

UPSTREAM READING LIST

2017

04-13-17

<http://www.upstreamre.com/updates/upstream-project-update-february-2017>

Upstream Project Update – February 2017

02-13-17

<http://www.upstreamre.com/updates/upstream-project-update-january-2017>

Upstream Project Update – January 2017

2016

12-04-16

<http://www.upstreamre.com/updates/upstream-project-update-november-2016>

Upstream Project Update – November 2016

10-06-2016

<http://www.notorious-rob.com/2016/10/we-need-much-more-honesty-on-upstream-a-response-to-rob-hahn/>

We Need Much More Honesty on Upstream: A Response to Rob Hahn

<http://blog.narrpr.com/amp/>

AMP video and information on RPR blog

<http://blog.narrpr.com/upstream/>

Upstream video and information on RPR blog

10-05-2016

<http://www.notorious-rob.com/2016/10/we-need-a-little-more-honesty-on-upstream-a-response-to-sam-debord/>

We Need a Little More Honesty on Upstream: A Response to Sam DeBord

10-04-2016

http://www.inman.com/2016/10/04/why-the-real-estate-industry-loves-to-cast-shade-on-upstream/?utm_source=inbrief&utm_medium=email&utm_campaign=inbrief&utm_content=20161004%2BNT%2BREADMORE%2B1

Why the Real Estate Industry Loves to Cast Shade on Upstream

09-30-16

https://www.inman.com/2016/09/30/realogy-executive-questions-value-of-upstream/?utm_source=newsflash&utm_medium=email&utm_campaign=newsflash&utm_content=20160930_readmore

Realogy Franchise Group Exec Questions Value of Upstream

09-30-16

https://www.inman.com/2016/09/30/new-black-knight-mls-tool-offers-broker-control-no-upstream-required/?utm_source=newsflash&utm_medium=email&utm_campaign=newsflash&utm_content=20160930_readmore

New Black Knight MLS Tool Offers Broker Control, No Upstream Required

08-23-16

http://www.inman.com/2016/08/23/how-zillow-groups-latest-buy-could-muddy-the-waters-for-upstream/?utm_medium=email&utm_campaign=localnewsletter&utm_term&utm_content=286743_chicago_readmore_1&bt_email=ajtre138%40gmail.com&bt_ts=1471946750

Zillow Groups Latest Buy Could Muddy the Waters for Upstream

08-19-16

<http://www.inman.com/2016/08/19/upstream-ceo-answers-broker-questions-from-the-campaign-trail/>

Upstream CEO Answers Broker Questions

08-12-16

<http://www.upstreamre.com/updates/upstream-update-for-july-2016>

Upstream Update for July, 2016

08-02-16

<http://www.mredllc.com/comms/resources/thoughtleadersurveyupstream.pdf>

Imprev Upstream Survey

07-19-2016

http://www.mredllc.com/comms/resources/CMLS_Upstream_June_2016_Update.pdf

CMLS Upstream Update for June, 2016

07-04-2016

<http://alexlangenow.com/thirty-days-swimming-upstream/>

Thirty Days Swimming Upstream

By Alex Lange

06-22-2016

<http://seekingalpha.com/article/3983623-zillow-will-grow-real-estates-800-pound-gorilla>

Zillow Will Grow Into Real Estate's 800-Pound Gorilla

By Daniel Carlson

06-22-2016

<http://clareity.com/mlss-win-with-their-business-rules-in-rets/>

MLSs Win with Their Business Rules in RETS

By Matt Cohen

06-20-2016

<http://waves.wavgroup.com/2016/06/20/upstream-nominated-for-real-estate-innovation-award/>

Upstream Nominated for Real Estate Innovation Award

By Victor Lund

06-14-2016

<http://waves.wavgroup.com/2016/06/14/how-mlss-stand-to-benefit-from-upstream/>

How MLSs Stand To Benefit From Upstream

by Victor Lund

06-07-2016

http://www.mredllc.com/documents/CMLS_Upstream_update_060716.pdf

CMLS Upstream Update for May, 2016

05-23-2016

<http://samdebord.com/the-broker-driven-future-of-the-mls/>

The broker-driven future of the MLS

By Sam DeBord

05-17-2016

<http://www.realtrends.com/blog/index.php/houstons-bob-hale-innovative-and-unafraid>

Houston's Bob Hale: Innovative and Unafraid (comments on Upstream)

By Steve Murray

05-16-2016

<http://www.notorious-rob.com/2016/05/nar-midyear-2016-rumors-questions-and-observations/>

NAR Midyear 2016: Rumors, Questions, and Observations

By Rob Hahn

05-09-2016

<http://rismedia.com/2016/05/09/upstreamtm-names-alex-lange-president-and-ceo/Upstream>

