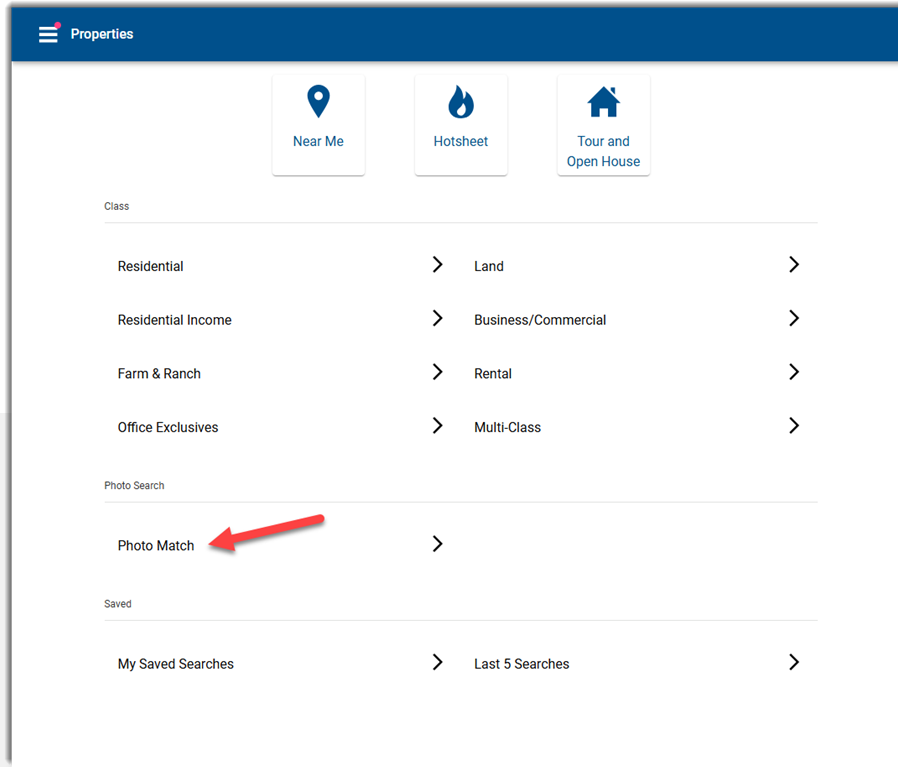
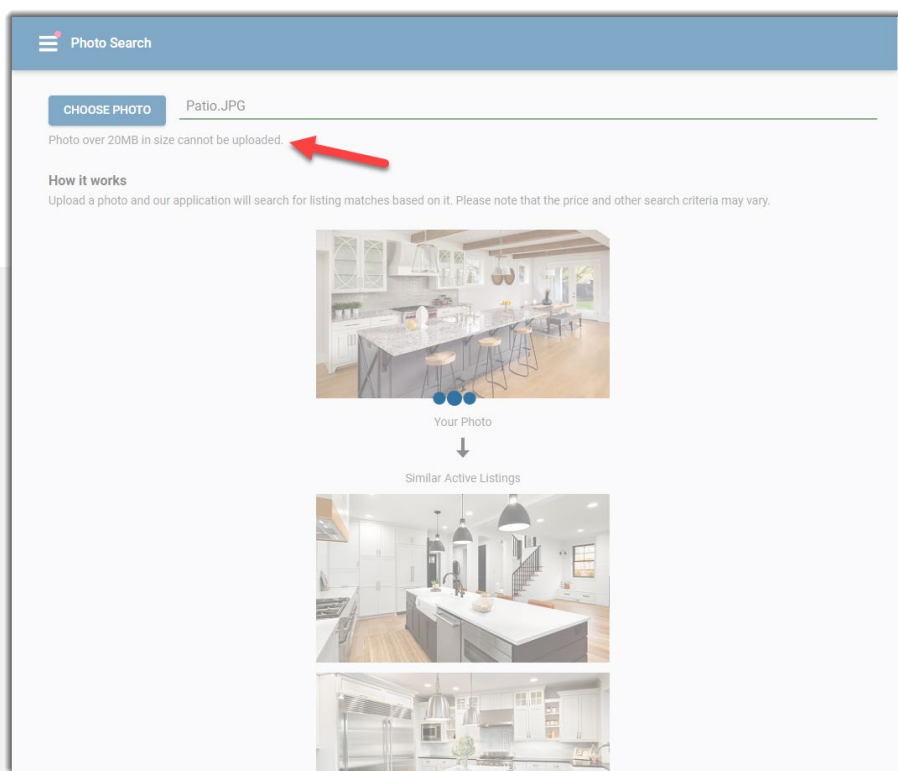


To use Photo Match:

