

## **Bob Bemis**

### **Synopsis:**

Bob Bemis is a 28-year veteran of the real estate industry. He is currently an independent consultant and strategic advisor to the industry. He was VP Business Development at RPR and was leading the development of the AMP project for three years ending in 2018.

Prior to RPR, Mr. Bemis served in various management capacities at MLSs in Chicago and Washington DC before being appointed CEO of the Arizona Regional MLS in Phoenix where he served from 2007 to 2012. He relocated to Seattle as VP Partner Relations with Zillow in 2012-13 and since 2014 worked with and for RPR on the Advanced Multi-List Platform project, AMP. He has previously served on the Board of Directors of the Council of MLS and the NAR MLS Issues and Policies Committee. He was named to the Inman News *100 Most Influential Real Estate Leaders* in 2011 and again in 2013.

For the 20 years prior to his real estate career, Bob was a production executive in the television industry and counts among his accomplishments a regional Emmy® award for excellence in television directing. Bob and his wife Jenny make their home in suburban Seattle.

### **Detail:**



Bob Bemis served as Vice-president Business Development for RPR® from 2014 to 2018 where he focused on development of the Advanced Multi-List Platform™ (AMP™), an innovative approach to MLS system architecture. The project was discontinued in February 2018 and Bob returned to his consulting practice.

Prior to joining RPR, Bob held numerous executive and management positions in Realtor associations, MLSs and technology companies. After two years as a salesperson and broker, Bob became “the MLS Guy” for the North Side Real Estate Board which then merged into the Chicago Association of REALTORS®. When Northern Illinois regionalized its MLS in ‘96 he moved to Virginia to work for Interealty (absorbed into CoreLogic/MarketLinx) as Director of Marketing and Product Management.

Bob then joined MRIS, in Washington DC/Baltimore where he advanced through a number of positions to become Vice President of Customer Care, overseeing four customer facing departments including sales/marketing, education, customer satisfaction and technical support.

In 2007, Bob accepted the position of CEO of the Arizona Regional MLS in Phoenix. While at ARMLS, he served on many boards and committees of national real estate organizations including President of the MLS Domains Association, Director of the

Council of Multiple Listing Services (CMLS), and member of the NAR MLS Issues and Policies Committee. He was named to the Inman News *100 Most Influential Real Estate Leaders* in 2011 and again in 2013.

Bob relocated to Seattle in spring 2012 to become VP Partner Relations at Zillow where he was responsible for creating and maintaining close business relationships with brokerage firms, franchise organizations and multiple listing services.

After leaving Zillow in mid-2013, Bob began a consulting practice offering strategic planning and product development services to associations, MLSs, and technology companies. In April, 2014 he began working on a project to reinvent the technology that powers the MLS. His project evolved into AMP™ -- the Advanced Multi-List Platform™ being developed by RPR, the REALTORS Property Resource, the technology company owned by NAR. In October, 2015, Bob was named VP Business Technologies for RPR, charged with delivering AMP™ to the MLS industry.

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Bob is a Buckeye through and through. He grew up in a small town in northwest Ohio and graduated from The Ohio State University, with a degree in Speech and Communications and minors in Mathematics and English. Bob lives in Seattle with his wife Jenny and their family of [3 Busy Dogs](#).