# CEO UPDATE

Dale A. Stinton

NATIONAL ASSOCIATION of REALTORS®

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# Strategic Business/Technology Partners

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# Mission: Monitor/Mentor/Invest in businesses and technologies that are transforming the real estate industry while keeping REALTORS® at the center of the transaction

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# In the Beginning ……

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realtor.com®

where home happens

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zipLogix
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# Then came ….

SENTRILOCK®
Smart Lock. Smart Card. Smart Choice. ™

***(just produced its 1 millionth LockBox)***

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RPR®
REALTORS
PROPERTY
RESOURCE
TECHNOLOGY • ANALYTICS • INNOVATION
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# The Center for REALTOR® Technology

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# There's much more ....

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# In the last 3 years we have evaluated over 1,500 business/technology opportunities

# Benefit Partners

# 35

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# REALTOR Benefits® Partners

## PERSONAL INSURANCE

REALTORS insurance marketplace
health insurance solutions

Liberty Mutual INSURANCE
home & auto insurance

## FINANCIAL SERVICES & RISK MANAGEMENT

American Home Shield
home protection plans

REALTORS Federal Credit Union
A Division of Northwest Federal
banking and credit card services

Victor O. Schinnerer & Company, Inc.
error & omissions insurance

## OFFICE SUPPLIES AND SOLUTIONS

FedEx
shipping, print & copy services

OfficeMax WORKPLACE
office supplies

## MARKETING RESOURCES

>ifbyphone
voice-based phone marketing system

Lowe's Never Stop Improving
home improvement, free marketing system

REALTOR Team Store
REALTOR® logo merchandise

## ELECTRONICS & MOBILE TECHNOLOGY

DELL
The power to do more
technology products

hp
health insurance solutions

lenovo FOR THOSE WHO DO!
technology products

Sprint
wireless service plans

xerox
multi-function printers

## TRANSACTION MANAGEMENT

DocuSign
e-signature & transaction rooms

zipForm Plus
real estate forms software

relay
transaction management systems

## TECHNOLOGY SERVICES

rackspace
the open cloud company
hosted email services

SentriLock
Smart Lock. Smart Card. Smart Choice.
REALTOR® lockbox

Xceligent
commercial real estate information services

## TRAVEL/AUTOMOTIVE

CHRYSLER
NAR's official auto manufacturer

AVIS
car rental

Budget
car rental

Hertz
car rental

## EDUCATIONAL TOOLS

ABR
educational tools

BPOR
educational tools

e-PRO
educational tools

green
educational tools

SFR
educational tools

SRES
educational tools

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Insurance
Electronic Signature
Car Buying & Rental
Home Improvement
FedEx, Office Supplies
Forms Software/Trans Mgmt
LockBox
Commercial Data Agg/Research

# Technology Partners

# 20 Investments

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# Technology Partners

DocuSign
Global Standard for digital signature & transaction management

updater
Branded change of address site

Xceligent
Commercial Listing & Research Platform

NAR REach
SCV Technology Accelerator Program

planwise
Financial planning & decision making tool

ifbyphone
*Successful Exit 2013*
Ad tracking and call routing system

ePropertyData
*Acquired by Xceligent 2012*
Commercial listings tool

symform
*Acquired by Quantum 2014*
Online data backup system

BombBomb
Video Email Marketing

Reach150
Online reputation management through testimonials

lumentus social FOR REAL ESTATE
Social media management platform

workface
Online chat for listings

BACK AT YOU MEDIA
Social media marketing tool

deductr
Automated expense tracking and deduction software

Desktime™
Turns excess office space into cash

FundWell
Small business lending platform

SendHub
Modern phone system for real estate

goby
Energy optimization and regulatory reporting for commercial real estate

smartzip
Predictive marketing

weVideo
Video creation in the cloud – no experience necessary

# E-Signature
# Financial Planning
# Video Marketing
# Social Media Marketing
# Phone Systems

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# Change of Address
# Call Routing/Tracking
# Online Reputation Mgmt
# Automated Expense Tracking
# Energy Optimization - Commercial

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# Commercial Listing/Research
# Social Media Platform
# Excess Office Space Mgmt
# Predictive Marketing
# Online Data Backup

# Online Chat for Listings
# Small Business Lending
# Video in the Cloud Mgmt

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# Technology Partners Continued … Co-Investors/Mentors/Testers

# And Now …

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.REALTOR
Your trusted domain

- **Securing a .REALTOR domain will enable members to personally brand themselves directly to consumers, as a trusted valued source for real estate information**

- **Members using a .REALTOR domain will also leverage the strength of the REALTOR® brand**

# We have Handouts at the NAR Resource Table in the Promenade

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# and Our Newest Partnership…