Click Properties from the Paragon Connect Menu and choose Photo Match




Upload an image containing the desired feature (clearly visible and main focus of image)



Results should show images that are like the uploaded image
(i.e., patio photo matches to listings with photos of patios)

256 Results
Photo Match Search







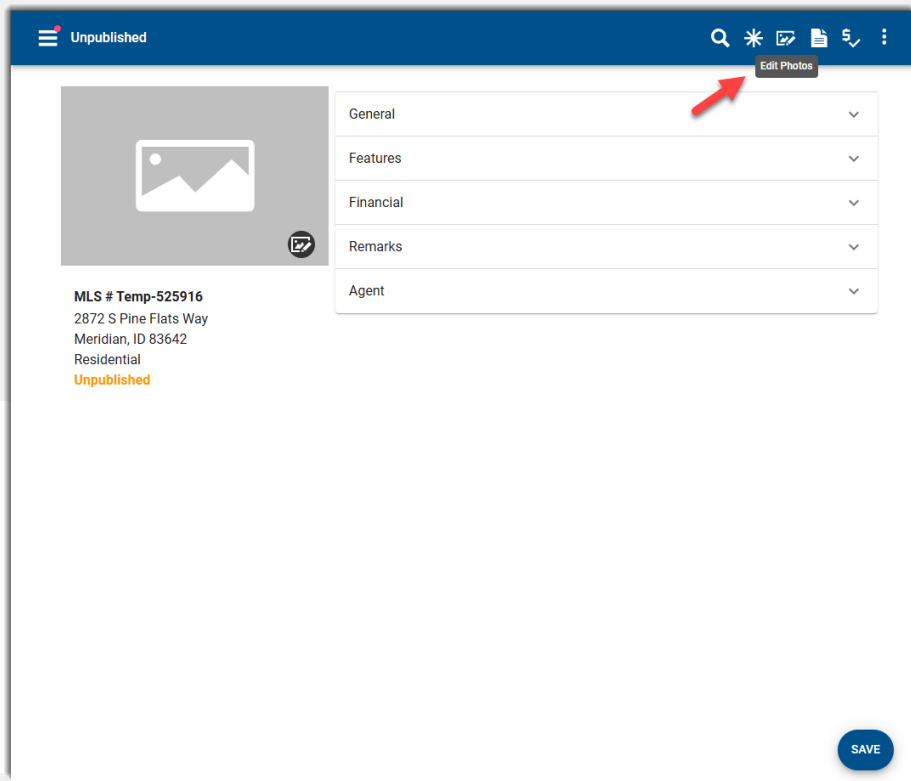
 <div>97%</div>	<div>1592 Fort Williams St Middleton, ID 83644 MLS# 98945228 - Residential Active \$635,000</div> <div><div>Beds: 4</div><div>Baths: 3.0</div><div>DOM: 49</div></div>
 <div>96%</div>	<div>1379 W Ultar Dr Nampa, ID 83686 MLS# 98946313 - Residential Active \$583,900</div> <div><div>Beds: 3</div><div>Baths: 2.0</div><div>DOM: 42</div></div>
 <div>96%</div>	<div>2354 N Ice Fire Ave Star, ID 83669 MLS# 98950181 - Residential Active \$559,990 \$5,000</div> <div><div>Beds: 3</div><div>Baths: 2.5</div><div>DOM: 13</div></div>
 <div>96%</div>	<div>2731 Soulen Drive Emmett, ID 83617 MLS# 98932458 - Residential Active \$529,900 \$5,000</div> <div><div>Beds: 3</div><div>Baths: 2.0</div><div>DOM: 164</div></div>

Photo Tagging: Captions & Labels

When photos are uploaded to a partial / unpublished or live / published listing Photo Tagging happens automatically. In Paragon Professional you can click the checkbox to skip auto created labels and descriptions.

