

A. Attack

1. Undermine ListHub's Reporting Revenue
  - a. Create a reporting data standard – RESO?
  - b. Get other portals to use the standard (pressure RDC to conform)
  - c. Create an open API with reporting data – with that standard
  - d. Solicited “start-ups”, MLS vendors – and other software shops to utilize data/standard
  
2. Target getting MLSs to switch RDC feed to “Broker Choice”

B. Positioning

C. Partnering

D. Defence

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  - a. Create a reporting data standard – RESO?
  - b. Get other portals to use the standard (pressure RDC to conform)
  - c. Create an open API with reporting data – with that standard
  - d. Solicited “start-ups”, MLS vendors – and other software shops to utilize data/standard
  
4. Target getting MLSs to switch RDC feed to “Broker Choice”
  
5. Forge a relationship with NAR regarding political advocacy
  - a. Create a platform for consumer messaging of key NAR/Realtor involved initiatives - that also align with consumer interests
  - b. Invite NAR to participate in consumer and gov't focused policy and advocacy initiatives
  - c. Coop Move's relationship with NAR around housing policy and political issues
  
6. Advisory Boards
  
7. Speaker Circuit
  - a. Why the switch
  
8. Back end systems & APIs to help power broker/franchise (and potentially MLS) systems

9. Mobile platform

10. Drive leads back - providing credit to broker / MLS from "free leads" (listing agent)

11.