

C.R.T

FOR
IT
PROS

BRIDGING REAL ESTATE AND TECHNOLOGY

Welcome to a brand new e-newsletter from the National Association of REALTORS® Center for REALTOR® Technology (CRT). This e-newsletter represents another crucial step in the CRT's mission to help IT professionals at brokerage companies, MLSs, Commercial Information Exchanges, and state and local REALTOR® associations in the development, selection, and implementation of business technologies.

Since its creation in August 2001, the Center for REALTOR® Technology has worked as a partner with technology experts within and outside the real estate industry to help bridge the gap between technological innovation and practical applications to the real estate industry. In addition, the Center acts as a hands-on testing center of tools and technologies to help you ensure your company or association maximizes its IT investments.

The CRT works in an open-source environment, which allows you to make copies of CRT-developed software and to access developed source code at no cost.

The CRT also serves as the Voice of Real Estate™ to the technology community. The Center acts as a liaison between tech providers

and real estate company IT staffs to translate industry needs into practical, cost-effective products for real estate professionals. In addition, the Center conducts regular research on technology usage in the real estate community so that vendors and real estate IT professionals can more easily recognize and respond to widespread industry trends. It also provides reference implementation assistance to help you get new technologies up and running.

As technology's role in the real estate transaction evolves, the Center for REALTOR® Technology will continue its mission as the first line of technology innovation and analysis for the real estate industry and a conduit to share these solutions with real estate IT professionals on the application frontlines.

Mark Lesswing

Vice President, Center for REALTOR® Technology

P.S. To learn more about the Center for REALTOR® Technology and how it can assist you and your company in meeting the technology challenges of today and tomorrow, visit us at www.REALTOR.org/CRT.

Current Solution

Specialized IT Education from NAR

The Challenge: Finding a source of highly targeted, cutting-edge education that addresses both real estate trends and emerging technologies.

The CRT Solution: Sign up now for the first-ever Center for REALTOR® Technology education track and get the latest on data security, VOWs implementation, and the use of current versions of real estate transactions standards to aggregate listing data. You'll also get the chance to share solutions to common problems and build an informal community with other IT professionals from brokerage companies, MLSs, Commercial Information Exchanges, and REALTOR® associations. Sessions will take place during the National Association of REALTORS® Conference & Expo, Nov. 7-10 in San Francisco.

Learn More: Visit [REALTOR.org/conference](http://www.realtor.org/conference) and look under Programs by Topic under the Conference Program & Events tab. To register for the conference. <http://www.realtor.org/convhome.nsf/pages/reginfo>

Current Solution

Personalized Tech Consultations from CRT

The Challenge: No time and not enough staff to do the in-depth product testing you want? Worried you're falling behind how emerging technologies apply to your company's technology strategies?

The CRT Solution: Let the Center for REALTOR® Technology be your technology consultant. The CRT offers IT professionals at brokerages, REALTOR® associations, MLSs, and CIEs free advice on technology selection and implementation through the CRT Outreach Initiative. The CRT program will assist you in evaluating and comparing hardware and software alternatives and show you how emerging technologies and industry standards can be put to practical business use. The program includes support on reference implementations for development of advanced technologies. And because the CRT works in an open-source environment, it can often provide or recommend software alternatives at a much lower cost than commercial vendors.

Learn More: Contact the CRT at info@crt.realtors.org.



NATIONAL ASSOCIATION OF REALTORS®

The Voice for Real Estate®



C.R.T

BRIDGING REAL ESTATE AND TECHNOLOGY

Future Innovation

What's the Next Great Tech for Real Estate?

The Challenge: What technology services will REALTORS® need in the future and who will provide them? What forms will these services take, and what technological innovations will shape them?

The CRT Solution: The *REALTOR® Consumed-Service Outlook*, a new white paper from the Center for REALTOR® Technology. This in-depth report analyzes what services are currently in demand among brokerages, associations, and MLS and who provides them. It offers a view of how these services have and will be impacted by evolving technologies, including VOWs and customer relationship management. It explores REALTOR® demand for services ranging from help desks to Web hosting and analyzes how evolving business models at brokerages and MLSs will affect their future technology needs.

The CRT white paper offers a schematic for both third-party and in-house technology professionals seeking to develop the next generation of tools and services for the real estate industry. With the help of insights provided by CRT, vendors and service providers can ensure that they stay abreast of the fast-evolving real estate marketplace.

Learn More: A PDF version of the complete *REALTOR® Consumed-Services Outlook* is available at www.REALTOR.org/CRT. Click on white paper.

Current Solution

A Better Way to Beat Spam

The Challenge: Frustrated users who are besieged by spam-clogged e-mail boxes. Missed business communications because of faulty or ineffective spam filters.

The CRT Solution: A highly effective, open-source spam filter for companies that use Microsoft Outlook e-mail software. A review by the Center for REALTOR® Technology found that SpamBayes software was an excellent, low-cost choice for the majority of real estate practitioners. SpamBayes is a Bayesian spam filter that uses statistical analysis to determine if e-mail is spam. Because the program assigns statistical values to make filtering decisions, it's not necessary to monitor the program constantly. To make implementing this valuable productivity tool even easier, the CRT has created detailed installation and configuration instructions.

Learn More: A free download of SpamBayes is available at <http://spambayes.sourceforge.net>. For your special installation instructions, go to www.REALTOR.org/CRT and look under Fight Spam.

Current Solution

New E-mail Service? No Problem

The Challenge: Changing ISPs without creating unnecessary expense or inconvenience to users.

The CRT Solution: The Center for REALTOR® Technology has designed a low-cost system that allows MLSs and REALTOR® associations to provide members with a stable, unchanging e-mail address for their important business communications. E-mail delivered to the MLS or association server is seamlessly redirected to whatever ISP each user has chosen. Users can log into the MLS or association server and review or change their final e-mail address as often as they wish. This ability to redirect business correspondence helps ensure that long-term clients don't lose track of real estate practitioners when they change ISPs. It also offers users a stable, well-established source of e-mail hosting and helps reduce users' reluctance to select e-mail providers that offer more professional-level services. The UNIX-based software is based upon open-source architecture tools such as OpenLDAP, Postfix, and Jamm, which enable individual service providers to make alterations in response to local user needs.

Learn More: If your MLS or association would like to run this service, e-mail Keith Garner at kgarner@realtors.org

SOLICITATIONS

Make CRT Your High-Tech Resource with tech consulting from CRT. Let the Center for REALTOR® Technology help you find the best solution to your toughest tech challenges. If there are technology issues or products you'd like the CRT to investigate or just a tough question you'd like answered, please e-mail your suggestions to info@crt.realtors.org.

Educate Real Estate Execs and AEs Are you frustrated trying to explain the business benefits of emerging technologies to your organization's leadership? The Center for REALTOR® Technology can help. Suggest that your company's or association's top executives sign up for a free CRT e-mail newsletter describing the value of emerging technology in straightforward business terms. Encourage them to subscribe at www.crt.realtors.org/newsletter-broker.

Opt-Out Options. To unsubscribe from this newsletter, go to www.crt.realtors.org/newsletter-tech.



NATIONAL ASSOCIATION OF REALTORS®

The Voice for Real Estate®

