

RE COLORADO®

2016 - 2017 ANNUAL REPORT

“It has been a ***pleasure*** working with the REcolorado team through the integration process. Our board members had concerns that we would be swallowed up by the larger organization and our small-town needs would be of little concern. The team at REcolorado assured us from the start that would not be the case; and they backed it up and have gone ***above and beyond*** in making the transition smooth and making us feel a part of the team.”

Kevan Lyons
CEO of REALTORS® of Central Colorado

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Looking back, 2016-17 was a positive and profitable year for REcolorado. With sharp focus on the future of our industry, we made bold moves, strategic investments, and formed new partnerships.

MESSAGE FROM THE PRESIDENT & CEO

The year began by moving away from the antiquated and outdated method of data sharing by withdrawing from the CCM Agreement. This pivotal decision has proven to be the impetus for the productive conversations that are now taking place among key stakeholders. REcolorado and IRES are putting actionable plans in place. REcolorado is firmly positioned as a leader among MLS organizations nationally, and with shareholder support, is leading consolidation in the industry.

REcolorado grew our service territory this year by expanding our partnerships with REALTOR® Associations and MLS organizations throughout the state. We became the MLS services provider to REALTORS® of Central Colorado, which included two MLS system conversions and migrating more than 300 REALTORS® to REcolorado's MLS system, Matrix. We formed partnerships with Telluride Board of REALTORS® and Royal Gorge Association of REALTORS®, giving their members the ability to advertise their listings on REcolorado.com, the state's most popular, locally-run home search site.

Our "Pathways to Innovation" strategy allows us to quickly and efficiently bring new real estate technology tools to the market through a balance of developing our own products, investing in new technology, and forming strategic partnerships with companies innovating in this industry. During the year, we made more than 100 enhancements to existing products. We introduced new products, including Homebot, and announced an exclusive agreement with Remine that will bring the innovative prospecting and predictive analytics platform to REcolorado brokers.

REcolorado reported strong profitability and cash flow this year and grew our subscriber base by eight percent. Additionally, we fortified our business operations by implementing an updated and fully provisioned business continuity and disaster recovery plan. Our strategy protects REcolorado from unforeseen external threats and ensures personnel and assets can function in the event of a disaster.

As we look to the future, it is clear we are on the cusp of huge changes. Technology, innovation, strong partnerships, and consolidation provide us the opportunity to remain relevant in an industry that is changing quickly. We are committed to moving forward in a way that keeps brokers at the center of the real estate transaction, and provides long-term, profitable growth for our shareholders.



Kirby Slunaker

President & CEO

"Our partnership with REcolorado is a win-win alliance that will enable our REALTORS to continue to be the local experts. We are thrilled to be on the leading edge of the movement in Colorado to bring brokers, agents, and appraisers the benefits that can only come from having a partnership with a large MLS."

- REALTORS® of Central Colorado Member

19,680
SUBSCRIBERS
8% GROWTH
IN RECOLORADO
SUBSCRIPTION BASE

LARGEST BROKER-TO-BROKER NETWORK IN COLORADO

**"WHAT GREAT CUSTOMER SERVICE!
THANK YOU FOR YOUR HELP AND THE FOLLOW UP.
AWESOME JOB."**



**2016 MOST
INNOVATIVE
MLS**



"It has been a pleasure working on the Rules and Regulations Committee. Progress is made at every meeting to improve the system and the organization to better serve the members, including the implementation of many new options and functions that serve our more rural market."

- REALTORS® of Central Colorado Member

REcolorado is proud to have partnerships with REALTOR® Associations and MLS organizations throughout the state. Through these partnerships, our goals are to keep real estate local, bring innovative services to brokers, deliver real leads, and give brokerages and listings visibility on REcolorado.com at no extra cost.

SHARED SERVICES: STRONGER TOGETHER

REALTORS® of Central Colorado

REcolorado is proud to be the MLS services provider for REALTORS® of Central Colorado. This year, REcolorado completed two MLS conversions, migrating REALTORS of Central Colorado to Matrix from InnoVia and Paragon. We provided training, outreach, and communications throughout the conversions to ensure a smooth transition, and continue to provide compliance, training, and customer care for their members. REALTORS of Central Colorado members have an Account Manager who provides proactive communications, outreach, and dedicated support. When a member of REALTORS of Central Colorado has a question, they can call their very own Ambassador using a toll-free phone number. Additionally, REcolorado is running advertising in the region to promote the REALTOR brand, the value of using a local REALTOR who is a member of REALTORS® of Central Colorado, and the benefits of REcolorado.com.