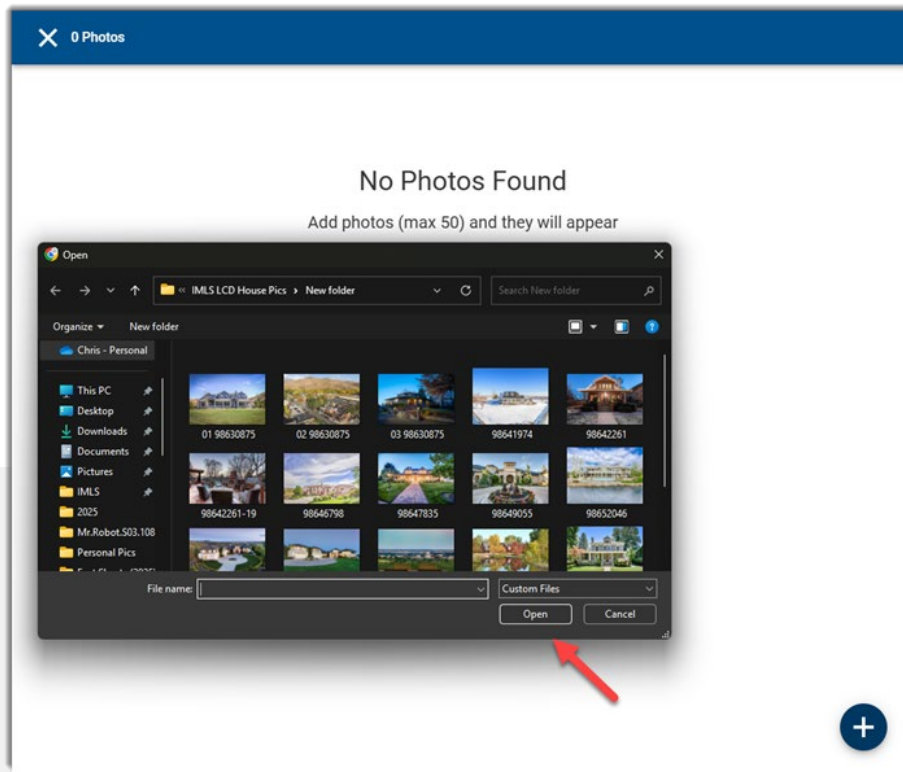
Paragon Connect:

Go to Edit Photos

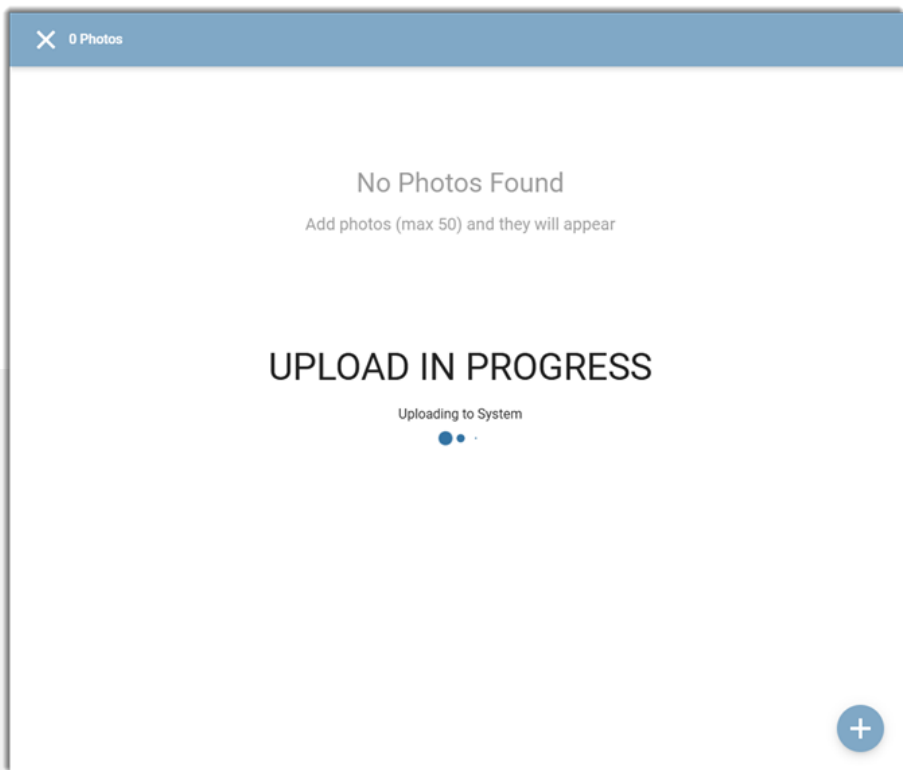


Select desired photos for upload

Paragon Connect



Upload will occur




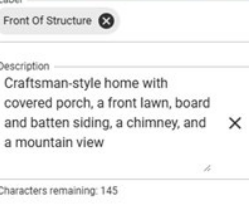
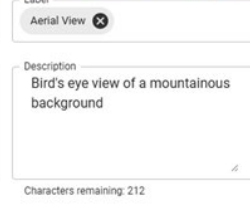
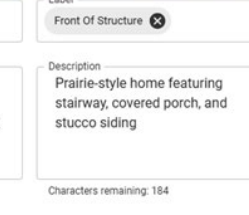


