

# Scout Analytics Finds Latent Revenue Across the Real Estate Value Chain

Transform unlicensed use into incremental revenue

<b>Industry:</b>	Real Estate
<b>Challenge:</b>	Plug revenue leaks without inconveniencing trusted users
<b>Solution:</b>	Scout Analytics   Revenue Assurance
<b>Results:</b>	Up to 10-15% membership increase within 90 Days after remediation

In real estate, the value chain of online services is complex. REALTORS® are free agents working for brokers that provide the tools and facilities needed to conduct business. The brokers themselves belong to associations that work together to create the processes and standards for their industry. Multiple listing services (MLS) support the associations by providing REALTORS with listing and membership services from one or more SaaS provider.

The number of REALTORS® changes dramatically with swings in the market and industry turnover. Even in steady times, an association’s membership can add 500 new agents every month. Consequently, the number of subscribers and revenue of listing services and SaaS providers are highly elastic.

When combined with the propensity for credentials sharing to save money, the online real estate services have significant revenue leaks. The revenue leaks range from 10-30% and impacts everyone in the service value chain: both the listing service and SaaS providers.

While some listing services have implemented increased security to stop sharing, the overhead associated with acquisition and deployment eats into the recovered revenue and creates negative responses from trusted members.

**So how do service providers cost effectively plug the leaks within the Real Estate Value Chain without inconveniencing trusted users?**

**The answer lies with Scout Revenue Assurance.** Scout Revenue Assurance is a software-as-a-service offering (SaaS) that enables online services to identify hidden demand through deep insight into the usage patterns of their subscribers. Scout Revenue Assurance enables service providers to easily identify, analyze and remediate unlicensed service use, maximizing the revenue opportunities within their existing subscriber base. Without impacting subscribers, Scout Revenue Assurance transparently monitors and gathers subscriber usage data, performs pattern analysis to detect sharing, and acts on established business rules to remediate account sharing and recover unrealized revenue.

**With Scout Revenue Assurance, Real Estate MLS services are able to transform unlicensed use into new membership, which translates directly to revenues.** Everyone in the value chain benefits. Scout Revenue Assurance benefits the identity providers, SaaS providers, and listing services in the value chain who all see an increase in subscribers. The reduction in unlicensed use also benefits SaaS providers who can better match their costs with revenues.

**CASE EXAMPLE  
Multiple Listing Service**

Total Accounts	11,958
Percentage Shared	16.7%
MRR per Account	\$49
Revenue Potential	\$1,174,227