

CREA's New Data Distribution Facility: 10 Important Decisions Brokerage Owners Need To Make

CREA's Data Distribution Facility (DDF™) is available to members across the country. This online listing distribution tool is designed to meet the needs of busy REALTORS® and brokerages, saving time, helping reach larger audiences and driving measurable traffic back to your own website(s).

CREA's DDF™ is an optional, permissions-based system that enables brokerage owners and REALTORS® to share listings with other brokerage owners and REALTORS®, send listings to multiple third party websites using a console on REALTOR Link®, and receive ongoing feedback on the success of these web marketing efforts. It also allows participants to receive data feeds back in order to populate your own websites. This tool is available exclusively to CREA members as part of membership benefits.

As a Brokerage Owner, you will play a pivotal role in the initiation of this new value-added service for your salespeople.

Leading up to the launch of the DDF™, you will need to make a number of important decisions (outlined below).

The DDF™ is made up of three components: the National Shared Pool/National Franchisor Pool; the Member Website Feed; and Third Party Destinations. As a default starting point, brokerages will be opted out of all three. Decisions about participation rest with Brokerage Owners. As a Brokerage Owner, you will have to access the dashboard in REALTOR Link® and set your DDF™ preferences based on the business needs of your brokerage and your salespeople. CREA will not disseminate any of your listing content through the DDF™ until you set your preferences.

You may decide to take full advantage of this new technology or you may decide to limit your brokerage's participation at this time. You also have the option to have your brokerage opt out of the DDF™ completely. And you can change your decisions about participation at any time.

The DDF™ will begin rolling out across the country this summer. Here are questions you need to consider:

*National Shared Pool/National Franchisor Pool**

**all real estate Boards must opt into this component of the DDF™*

1. Do you want your listings in the National Shared Pool?

The National Shared Pool will allow you to distribute your listings to other participating members across the country so they can display them on their sites, increasing the exposure of your listings.

2. Do you want your listings in the National Franchisor Pool?

The National Franchisor Pool will enable franchisors to populate their own franchisor websites with an expanded inventory of listings, thereby extending the reach of your listings. In order to participate in this pool you must have opted in to the National Shared Pool.

3. Do you want to receive listings back?

The National Shared Pool will enable you to efficiently and seamlessly populate your own websites with an expanded inventory of listings. You can filter listings based on objective criteria in a way that works for your business, creating a rich web experience for prospects and customers who visit your sites.

4. Do you want your salespeople to get listings back?

You can set permissions so that your salespeople receive listings from the shared pool to populate their personal sites with the listing inventory.

If your local Board opts into the Member Website Feed and Third Party Destinations components of the DDF™, you will need to make the following decisions as well:

Member Website Feed

5. Do you want to receive a feed of your brokerage's own listings?

By participating in this component of the DDF™, you can receive a data feed of your listings to display on your own website. This eliminates the need to spend time manually entering listing content to your site.

6. Do you want your salespeople to be able to receive a feed of their listings?

You can enable your salespeople to receive a data feed of their listings to display on their own website.

Third Party Destinations

7. Do you want to participate?

Participants in Third Party Destinations can choose to send listing content to a number of third party websites. Participating will enable total control of your listings as part of your internet marketing plan. Your listings will be accurate, fully branded, protected by agreements between CREA and the third party sites, and will be distributed only where you choose. Listings will be automatically updated by the third parties every 24 hours. This will ensure listing content is consistent with your listing as it appears on REALTOR.ca.

8. Do you want all of your listings to be sent to third party destinations?

You can choose to have all of your listings sent to third party destinations that you have selected, or you can choose to delegate decisions to your salespeople.

9. Which third party destinations will you choose?

This component of the DDF™ will allow you target which third party sites you want to use to market your listings.

NOTE: Your salespeople will be able to see third party sites you have excluded.

10. Do you want to make blanket decisions about destinations or will you delegate decisions to your salespeople?

You can choose to delegate the responsibility for choosing destinations to your salespeople for their own listings.

For More Information

To learn more about DDF™, please visit the DDF™ training centre on REALTOR Link® where more information is available.

As a Brokerage Owner, your decisions about the DDF™ affect your business and your salespeople. If you have any questions or concerns about DDF™, please contact helpdesk@crea.ca and a CREA representative will be happy to assist you.

Resource/Help References

Data Distribution Facility Training Centre

(<http://training.realtorlink.ca/ddf>)

Access to How to videos, training webinars, and documentation.

Data Distribution Facility Product Page

(<http://products.realtorlink.ca/ddf>)

Access to Release schedules, Background Information, and feedback forms.

CREA Helpdesk

helpdesk@crea.ca or 1-888-237-7945