Click Save to save the captions and labels

Paragon Connect

✕
Photo Review
Auto Generated Labels

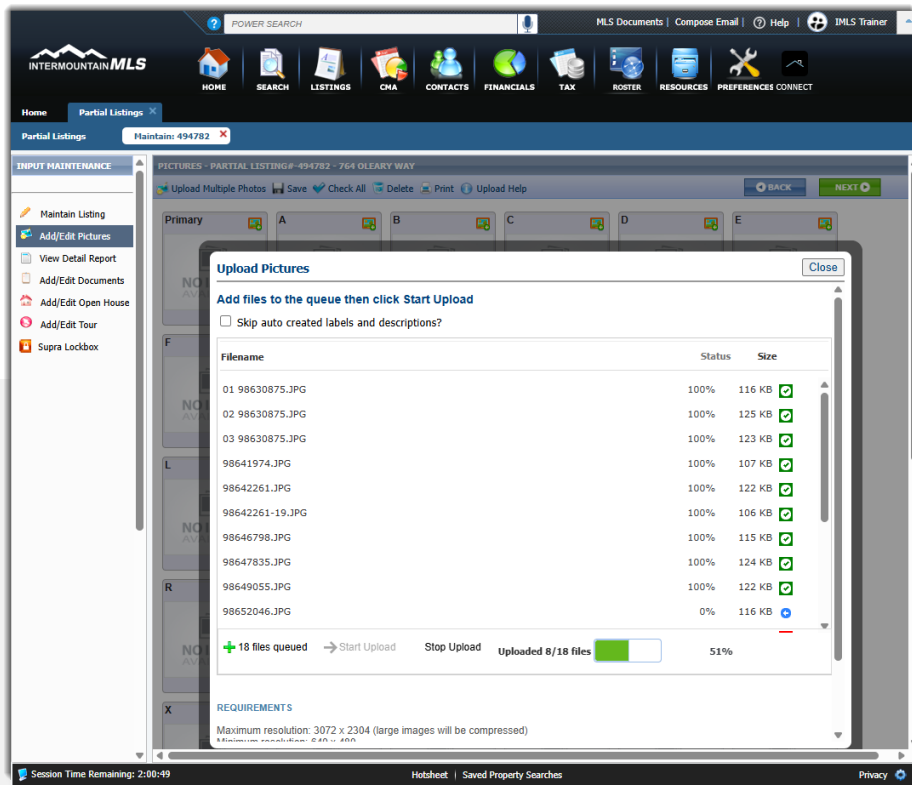
☒ **SAVE**

 <p>Label</p> <p>Front Of Structure ✕</p> <hr/> <p>Description</p> <p>Craftsman-style home with covered porch, a front lawn, board and batten siding, a chimney, and a mountain view ✕</p> <p style="text-align: right; font-size: small;">A</p> <p style="font-size: x-small;">Characters remaining: 145</p>	 <p>Label</p> <p>Aerial View ✕</p> <hr/> <p>Description</p> <p>Bird's eye view of a mountainous background ✕</p> <p style="text-align: right; font-size: small;">B</p> <p style="font-size: x-small;">Characters remaining: 212</p>	 <p>Label</p> <p>Front Of Structure ✕</p> <hr/> <p>Description</p> <p>Prairie-style home featuring stairway, covered porch, and stucco siding ✕</p> <p style="text-align: right; font-size: small;">C</p> <p style="font-size: x-small;">Characters remaining: 184</p>
 <p>Label</p> <p>Front Of Structure ✕</p> <hr/> <p>Description</p> <p>Craftsman-style home with covered porch, a front lawn, board and batten siding, a chimney, and a mountain view ✕</p> <p style="text-align: right; font-size: small;">D</p> <p style="font-size: x-small;">Characters remaining: 145</p>	 <p>Label</p> <p>Aerial View ✕</p> <hr/> <p>Description</p> <p>Bird's eye view of a mountainous background ✕</p> <p style="text-align: right; font-size: small;">E</p> <p style="font-size: x-small;">Characters remaining: 212</p>	 <p>Label</p> <p>Front Of Structure ✕</p> <hr/> <p>Description</p> <p>Prairie-style home featuring stairway, covered porch, and stucco siding ✕</p> <p style="text-align: right; font-size: small;">F</p> <p style="font-size: x-small;">Characters remaining: 184</p>

The photos with captions and labels are saved to the listing.

Paragon Professional:

In listing maintenance when uploading photos the option for captions and labels happens automatically. (you may check the box to skip this)



Once uploaded the photos will have the captions and labels.