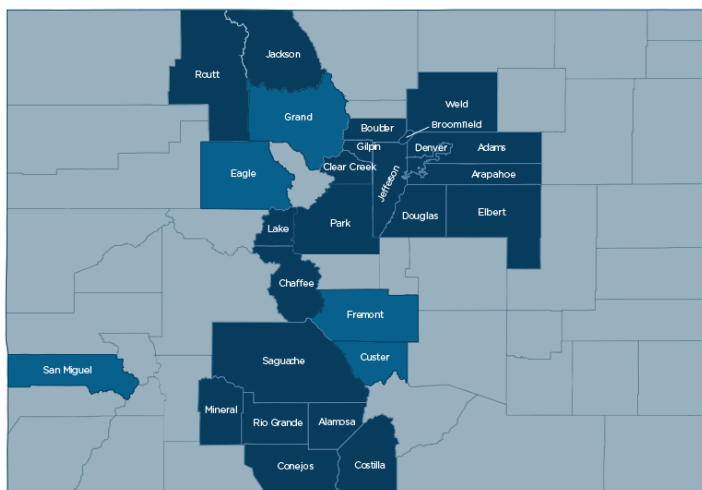
Your Listing. Your Lead. Advertising on REcolorado.com

Brokers work hard for their listings. As such, REcolorado believes they are the expert on the listing, and thus the most qualified to respond to leads on that listing. REcolorado offers the benefit of visibility on REcolorado.com to its subscribers and, through the Your Listing. Your Lead. Advertising Program, extends this same benefit to brokers throughout the state. In 2016-2017, we added two new partners – Telluride Association of REALTORS® and Royal Gorge Association of REALTORS®. They join our current partners Vail Board of REALTORS®, Grand County Board of REALTORS®, and Steamboat Springs Board of REALTORS®. We never charge the broker for the exposure or the lead.

YOUR LISTING. YOUR LEAD.

5 PARTNERS

20,797 Listing Views
1,019 Saved Listings



- REcolorado MLS Services Territory
- REcolorado Your Listing. Your Lead. Territory

Shared Services Provider

2 MLS CONVERSIONS

300

New REcolorado MLS Users from REALTORS® OF CENTRAL COLORADO



Real estate professionals across Colorado rely on REcolorado products and services to operate their businesses and serve their customers. Combining our own products with vendor partnerships allows us to provide an unparalleled mix of products and services. But we don't stop there. Using input from our customers, we customize products to meet the specific needs of the Colorado real estate professional. This year, we implemented more than 100 product enhancements.

PRODUCTS & SERVICES FOR COLORADO REAL ESTATE PROS

Matrix MLS System

REcolorado's MLS system, Matrix, offers a user-friendly platform, along with the power and speed real estate professionals demand. As part of REcolorado's commitment to providing the very best MLS system, our product team is continually working hard to add new features and functionality to Matrix. This year we updated Matrix mobile with more detailed displays and the ability to edit listings. Additionally, we added the Listing Data Checker widget to the Matrix Home tab. We also added additional reports and enhanced Matrix's "share listing" feature.

Housing Market Statistics

Brokers can use housing market statistics to position themselves as experts, serve their clients, and gain new clients. Last year, REcolorado strengthened our partnership with ShowingTime to offer InfoSparks and FastStats; products that put interactive, customizable, and downloadable statistics at the fingertips of our subscribers. To further expand our ability to generate relevant and useful housing market statistics, we began using Tableau software to generate reports. On a monthly basis, we provide these reports to REALTOR® associations and participate on their statistics committees. We also generate reports shared with REcolorado subscribers and local media outlets.

CONNECT

From the CONNECT dashboard, REcolorado subscribers can quickly and easily access the products and tools they need to run their businesses and serve their clients. For integrated products, CONNECT offers subscribers the ability to access the product with no additional sign on. This year, dotloop and CSS were added as integrated, single-sign on products. Additionally, team access was added to CONNECT.

