



RealPlus launches new RETS service

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RealPlus, a Manhattan-based technology services provider, is grabbing headlines once again. Known for revolutionizing the real estate industry by automating the exchange of citywide brokerage listings with R.L.X., the firm has now paved the way for the exchange of listings across the United States. RealPlus' managing director Eric Gordon recently revealed the "RealPlus RETS Service," consisting of dedicated computer servers running new software that is compliant with the Real Estate Transaction Standard (RETS).

RETS is the newest technology standard for listing information for the real estate industry throughout the nation. This software includes both a server-based listing system, compliant with RETS versions 1.5, 1.7.2 and the most current 1.8. The tools available to RealPlus customers will include a syndication module, a desktop download client, and a premier web-based client software, RETSLink Pro, which enables authorized users to search and retrieve real-time listing data according to their own customized search criteria anytime they wish.

"I am excited to work with RealPlus - a group dedicated to providing agents and brokers with real time, reliable data access on the leading edge of technology standards," said Paula O'Brien, owner of Ronin Technologies and current member of the board of directors of the Real Estate Standards Organization (RESO). "They have embraced this opportunity by implementing RETS to enable innovation and a broader selection of third party tools for their customers. 2012 is going to be a wonderful year for brokers in Manhattan."

RealPlus' RETS server standardizes the method and dataset used to transport listing information to brokers and their websites, software and databases. Unlike systems that update data once a day, those using RealPlus' RETS system can continually update their data in real-time. Obtaining data from RealPlus without custom exports will save time and money for users.

"The National Association of Realtors has supported the RETS data standard from the beginning and continues to sponsor the efforts of RESO," said Mark Lesswing, senior vice president and CTO of NAR. "The RealPlus announcement is exciting for their customers because it validates the advantages of standardized data feeds, and allows them to choose from a variety of business tools while being assured that their information is being handled with proven control mechanisms."

Highlights include:

- * Real-time Data Access: Data is retrievable on an as-needed basis
- * Product Choices: Brokers gain access to plug and play applications that already use RETS technology
- * Data Reuse: Advertising, in-house broker systems, websites, automated forms, valuation systems

* Data Standards: Immediate access to the new RETS Common Internet Marketing Payload and the Data Dictionary, while retaining the ability to use data in the existing RLX format

* Flexibility: RETS 1.8 provides for support of custom data formats that meet individual broker needs, as well as national syndicators

"We are thrilled to offer an exciting, much-needed service," said Gordon. "As a one-stop-shop for Manhattan's real estate community, it was only natural for RealPlus to unveil a RETS compliant server."

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