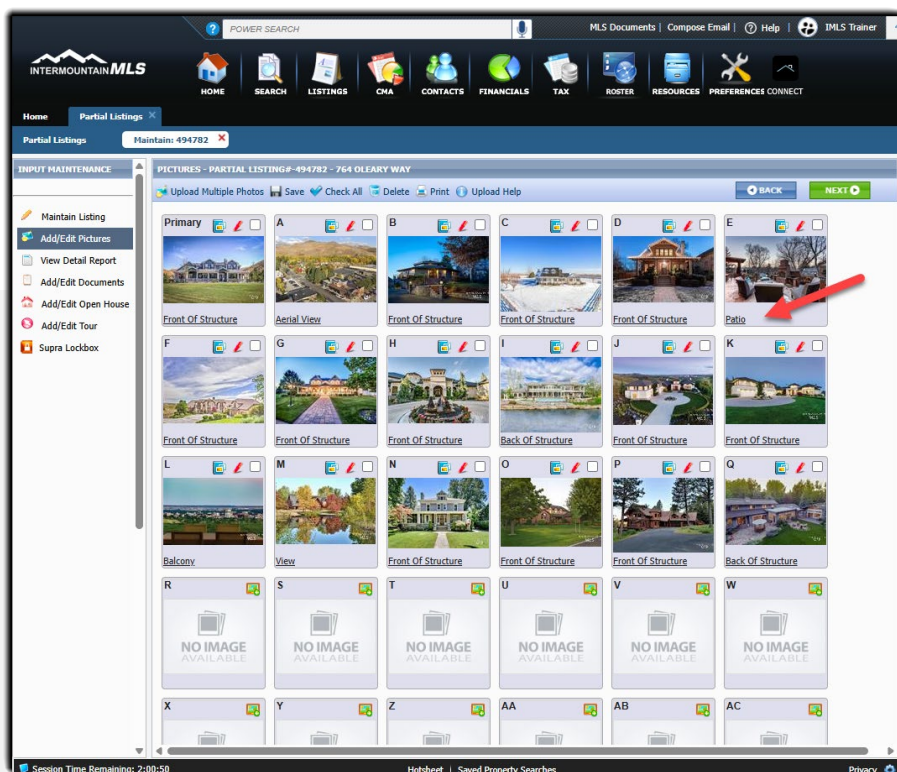
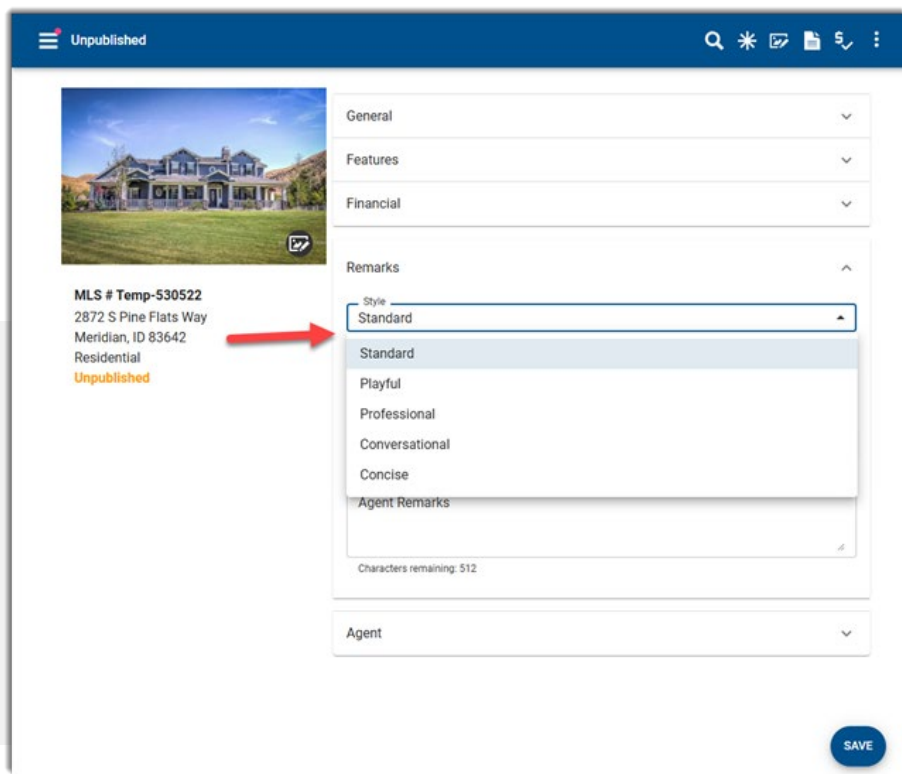


Photo Tagging: Property Descriptions (Remarks)

In Paragon Connect on an Unpublished (partial) listing or a Published (live) listing – Choose your desired tone and then click on Auto Generate below the Remarks field.



