowingTime+ is the new agent-facing tool used by Zillow to garner industry adoption.



Overview and Analysis of RatePlug

Employee Count: *Approximately 15*

Funding: *\$260K*

What is RatePlug?

Established in 2007, RatePlug is a mortgage marketing platform that integrates real-time mortgage payment information into Multiple Listing Service (MLS) property listings. This integration enables real estate agents and loan originators to provide prospective homebuyers with accurate affordability details directly within property listings, enhancing transparency and facilitating informed purchasing decisions.

How it Works:

RatePlug functions by embedding live mortgage payment data into MLS listings, offering:

- **Real-Time Affordability Information:** Displays current mortgage rates and estimated monthly payments, including principal, interest, taxes, insurance, and assessments, tailored to each property.
- **Co-Marketing Opportunities:** Allows real estate agents to collaborate with up to three loan originators whose contact information and mortgage products are displayed on property listings, fostering partnerships and providing buyers with multiple financing options.
- **Compliance:** Adheres to regulations such as RESPA-TILA, FTC-MAP, REG-Z, and TRID, ensuring that all displayed information meets legal standards.

Benefits for Agents/Brokers:

- **Enhanced Buyer Engagement:** Providing detailed affordability information directly within listings helps buyers understand the financial implications, leading to more informed inquiries and potentially faster sales cycles.
- **Increased Transparency:** Offering comprehensive payment breakdowns builds trust with clients by providing a clear picture of homeownership costs upfront.

Revenue Models:

- **Subscription Fees:** Charging loan originators for participation in the platform, enabling their mortgage products and contact information to be displayed on MLS listings.
- **MLS Partnerships:** Collaborating with MLS networks to offer RatePlug as a value-added service to their members, potentially involving licensing fees.

Notable MLS/Brokerage Clients/Integrations:

Over 70 MLSs across the country

Overall Feedback:

RatePlug is recognized for its innovative approach to integrating mortgage information into property listings, providing a seamless experience for agents, loan originators, and homebuyers. Offering real-time affordability data within the MLS environment enhances transparency and expedites the homebuying process. The platform's compliance with industry regulations and extensive MLS integrations make it a valuable tool for real estate professionals aiming to provide added value to their clients.



Overview and Analysis of Nestfully

Employee Count: *Not disclosed*

Funding: *Joint Venture with major MLS and Brokerages*

What is Nestfully?

Launched in March 2023, Nestfully is a consumer-focused real estate search portal developed by collaborating with leading MLS organizations and brokerages. It provides homebuyers and sellers with direct access to comprehensive, up-to-date property listings sourced directly from MLS databases, ensuring accuracy and timeliness. The platform is designed to offer a seamless and ad-free user experience, connecting consumers with real estate professionals without additional costs.

How it Works:

Nestfully operates by aggregating property listings from participating MLSs, offering features such as:

- **Accurate Listings:** Provides real-time property information sourced directly from MLSs, ensuring users have access to the most current data.
- **User-Friendly Search:** Offers intuitive search functionalities with advanced filters, allowing users to tailor their property searches to specific criteria.
- **Agent Connectivity:** Facilitates direct connections between consumers and local real estate agents, enabling seamless communication and support throughout the buying or selling process.

Benefits for Agents/Brokers:

- **Lead Generation:** Offers quality leads at no additional cost, connecting agents with motivated buyers and sellers.
- **Enhanced Visibility:** Ensures agents' listings are prominently displayed to a broad audience, increasing exposure.
- **Direct Communication:** Facilitates seamless interaction between agents and potential clients, streamlining the transaction process.

Revenue Models:

MLS and Brokerage Support: Funded and maintained by participating MLSs and brokerages, ensuring the platform remains free for consumers and agents.

Notable MLS/Brokerage Clients/Integrations:

CRMLS, BrightMLS

Overall Feedback:

Nestfully has been recognized for its commitment to providing accurate, up-to-date property information in an ad-free environment. Sourcing listings directly from MLSs and facilitating direct connections between consumers and agents offers a transparent and efficient real estate search experience. The platform's collaborative foundation and focus on user-centric design position it as a valuable tool in the real estate market.