

| Term                      | Actual Definition                                                      | Use in MLS Industry                                                                                                                                                                                 |
|---------------------------|------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ADA                       | Americans w/ Disabilities Act                                          | ADA                                                                                                                                                                                                 |
| AE                        | Association Executive                                                  | Local Board or Association                                                                                                                                                                          |
| AI                        | Artificial Intelligence                                                | Property Suggestions, Smart Searching, Listing Image Recognition, Google Search Recommendations, Siri, Alexa                                                                                        |
| AMP                       | Advance Multi-List Platform                                            | Single Database and primary data distribution point for Listing/Property information. Think: Servers where Paragon's data is stored.                                                                |
| AMP                       |                                                                        | Advanced Multi-List Platform, will leverage the RPR platform owned by NAR. <a href="http://blog.narrpr.com/rpr-ecosystem/rpr-amp/">http://blog.narrpr.com/rpr-ecosystem/rpr-amp/</a>                |
| AOR                       | Association of Realtors.                                               |                                                                                                                                                                                                     |
| API                       | Application Program Interface                                          | Software that runs on a server, which provides instructions and means for other programs to access data. Example: Paragon submits Street Address to Bing Map API, Bing returns GeoCodes to Paragon. |
| API                       | Application Programming Interface                                      | A set of functions and commands used to communicate with a specific operating system.                                                                                                               |
| AVM                       | Automated Valuation Model                                              | There are many methods and models designed to provide property valuations using data from the MLS, public records or both.                                                                          |
| BPP                       | Broker Public Portal                                                   | Broker Public Portal <a href="http://www.brokerpublicportal.com/">http://www.brokerpublicportal.com/</a>                                                                                            |
| Bright MLS                | New huge MLS                                                           |                                                                                                                                                                                                     |
| Bronze, etc Certification | Certification levels                                                   | Measures degree of Data Dictionary compliance. Encourages entry into the process, industry participation.                                                                                           |
| Cloud                     |                                                                        | Cloud computing utilizes shared and hosted services instead of local servers or PCs. Cloud based services are available on demand and can be shared within organizations. Example: Google Doc.      |
| CMA                       | Comparative Market Analysis                                            |                                                                                                                                                                                                     |
| CMLS                      | Council of MLS                                                         | Trade organization dedicated to exploring MLS issues, providing solutions, and advancing MLS industry.                                                                                              |
| CMS                       | Content Management System                                              | WordPress, Joomla, Clareity Portal, Blogs, etc. Many websites use a CMS as their platform. Makes a website without need to know a programming language.                                             |
| CPM                       | Cost per Thousand impressions                                          | Ads may be priced based on CPM or other metrics.                                                                                                                                                    |
| Data Dictionary           | RESO approved list of standardized fields                              | Rosetta Stone of Real Estate. Helps MLSes, Brokerages, Vendors, and Websites speak the same language.                                                                                               |
| E&O                       | Errors & Omissions                                                     |                                                                                                                                                                                                     |
| Embedding                 | Inserting a snippet of code into your post                             | Example: Embedding a link to listing on an IDX page into a Facebook post.                                                                                                                           |
| FSBO                      | For Sale By Owner                                                      |                                                                                                                                                                                                     |
| GB or Gigabyte            | Unit of computer data storage that is roughly 1 billion bytes, or 1024 |                                                                                                                                                                                                     |
| GeoCode                   | Globally unique location data based on precise longitude and latitude. | Listing Addresses are correlated to GeoCodes, which allow them to be mapped on portal websites like Realtor.com and Zillow.                                                                         |
| GIS                       | Geographic Information System                                          | Mapping system, often used by municipalities for public records data, determining property locations and boundaries.                                                                                |
| GPS                       | Global Positioning System                                              | Based on 24 well-spaced satellites in orbit so that a ground location can be determined in real time.                                                                                               |
| HERS                      | Home Energy Rating System                                              | <a href="http://resnet.us/">http://resnet.us/</a>                                                                                                                                                   |
| HES                       | Home Energy Score                                                      |                                                                                                                                                                                                     |
| HOA                       | Homeowner's Association                                                |                                                                                                                                                                                                     |