Syndication of Rental Listings

REcolorado offers a syndication platform that gives the broker listing-level control. This means brokers can select where each and every one of their listings is advertised and customize their marketing efforts based on the needs of their client. This year, we made it possible to syndicate rental listings to REcolorado's syndication partners.

100+ PRODUCT ENHANCEMENTS **30** NEW FIELDS ADDED TO **MATRIX**

CONNECT
3 NEW
INTEGRATIONS

Syndication Program with Listing-Level Selections

More Detail Available on Matrix Mobile

New Fields Added to Matrix

99.9% **MATRIX & RECOLORADO.COM**
UPTIME

THE VOICE OF OUR CUSTOMERS

2016 Product Survey

What do Colorado real estate professionals think of REcolorado products and services? Last year, we surveyed them to find out. The results were impressive. The vast majority of our customers told us REcolorado products increase professional productivity, empower them to better serve their clients, make it easier to do business, and are well integrated. We also received a best-in-class rating on the speed at which inventory is available to brokers through Matrix. The majority of customers rated our ability to manage change requests within a reasonable time as excellent or very good.

At REcolorado, we believe it is important to offer our subscribers a broad set of innovative products, so they can choose the tools they need to run their businesses their way. For us, innovation comes in the form of building our own products, as well as forming partnerships with trusted industry vendors. Our “Pathway to Innovation” strategy is a cost-effective way to offer a broad mix of products and services our subscribers know they can trust.

PATHWAYS TO INNOVATION

Syndication Partners

REcolorado’s syndication program puts syndication decisions in the hands of the listing broker. To facilitate syndication, we form partnerships with syndication partners that maintain data accuracy, fair display, listing broker prominence, and limit derivative products. This year, we added two new syndication channels for all REcolorado subscribers – Zillow Group and the Denver Post – giving brokers a total of six syndication channels. For REALTORS® of Central Colorado members, we also added Mountain Homes Illustrated and ListHub.

Innovation Partners

Bringing new, innovative products to the marketplace is part of our mission at REcolorado. We focus on offering tools that will help connect brokers to new and prospective clients and will keep the broker at the center of the transaction. This year, REcolorado helped to launch Homebot, a web-based financial planning tool for homeowners that doubles as a client retention and referral platform for brokers.

Industry Partners

Thanks to a statewide exclusive deal, REcolorado subscribers will be the first real estate professionals in Colorado to have access to Remine, the most advanced prospecting and predictive analytics platform. Remine can determine consumers’ propensity to buy, sell, or refinance a home. The system leverages property records, transactional history, and consumer data from thousands of data sources so brokers can discover and track opportunities before they hit the market. And, it integrates into Matrix and CONNECT, which means it’s easy to use.

Matrix Integrations

REcolorado integrated INRIX Drive Time into Matrix this year, making the MLS system even more powerful and easy to use. INRIX Drive Time uses innovative technology to help brokers find their clients homes in a desired area based on commute time. We also enhanced the CTM eContracts integration, making it easier for brokers to stay logged in through an active CONNECT session.

32 **NEW**
PRODUCTS

26 **NEW** IDX WEBSITE
PRODUCTS

6 **NEW** MARKETPLACE
PRODUCTS

11 **PRODUCT**
INTEGRATIONS

58 **PRODUCTS**
MARKETPLACE
40 **PARTNERS**

INRIX

 homebot

 remine

INVESTING IN

NEW

REAL ESTATE

TECHNOLOGY

8 **SYNDICATION**
PARTNERS

2 **NEW** SYNDICATION PARTNERS
ADDED IN 2016-2017

REcolorado brings additional value to our subscribers by driving consumers to their businesses and their listings. We do this by operating one of the most visited home search sites in Colorado – REcolorado.com. REcolorado.com is quickly becoming a consumer favorite by displaying listings of homes for sale, and the home search site is updated in real time to ensure it is providing the most up-to-date information. According to Hitwise, REcolorado.com garnered 23% share of the market for Colorado - the most of any Colorado real estate website.

REcolorado.com CONSUMER-FAVORITE HOME SEARCH SITE

Consumer Advertising Campaign

REcolorado's consumer advertising campaign featured the "Unlock Your Colorado Home" slogan. The campaign ran in markets across Colorado and included digital, television, radio, print, and event advertising. Ads featuring REcolorado.com were prominent on 9News, KOAA TV, and CBS4 television news broadcasts, as well as in 5280 magazine and on Pandora radio. The campaign resulted in 19,706,489 impressions and 30,841 clicks to REcolorado.com.