Upstream™ Names Alex Lange President and CEO

05-06-2016

<http://clareity.com/comparing-four-new-initiatives-upstream-amp-retsly-and-trestle/>

Comparing Four New Initiatives: Upstream, AMP, Retsly, and Trestle

By [Gregg Larson](#)

05-06-2016

<http://www.notorious-rob.com/2016/05/the-church-of-realtor-faces-a-fundamental-question/>

The Church of REALTOR Faces A Fundamental Question

By Rob Hahn

05-06-2016

<http://www.mredllc.com/documents/050616-CMLSUPSTREAMUpdate.pdf>

CMLS Upstream Update for April, 2016

05-02-2016

<http://clareity.com/mls-regionalization-beyond-the-needs-of-any-one-mls/>

MLS Regionalization: Beyond the Needs of Any One MLS

By Matt Cohen

04-28-2016

<http://www.inman.com/2016/04/28/zillow-may-just-beat-upstream-market/>

Zillow may have just beat Upstream to market

By Teke Wiggin

04-27-2016

<http://www.notorious-rob.com/2016/04/clarifying-my-remarks-about-upstream-and-the-mls-at-the-zillow-mls-summit/>

Clarifying My Remarks About Upstream and the MLS at the Zillow MLS Summit

By Rob Hahn

04-26-2016

<http://www.inman.com/2016/04/26/no-plans-deter-agents-zillow-upstream-broker-public-portal-say/>

Will Upstream and the Broker Public Portal steer agents away from Zillow?

By [Andrea V. Brambila](#)

04-25-2016

<http://clareity.com/mls-regionalization-breaking-through/>

MLS Regionalization: Breaking Through

By Matt Cohen

04-19-2016

<http://clareity.com/mls-regionalization-setting-the-goal/>

MLS Regionalization: Setting the Goal

By Matt Cohen

04-12-2016

<http://waves.wavgroup.com/2016/04/12/upstream-update-from-cmls/>

Upstream Update From CMLS

by Victor Lund

04-11-2016

<http://www.notorious-rob.com/2016/04/inside-baseball-issue-idx-and-internet-display/>

Inside Baseball Issue: IDX and Internet Display

By Rob Hahn

04-05-2016

<http://www.notorious-rob.com/2016/04/taking-ai-seriously-in-real-estate/>

Taking AI Seriously in Real Estate

Russ Cofano's Thesis About Cognitive Computing

By Rob Hahn

04-04-2016

<http://www.inman.com/2016/04/04/upstream-or-mls-the-essential-brokerage-utility-for-the-21st-century/>

Upstream or MLS? The essential brokerage utility for the 21st century

By Russ Cofano

02-2-2016

<http://www.inman.com/2016/02/02/26-questions-upstream-answered/>

26 questions about Upstream answered

Database will not facilitate cooperation and compensation, backers say

By [Andrea V. Brambila](#)

2016

Swanepool Trend Reports

Project Upstream/Disrupt Yourself

pages 169-178

2015

11-9-2015

<http://blog.kw.com/2015/11/09/upstream-real-estate-technology/>

Understanding Upstream and Why Agents Should Care

Keller Williams website

11-06-2015

<http://deanknows.com/real-estate/rpr-realty-alliance-upstream-2/>

Project Upstream – The Update

By DEAN knows

11-5-2015

<http://www.inman.com/2015/11/05/nar-and-upstream-sign-revolutionary-deal-for-broker-database/>

NAR and Upstream sign 'revolutionary' deal for broker database

By [Andrea V. Brambila](#)

11-5-2015

<http://www.realtor.org/news-releases/2015/11/nar-s-realtors-property-resource-executes-definitive-agreement-with-upstream-begins-development>

NAR's Realtors Property Resource® Executes Definitive Agreement with UPSTREAM™, Begins Development

10-15-2015

<http://waves.wavgroup.com/2015/10/15/upstream-revealed/>

Upstream Revealed

by Victor Lund

10-15-2015

<http://www.inman.com/2015/10/15/what-is-upstream/>

What is Upstream?

By Craig Cheatham

10-14-2015

<http://www.inman.com/2015/10/14/upstream-denies-zillow-suggestion-its-building-a-national-mls/>

Upstream denies Zillow suggestion it's building a national MLS

By [Andrea V. Brambila](#)

09-25-2015

<http://www.realtor.org/sites/default/files/presentations/2015/broker-summit/charlotte-JeffYoung-RPR-Update.pdf>

09-08-2015

<http://www.notorious-rob.com/2015/09/on-project-upstream-part-3-the-enabling-platform/>

On Project Upstream (Part 3): The Enabling Platform

By Rob Hahn

09-08-2015

<http://www.mlsevolved.com/>

MRIS and TREND – A Shared Commitment and Vision

The MLS: Evolved

08-18-2015

<http://www.notorious-rob.com/2015/08/on-project-upstream-part-2-the-path-forward/>

