

A. Attack

- a. Undermine ListHub's Reporting Revenue
 - i. Create a reporting data standard – RESO?
 - ii. Get other portals to use the standard (pressure RDC to conform)
 - iii. Create an open API with reporting data – with that standard
 - iv. Solicited “start-ups”, MLS vendors – and other software shops to utilize data/standard
- b. Work with MLS vendors to but “syndication dashboard” into MLS flow - either at listing level or menu choice
 - i. FBS FlexMLS is already working on system
 - ii. Could put in Clarity dashboard for non supporting systems
- c. Target getting MLSs to switch RDC feed to “Broker Choice”

B. Positioning

- a. Speaker Circuit
 - i. Why the switch
- b. Strong participation in industry events
 - i. Clarity, CMLS, NAR
 - ii. State and local association - speaker circuit

C. Partnering

- a. Forge a relationship with NAR regarding political advocacy
 - i. Create a platform for consumer messaging of key NAR/Realtor involved initiatives - that also align with consumer interests
 - ii. Invite NAR to participate in consumer and gov't focused policy and advocacy initiatives
 - iii. Coop Move's relationship with NAR around housing policy and political issues
- b. Drive leads back - providing credit to broker / MLS from “free leads” (listing agent)
 - i. Make brokers dependant on lead flow
 - ii. “free broker leads on every listing”
- c. MLS and Broker Advisory Boards
 - i. Strong, High-profile leaders
 - ii. Not for publicity but to get feedback and build relationships

D. Defence / Protection

- a. Mobile platform

- i. Make mobile platform available to MLSs for agent access
 - ii. Requires full data feed and all data fields/status
- b. Back end systems & APIs to help power broker/franchise (and potentially MLS) systems

What it would take

- A salary that matches my current including the bonus.

Salary: \$220,000

Bonus: \$ 66,000

TOTAL: \$286,000

If Z doesn't have a bonus program - then this will need to be \$285 at a minimum. If they do - then \$220 + 30% or \$200 + 40%

- A signing bonus of \$ 65k.

- A min 4 year employment agreement. They can only fire for specific causes. If terminated - all stock vests. This is because even if we personally do everything right - Z may still not succeed - because of their internal issues. Once we jump - we cannot go back - so we need to be all in

- Minimum of 1,500 RSUs - vesting monthly per year. (6,000 for 4 years)

- Minimum of ~~5~~ 6,000 Stock options - vesting monthly per year (~~20~~ 6,000 for 4 years)

- Work from home - but understanding that i will be on the road a whole bunch for the next couple of years. Later - I would likely get a condo in Seattle - to spend a few days during the week in the office. With my son over there - we might do that anyway.