Unpublished

MLS # Temp-530522
2872 S Pine Flats Way
Meridian, ID 83642
Residential
Unpublished

General

Features

Financial

Remarks

Style

Standard

Playful

Professional

Conversational

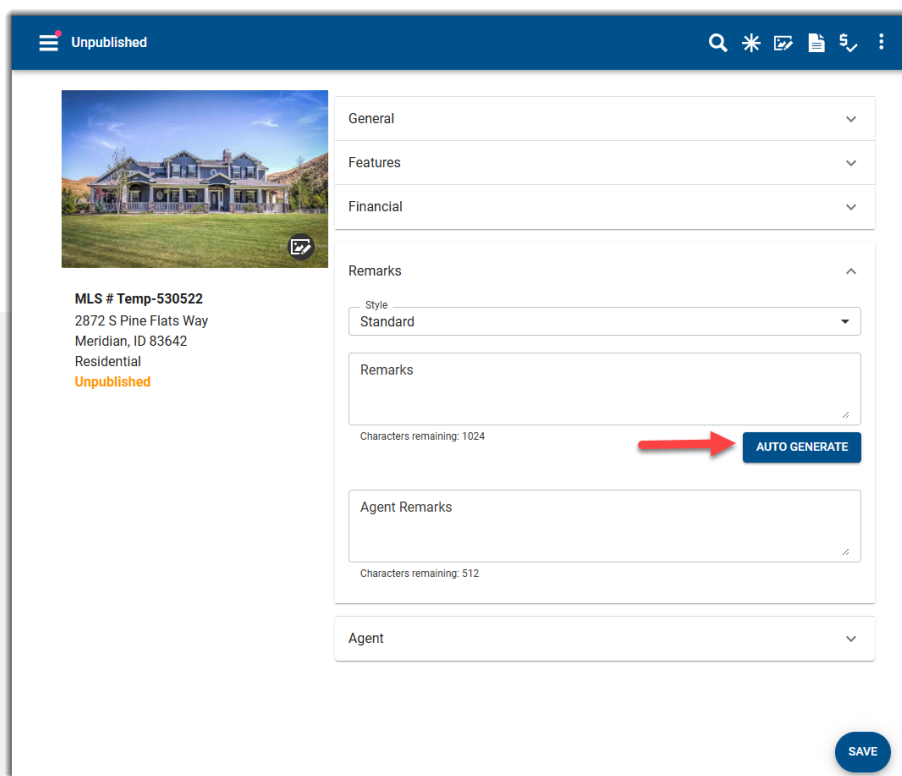
Concise

Agent Remarks

Characters remaining: 512

Agent

SAVE



Unpublished

MLS # Temp-530522
2872 S Pine Flats Way
Meridian, ID 83642
Residential
Unpublished

General

Features

Financial

Remarks

Style

Standard

Remarks

Characters remaining: 1024

AUTO GENERATE

Agent Remarks

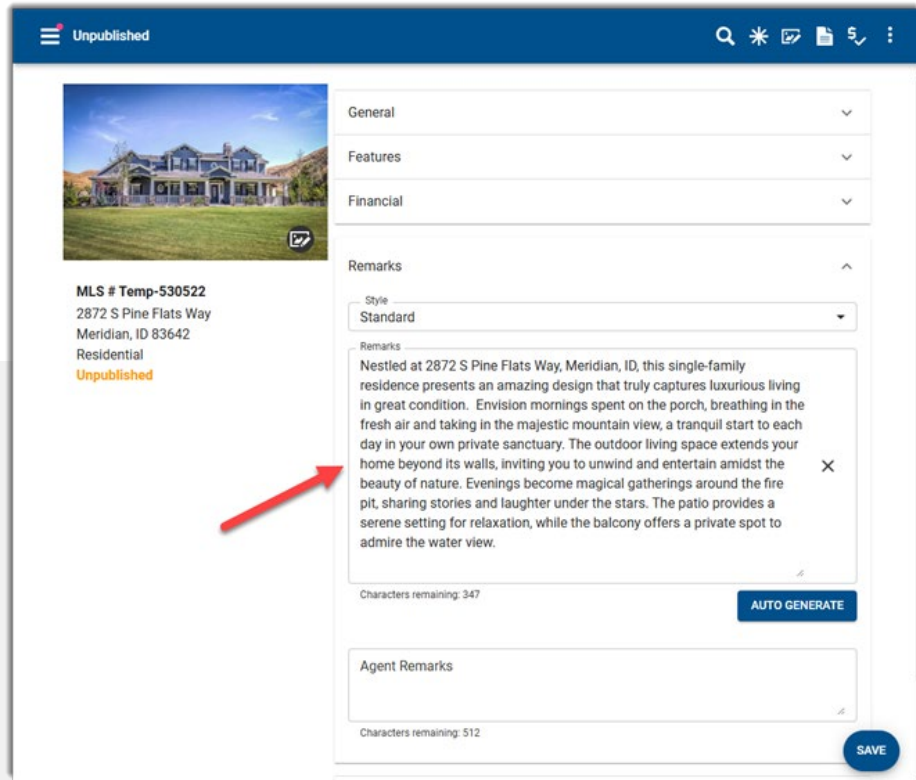
Characters remaining: 512

Agent

SAVE

Photo Tagging: Property Descriptions (Remarks)

Then the Remarks field is populated.