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Clareity Security

CENTER FOR REALTOR® TECHNOLOGY

# NAR SSO Portlet Project Update August 2014

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# Benefits of Single Sign ON

Clareity Security's
SSO Dashboard

- Increased efficiency and member convenience!
- Local Association Branding
- Visually shows members the association's value
- Secure tracking and analytics software
- Support and maintenance from a trusted industry partner

Clareity Security

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# Single Sign-On Portal
# 150+ Service Provider Integrations

RPR
CoreLogic MarketLinx
LPS MLS SOLUTIONS
zipForm
dynaConnections CORPORATION
DOCcentral Simple. Smart. Secure.
Point2
SSAD Short Sale Assistance Desk
solid earth REAL ESTATE TECHNOLOGY
MAPP We put Real Estate on the Map
Listingbook Advanced Search. Intelligent Results.
move
rdesk
down payment RESOURCE opening new doors to home ownership
Transaction Desk
goomZee connecting buyers and sellers
IntegriNet
flexmls
TerraFly
Rapattoni
AVECTRA EMPOWERING THE PEOPLE WHO POWER YOUR BUSINESS

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Clareity Security

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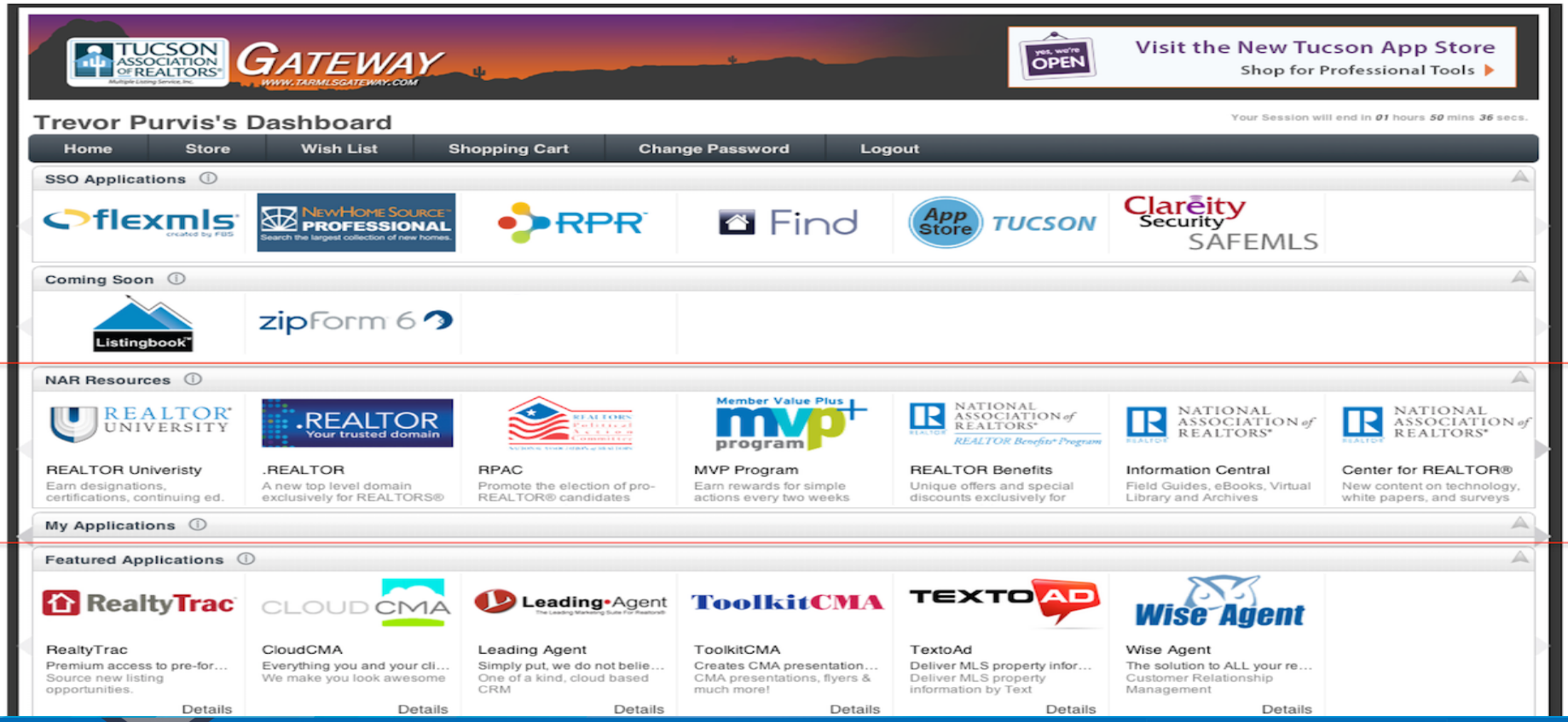
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