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|----------------|---------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HTML           | Hyper Text Markup Language                                                      | The basic, standard building block code for web pages. HTML files are viewed on the web.                                                                                                                                                                     |
| HUD            | Department of Housing & Urban                                                   |                                                                                                                                                                                                                                                              |
| IDX            | Internet Data eXchange                                                          | Originally referred to as Broker Reciprocity. A licensing framework for competing brokers to display each other's listing data.                                                                                                                              |
| ISP            | Internet Service Provider                                                       | A national or local company that provides connectivity to the web. Services may also include email                                                                                                                                                           |
| LAT/LONG       | Latitude & Longitude                                                            | References location of property.                                                                                                                                                                                                                             |
| Leading RE     |                                                                                 |                                                                                                                                                                                                                                                              |
| LEED           | Leadership in Energy and Environmental Design.                                  | Green building certification program with different levels: Certified, Silver, Gold and Platinum. <a href="http://www.usgbc.org/leedNDA">Http://www.usgbc.org/leedNDA</a> – Non-Disclosure Agreement.                                                        |
| MB or Megabyte | Unit of computer storage that is roughly 1 million bytes (2 to the 20th power). |                                                                                                                                                                                                                                                              |
| NAR            | National Association of REALTORS                                                | Primary trade Organization and governing body for Realtors and Realtor associations. Professional standards, lobbying, education, advocacy, technology.                                                                                                      |
| NAR            | National Association of Realtors                                                |                                                                                                                                                                                                                                                              |
| NIMBY          | Not in My Backyard                                                              |                                                                                                                                                                                                                                                              |
| NRDS           | National Realtor Database System.                                               | NAR's membership database that provides a NRDS ID to every Realtor. This number may be used for Realtor benefits such as RPR.                                                                                                                                |
| PDF            | Portable Document Format                                                        | Acrobat software filename extension.                                                                                                                                                                                                                         |
| Plug-in        | Plug-in / Widget                                                                | Software that delivers content, and is embedded on a web page. Usually for WordPress or Content Management Systems. Appearance and functionality can be controlled. Example: NNRMLS.com Listing Search Tools                                                 |
| REO            | Real Estate Owned                                                               |                                                                                                                                                                                                                                                              |
| RESO           | Real Estate Standards Organization                                              | This organization is creating a standard for MLS data fields and created the Data Dictionary transaction and marketplace. <a href="http://www.reso.org/">http://www.reso.org/</a>                                                                            |
| RETS           | Real Estate Transaction Standard.                                               | <a href="http://www.realtor.org/retsorg.nsf/pages/faqs">http://www.realtor.org/retsorg.nsf/pages/faqs</a>                                                                                                                                                    |
| RPR            | Realtors Property Resource                                                      | Realtors Property Resource. Property database and reporting tools for members of NAR. <a href="http://blog.narrpr.com/rpr/">http://blog.narrpr.com/rpr/</a> and <a href="https://www.narrpr.com">https://www.narrpr.com</a>                                  |
| Smartframe     | iFrame                                                                          | A webpage or website that is framed into a container webpage. Container has limited control of the content's appearance. Example: rDesk IDX SmartFrame.                                                                                                      |
| TB or Terabyte |                                                                                 | Unit of computer storage that is 1024 Gigabytes (2 to the 40th power)                                                                                                                                                                                        |
| TRA            | The Realty Alliance                                                             | Trade group representing real estate firms in North America.                                                                                                                                                                                                 |
| UI             | User Interface                                                                  | The screens/pages/windows that the user interacts with. What you see on the screen. The graphics, text, video you see and the buttons, links, etc you click to make things happen.                                                                           |
| Upstream       | Upstream RE LLC                                                                 | Single point of Listing Entry / Search / Maintenance. Think: Paragon without the Database.                                                                                                                                                                   |
| Upstream       |                                                                                 | A broker initiative to create a single point of entry for listing input and distribution. NAR and RPR have developed a blog to answer questions: <a href="http://blog.narrpr.com/rpr-ecosystem/upstream/">http://blog.narrpr.com/rpr-ecosystem/upstream/</a> |
| URL            | Uniform Resource Locator                                                        | The address you type in a web browser. Example: NAR.org, NNRMLS.com, NV.gov, AOL.com. Previously Universal Resource Locator. A web site address such as CouncilofMLS.com.                                                                                    |
| VOW            |                                                                                 | Virtual Office Website. Site allows the public to search MLS listings under certain conditions. Policies surrounding VOW can be found in local MLS Rules & Regulations as well as <a href="http://www.realtor.org">http://www.realtor.org</a> .              |
| VR             | Virtual Reality                                                                 | 3D visual immersion or visual field augmentation useful for Virtual Tours.                                                                                                                                                                                   |

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| XML | eXtensible Markup Language | Computer code that makes sense to machines and People. </Definition> |
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