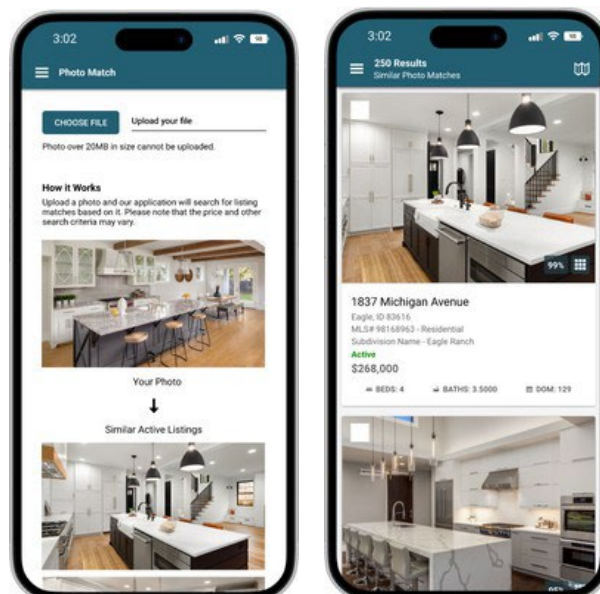


The screenshot displays the Intermountain MLS interface for an unpublished property listing. On the left, a photo of a large, two-story house is shown. Below the photo, the following information is listed: **MLS # Temp-530522**, **2872 S Pine Flats Way**, **Meridian, ID 83642**, **Residential**, and **Unpublished**. The main panel on the right contains several sections: **General**, **Features**, **Financial**, and **Remarks**. The **Remarks** section is expanded, showing a dropdown menu for **Style** set to **Standard**. Below this, the **Remarks** text area is populated with a detailed description: "Nestled at 2872 S Pine Flats Way, Meridian, ID, this single-family residence presents an amazing design that truly captures luxurious living in great condition. Envision mornings spent on the porch, breathing in the fresh air and taking in the majestic mountain view, a tranquil start to each day in your own private sanctuary. The outdoor living space extends your home beyond its walls, inviting you to unwind and entertain amidst the beauty of nature. Evenings become magical gatherings around the fire pit, sharing stories and laughter under the stars. The patio provides a serene setting for relaxation, while the balcony offers a private spot to admire the water view." A red arrow points to the **Remarks** text area. Below the text area, it shows "Characters remaining: 347" and an **AUTO GENERATE** button. At the bottom of the form, there is an **Agent Remarks** section with "Characters remaining: 512" and a **SAVE** button.

MLS Product Suite

Photo Match

Photo Match is an AI-powered solution that allows users to search based on an image. Users can upload an image they like and they can instantly find the other listings that are most visually similar. It's the perfect solution for agents and home buyers, accelerating their search to find exactly what they want.



How it works

Unlike traditional image tagging solutions, Photo Match doesn't rely on explicitly provided training data or labels. Instead, it focuses on the visual aesthetic of each image, producing a digital fingerprint based on 1,000+ unique visual markers such as the image's features, style, colors, layout and more. This enables a new paradigm of search—visual search—to help buyers and agents to efficiently locate properties even when it's challenging to describe the desired look and feel. The lookup index is updated twice daily to reflect new listings and changes in existing properties.

Features



Searches for properties based on images that are visually similar to the look and feel of an uploaded photo



Enables search to discover the most visually similar properties within the MLS

Integration

- Paragon Connect
- Collaboration Center

Impact

Restb.ai is helping MLSs rethink how their members interact with listings, serve their clients and ultimately, close deals more quickly.