My REcolorado Profile

All REcolorado subscribers have a personalized web page on REcolorado.com they can use to showcase their expertise and build their brands. This year, we enhanced REcolorado.com profiles, allowing brokers to indicate additional languages they speak and designations or certifications they have earned. We also made it easier for consumers to access brokers' social media channels via the brokers' REcolorado.com profile pages. Additionally, Instagram was added to the list of social media channels that can be included on a broker's REcolorado.com profile page.

REcolorado.com Enhancements

On average, REcolorado.com receives approximately 2 million visitors per month. In addition to shopping for a home, visitors want access to tools and resources they can use with their brokers to make home-buying decisions. Along with accurate and up-to-date listings, REcolorado.com puts these resources at the fingertips of consumers. This year we updated the mortgage calculator on REcolorado.com to calculate using the list price of the property being viewed. We also enhanced Utility Score to increase the accuracy of the score and estimated utility costs, as well as linking to Home Facts, which allows consumers to refine their Utility Score even more.

23 MILLION

ANNUAL VISITORS
TO RECOLORADO.COM



502,000
REcolorado.com
Profile Views

23% MARKET SHARE
IN COLORADO

12 MILLION
ANNUAL LISTING
DETAIL VIEWS

34 MILLION
PAGE VIEWS

26,714 Leads sent directly to
LISTING BROKERS

ANNUAL SEARCHES
Performed on REcolorado.com

144,657,756

At REcolorado, we view every interaction with our subscribers as an opportunity to grow their knowledge and understanding of the products and services we offer. We also listen closely to our subscribers so we can shape our products and services to fulfil their needs, as well as the needs of their clients.

THE LOST ART OF CUSTOMER FOCUS

Customer Care

Our Customer Care team helps customers nearly every day of every week—Monday through Saturday and via email on Sunday—handling nearly 84,000 calls per year and answering over 130,000 email inquiries. Our commitment to customer care goes beyond what our subscribers hear on the phone and read in email. We are continually working to increase our knowledge of products and service skills through programs of continuous development.

Broker Services

We are here to support our customers at every stage, from signing up new subscribers to facilitating transfers and setting up new offices. This year, 3,279 new associates were added, 3,134 associates were transferred, and 841 new offices were opened. Our Broker Services team also added more than 1,800 new Secondary MLS and Out of Jurisdiction accounts this year. To support REALTOR® Associations, we provided monthly reporting and assistance with tracking REALTOR membership.

Compliance

The REcolorado compliance team works together with our subscribers to facilitate timely and accurate data in the MLS system. We proactively monitor Matrix, correct listings on behalf of our subscribers, and send notices to ensure they are aware of potential inaccuracies. This year, we corrected 4,369 listings, reviewed 39,202 potential compliance violations, and sent 34,852 compliance notices.

IDX Websites

IDX (Internet Data Exchange) allows and defines how MLS listings are displayed on broker websites. Our customers rely on REcolorado to ensure they are receiving a high-quality IDX product. This year, we processed 2,743 IDX agreements and audited 1,541 IDX websites. We also worked with 80 IDX vendors to provide them the data needed for the IDX websites they produce.

PHENOMENAL PATIENT PLEASANT AWESOME



130,669

Educational & Subscriber
Support Emails Sent



83,705

Phone Calls
Received



748

Walk-ins
Supported

95% OF CALLS ANSWERED IN
30 SECONDS OR LESS

“Thank you for being so efficient;
it’s a **lost art** in today’s society.”

IDX PROCESSED 2,743 AGREEMENTS
80 IDX VENDORS
AUDITED 1,541 IDX WEBSITES

The more our subscribers know about REcolorado products and services, the better they can use them to operate their businesses and serve their customers. REcolorado has a knowledgeable training staff that offers live classes, as well as webinars, so our subscribers can continue their education no matter where they are located.

TRAINING & EDUCATION

Learning Center and Resource Center on REcolorado.com

This year, we added a training and resource section to REcolorado.com. Using these pages, subscribers can quickly and easily access class registration, view the most popular videos, and view documents and resources they need for their businesses. This year, our training videos received 77,423 views.

