**Realtors Property ResourceAdvanced Multi-List Platform™ (AMP™)**

* RPR AMP™ was conceived to give MLSs the power of RPR’s nationwide parcel-centric database by creating a separate MLS back-end, combined with the flexibility to customize their MLS’s front-end into multiple applications.
* RPR has been reaching out to MLSs to explore the market interest for this evolving MLS “back-end” technology platform.
* As a result of this outreach effort, numerous MLSs have requested information from RPR on RPR’s potential to provide this technology service.
* Requests for Proposals (RFPs) have been executed with interested parties to fulfill a proof-of-concept strategy for funding consideration by NAR.
* RPR AMP™ is not an MLS provider or a portal. It leaves existing MLS rules, regulations, governance, compliance, standards to be administered by the MLS.

**AMP™ Would Benefit the Industry:**

* Helps MLSs provide options to brokers.
* Is parcel-centric / policy-centric.
* Offers an inherent awareness of roles and access framework.
* Allows MLSs to use one or multiple front-end applications of its choosing.

**Project Upstream**

* Project Upstream was created by a coalition of brokerages, networks and national franchises, representing real estate companies of all sizes and business models, to facilitate the development of a comprehensive data technology platform that is designed to:
* Create an intermediary data entry and collection platform between real estate firms and the recipients of real estate-related data.
* Re-order the flow of information with a rules-based engine that supports the individual requirements of each participating broker.
* Project Upstream created Upstream RE, LLC in 2014 and is governed by a Board of Managers who, on an ongoing basis, will be elected by Upstream participants. The Board will have seats for representatives of small firms, medium-sized firms, large firms and networks/franchises to ensure every type of company has a hand in managing the project.
* Upstream RE, LLC includes the following organizations, as either original founders or current participants in the Upstream RE Board of Managers:
* Baird & Warner
	+ Berkshire Hathaway Home Services (HSF Affiliates, LLC)
	+ Better Homes and Gardens
* Century 21 Clemens & Sons Realty, Inc.
	+ Coldwell Banker
* Crye-Leike Real Estate
	+ ERA
* HomeServices of America
	+ Keller Williams
	+ Leading Real Estate Companies of the World
* Long & Foster
* Northwood Realty
	+ NRT
* Pacific Union
* Private Label Realty / Tenura Holdings
	+ RE/MAX Holdings, Inc.
* Real Estate One
	+ Realogy
	+ The Realty Alliance
	+ Realty Executives
* Shorewest, Realtors®
	+ Sotheby’s International
* William Ravies Real Estate
* Upstream-RE has been assessing technology options to develop the Upstream platform and views RPR and its AMP™ Project as a complimentary platform that can accelerate Upstream’s effectiveness and overall product and feature delivery.

**How Would Realtors® Benefit?**

* The data entry and collection platform would comply with RESO standards, ensuring the quality of data across the industry.
* A single entry point for data simplifies the process.
* Brokers can more easily control where and how listing information is displayed.

**NAR-RPR AMP™-Project Upstream Partnership Model**

* NAR is responding to a need in the industry; this initiative aims to create a permanent high-value benefit for Realtors® at the request of and in collaboration with the brokerage community.
* By committing the leadership and resources of Upstream and NAR to the success of Upstream and RPR AMP™, the partnership model would accelerate Upstream development by leveraging RPR’s investment in data and technology, AMP development, and five-year track record delivering a fully scaled and sophisticated national solution.
* A Letter of Intent was executed this week at the NAR Legislative Meetings for the joint AMP/Upstream project, pending the NAR Board of Directors approval.