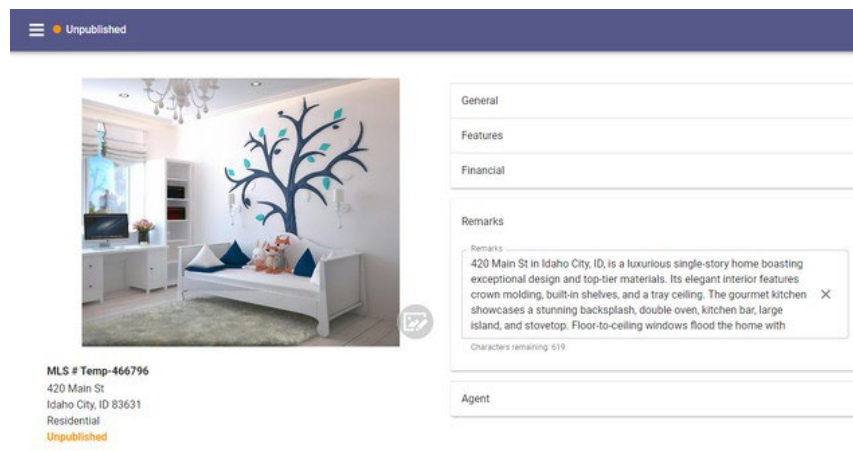
Benefits

- ✓ Helps find properties with hard to define aesthetics or features
- ✓ Enables agents to enhance their reputation as local market expert when working with clients
- ✓ Solves the problem when buyers can't articulate what they like, but know it when they see it
- ✓ Answers the question: "I love this kitchen—are there other homes on the market with a similar-looking one?"

MLS Product Suite

Photo Tagging: Property Descriptions

Using the latest developments in Large Language Models (LLMs) and Natural Language Processing (NLP), the Restb.ai Property Descriptions solution can instantly and automatically create unique and captivating property descriptions for real estate listings. It reduces the amount of time agents spend creating listings and improves the overall quality of descriptions.



How it works

Restb.ai's Property Descriptions solution integrates into Paragon Connect to pre-populate listing remarks using MLS data and property image insights. With an FHA-conscious approach, the generated descriptions help maintain compliance while remaining engaging and informative. Agents can publish them with one click or use them as a starting point for customization. They can also select from different tones to better match their brand or communication style.

Benefits



Up to 90% reduction in the time it takes to draft public remarks



Optimized for **FHA-conscious** and **SEO-optimized** listing language

Impact

Restb.ai is combining their industry leading computer vision solutions with the latest advances in AI to provide agents with unparalleled content.

Integration

Restb.ai Property Descriptions API is integrated into ICE's Paragon Connect.

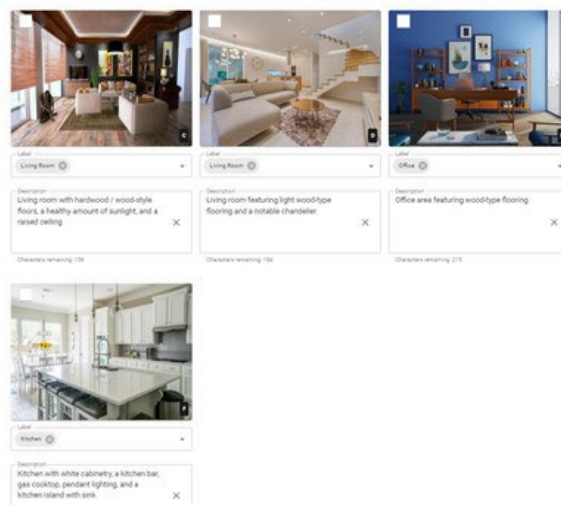
Features

- ✓ Leverages MLS data and AI-extracted photo details
- ✓ Optimized for FHA-conscious and SEO-optimized listing language

MLS Product Suite

Photo Tagging: Captions & Labels

Every photo contains a wealth of information. Restb.ai AI tagging solutions extract those insights during the listing upload process to populate and enrich property listings.



How it works

During the listing creation process, Restb.ai's AI-powered tagging solutions analyze a property's images to determine the room type/home space depicted in each photo to automatically populate the photo label. Additionally, each analyzed image is provided with a descriptive caption that populates the "Long Description" field, which can be used to help with ADA compliance on downstream sites. All AI-generated details are presented to agents for review and final confirmation.

Features

- ✓ Detects the room type/home space of each image (ex. Bedroom, bathroom, etc.), providing RESO-standardized classifications
- ✓ Generates descriptive image captions for each photo using the Restb.ai NLP - Long Description field
- ✓ Automatically create descriptive yet concise photo captions that help with ADA compliance. Most screen readers have a character limit of approximately 125 characters, so descriptions balance being informative while remaining engaging, concise and accessible.

Benefits

- ✓ Enriches MLS dataset
- ✓ Captions follow WCAG requirements to promote ADA compliance with screen reader friendly alt text
- ✓ Better serves the visually impaired
- ✓ Increases SEO and boosts Google rankings

Integration

→ Available in Paragon Pro and Paragon Connect

Impact

Restb.ai is using computer vision to rethink how listings are created and empower agents with more accurate, complete and standardized data.