Expanded Hands-On Training

During 2016-2017, we continued to grow the number of classes we taught and the number of training resources we offered. This year, we conducted 373 training classes, trained 5,969 real estate professionals, and issued 4,396 continuing education credits. As REcolorado expanded its service territory, we also expanded our training offerings to reach real estate professionals throughout the state. This past year, hands-on REcolorado training classes were offered as far south as Alamosa and as far north as Fort Collins. Our training team conducted 136 training classes in offices and at REALTOR® Associations.

Educational Webinars

Real estate professionals are busy people who need access to training on demand. Thanks to our shared services partners, REcolorado subscribers are located throughout the state, making it more challenging to attend training classes in person. To accommodate the training needs of all REcolorado subscribers, our training team expanded the number and frequency of webinars we offer. REcolorado subscribers can now access 17 recorded webinars on a variety of topics, at any time, through the REcolorado Learning Center and Resource Center.

Getting Started with REcolorado

In January 2017, REcolorado began conducting hands-on training specifically for new REcolorado subscribers - Getting Started with REcolorado. The course, offered at our REALTOR Associations and in the REcolorado training facility, introduces subscribers to the full suite of products and services they receive from REcolorado, explains how to manage their REcolorado subscription, and walks brokers through setup of their REcolorado.com profile. Additionally, they learn where to access REcolorado rules and regulations. In just five months, 878 REcolorado subscribers attended a Getting Started with REcolorado course.

“The coolest people to deal with,
and so patient. Thank you!”



136

Classes Taught at
Offices & Associations



46

Webinars
Taught



27

Educational
Videos



137

How-To
Guides

4,396 CE CREDITS ISSUED

TRAINING PROVIDED FOR

5,969

RECOLORADO SUBSCRIBERS

373

TOTAL CLASSES

11 **HANDS-ON**

CLASSES OFFERED

77,423 VIEWS of REcolorado
Training Videos

REcolorado is REALTOR® owned and proudly participates in initiatives to promote the REALTOR brand. We support REALTOR initiatives both locally and nationally, and are a generous contributor to REALTOR Associations' RPACs and the REALTOR® Party Corporate Ally Program. Our contributions help safeguard and defend issues that are important to a REALTOR's success. Thanks to work by the REALTOR Party and Colorado REALTORS, the first-time home buyers savings program was passed.



RECOLORADO BOARD OF DIRECTORS

The REcolorado Board of Directors makes policy decisions, authorizes rule making, and oversees strategic planning for REcolorado. The Board is comprised of experienced REALTORS from across the Denver metro and surrounding area. REcolorado is a REALTOR-owned company, serving five REALTOR Associations.



Jim Wanzeck | Chair of the Board

SOUTH METRO DENVER REALTOR® ASSOCIATION

Alan Smith | Vice Chair

AT-LARGE DIRECTOR





Nancy Griffin

AURORA ASSOCIATION OF REALTORS®



Jon Larrance

DENVER METRO ASSOCIATION OF REALTORS®



Cheri Long

AURORA ASSOCIATION OF REALTORS®



David Pike

DENVER METRO ASSOCIATION OF REALTORS®



Machiele Marks

MOUNTAIN METRO ASSOCIATION OF REALTORS®



Kevin Risen

AT-LARGE DIRECTOR



Eric Mott

DENVER METRO ASSOCIATION OF REALTORS®



Alicia Sexton

MOUNTAIN METRO ASSOCIATION OF REALTORS®



Jo Pellegrino

SOUTH METRO DENVER REALTOR® ASSOCIATION



Linda Sweetman

DENVER METRO ASSOCIATION OF REALTORS®



Since 1984, REcolorado has been focused on providing the most accurate and up-to-date real estate information for professionals and consumers. Updated continually with new and sold listings and powered by the state's largest network of real estate professionals, REcolorado.com is Colorado's most accurate home search website. REcolorado.com also offers consumers mortgage resources, information about Colorado neighborhoods and cities, sold listings, open houses, and a comprehensive database of real estate professionals.

REcolorado is the largest Multiple Listing Service (MLS) in Colorado with more than 22,000 professional members who operate throughout the state. It is REALTOR® owned and serves Aurora Association of REALTORS®, Denver Metro Association of REALTORS®, Mountain Metro Association of REALTORS®, REALTORS® of Central Colorado, and South Metro Denver REALTOR® Association.