



Real Estate Standards Organization
2501 Aerial Center Pkwy, Ste. 103
Morrisville, NC 27560
P: 919.459.2070 | F: 919.459.2075

October 21, 2013

Mr. Craig Cheatham
President and CEO
The Realty Alliance
6009 Belt Line Rd., Suite 250
Dallas, TX 75254

Dear Mr. Cheatham,

Few people care more about real estate data standards than we do.

We are the Real Estate Standards Organization. Our mission is to standardize real estate data, so that it is not only accurate and consistent, but also accessible to all who need it. Our members include NAR, 52 MLSs in North America, as well as the leading MLS system and third party vendors in the industry.

Our central initiatives, RETS (the real estate transaction standard used by most major MLSs and software vendors) and the forthcoming RESO Data Dictionary, promise to make the business of working with real estate data easier, faster and less expensive.

We believe this is good for brokers. It's also why we're writing you today.

Please consider this letter as an official invitation to join our Board of Directors.

We want and need your help to shape the future of interoperability in real estate. Your input and counsel will be of critical importance in defining how the future of data in our industry is to be written.

This is a serious invitation, and one that we do not make lightly. Our charter requires us to have brokers on our board. That's why we are pleased to ask you, since you are as passionate about data as we are. Your frustration with data standards was clear in your remarks at the CMLS conference, and we feel you're in a unique position to put your ideas into action by joining our board.

This isn't a figurehead position; you will be involved in meetings and have a say in our direction, budget and ongoing work. We have attached a description of the rights and responsibilities associated with becoming a board member of RESO, as well as a list of our board members. If you have any questions, please do not hesitate to call me at (801) 550-5149.

If you care about data as much as we do, we look forward to having your service and council. We know that your time will be well spent by helping to guide the future of real estate data.

Respectfully,

Rebecca Jensen, on behalf of all RESO Board Members
Chair, RESO
CEO, UtahRealEstate.com
Rebecca@utahrealestate.com

Encl.



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Rights and Responsibilities of Board Members Real Estate Standards Organization

RESO shall develop, adopt and implement open and accepted data standards and processes across all real estate transactions and provide an environment for the development and implementation of data standards and processes that facilitate software innovation, ensure portability, eliminate redundancies and obtain maximum efficiencies for all parties participating in real estate transactions.

Duties and Responsibilities

- Attendance at monthly leadership conference calls (third Tuesday of every month)
- Approval of annual budget
- Approval of the RESO Intellectual Property Rights Policy (IPRP), which shall not restrict the ability for members and non-members to use the standards published by RESO
- You may be asked to present on behalf of RESO at various industry events
- Attend Fall and Spring conferences (travel not reimbursed by RESO)
- 1 year term, six-year term limit
- Your term would begin January 1, which is when terms of our directors begin

Current RESO Board Members

Chair

Rebecca Jensen
UtahRealEstate.com
230 West Towne Ridge Pkwy. Ste. 400
Sandy, UT 84070
801.550.5149
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Vice-Chair

Art Carter
CRMLS
3201 W. Temple Ave. Ste. 250
Pomona, CA 91789
909.859.2040
art@crmls.org

Treasurer/Secretary

Robert Overman
nōshun software
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Class A Directors

Chad Curry
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Mark Lesswing
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Class B Directors

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Class C Directors

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Board Appointees

Ira Luntz
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