On Project Upstream (Part 2): The Path Forward

By Rob Hahn

08-10-2015

<http://www.notorious-rob.com/2015/08/on-project-upstream-part-1-great-concept-problematic-execution/>

On Project Upstream (Part 1): Great Concept, Problematic Execution

By Rob Hahn

7-28-2015

http://www.car.org/ccre/pdf/Data-Sharing_Dilemmas-CCRE_Whitepaper.pdf

Date-Sharing Dilemmas: Ownership of Real Estate's Future

07-17-2015

<http://geekestateblog.com/project-upstream-tremendous-benefit-zillow/>

Project Upstream should be a tremendous benefit for Zillow
by Bryn Kaufman

06-08-2015

<http://www.notorious-rob.com/2015/06/nextmls-rpr-upstreamamp-and-the-value-of-the-mls/>

NextMLS: RPS Upstream/AMP and the Value of the MLS
By Rob Hahn

06-02-2015

<http://clareity.com/thoughts-about-rprs-new-projects/>

Thoughts about RPR's New Projects
by [Matt Cohen](#)

06-01-2015

<http://deanknows.com/real-estate/rpr-realty-alliance-upstream/>

RPR, APM and Project Upstream. The end of IDX?
by DEAN knows..

05-29-2015

<http://www.thedataadvocate.com/the-evolution-of-upstreamamp-dale-ross-rpr-ceo/>

[The Evolution of Upstream/AMP – Dale Ross, RPR CEO](#)
By Saul Klein

05-22-2015

<http://www.notorious-rob.com/2015/05/what-is-the-mls-post-amp/>

What is the MLS, Post-AMP?
By Rob Hahn

05-21-2015

<http://www.lynettebraun.com/nationwide-mls-approved-by-nar/>

Nationwide MLS Approved by NAR
Lynette Braun, Coldwell Banker blogger

05-21-2015

<http://www.notorious-rob.com/2015/05/we-need-to-separate-rpr-amp-from-rpr-upstream-conceptually/>

We Need to Separate RPR AMP from RPR Upstream, Conceptually
By Rob Hahn

05-18-2015

<https://therealdaily.com/editorials/from-the-field-how-project-upstream-will-change-the-industry/>

[From the field: how Project Upstream will change the industry](#)
Erica Ramus

05-16-2015

<http://www.inman.com/2015/05/16/nar-approves-up-to-12m-in-funding-for-rpr-upstream-project/>

NAR approves up to \$12M in funding for RPR-Upstream project

By [Andrea V. Brambila](#)

05-14-2015

<http://waves.wavgroup.com/2015/05/14/project-upstream-revealed/>

Project Upstream Revealed

by Victor Lund

05-14-2015

<http://www.inman.com/2015/05/14/upstream-initiative-unveiled-with-nar-partnership-in-hand/>

Upstream initiative unveiled — with NAR partnership in hand

By [Andrea V. Brambila](#)

05-05-2015

<http://www.notorious-rob.com/2015/05/more-on-trim-tab-rpr-amp-and-the-future-of-mls-technology/>

More on Trim Tab, RPR, AMP and the Future of MLS Technology

By Rob Hahn

03-02-2015

<http://geekstateblog.com/upstream-national-broker-public-portal-missing-layer/>

Upstream & The National Broker Public Portal: Unearthing, Creating Super-MLS Data Layers

by [Sam DeBord](#)

2014

03-26-2014

<http://www.notorious-rob.com/2014/03/crmls-makes-like-lewis-clark/>

CRMLS Makes Like Lewis & Clark

By Rob Hahn

2013

12-2-2013

<http://www.2mrealty.com/news-article-87598.php>

WAV Group survey suggests more MLSs will be shopping for new platforms

11-18-2013

<http://www.vendoralley.com/2013/11/18/broker-strangelove-the-scoop-on-the-realty-alliances-crazy-plan-to-rock-the-real-estate-industry/>

Broker Strangelove: The scoop on the Realty Alliance's (crazy) plan to rock the real estate industry

by Greg Robertson

11-18-2013

<http://www.inman.com/2013/11/18/the-realty-alliance-said-to-be-planning-national-broker-database-to-address-mls-grievances/>

The Realty Alliance said to be planning national broker database to address grievances with MLSs

Blogger says brokers hope to gain leverage over MLSs

By [Andrea V. Brambila](#)

10-6-2013

<http://www.notorious-rob.com/2013/10/youve-got-ten-days-cmls-2013-realty-alliance-and-the-most-interesting-30-minutes-in-real-estate-conference-history/>

“You’ve Got Ten Days”: CMLS 2013, Realty Alliance, and the Most Interesting 30 Minutes in Real Estate Conference History

By Rob Hahn