



PRESS RELEASE

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Rainplan Brings Stormwater to RESO Standards; Unlocking a New Era of Core Property Data

North Bethesda, MD — Rainplan, the multi-sided proptech platform redefining how property owners, contractors, and regulated stormwater agencies connect, announced it has achieved certification with the Real Estate Standards Organization (RESO). By integrating RESO Common Format (RCF), Rainplan becomes the first platform to standardize property improvement and stormwater utility incentive data within the real estate ecosystem — setting the stage for a new category of proptech innovation.

Rainplan has a strong focus on using data to help urban jurisdictions combat flooding and water pollution impacts, plus water scarcity in regions. With 80% of urban properties owned and controlled by the private sector, local agencies try to incentivize property improvements on private property to better manage stormwater drainage, prevent localized flooding, property damage, and environmental pollution.

“As we architect Rainplan’s data infrastructure, aligning with RESO Common Format allows us to elevate stormwater incentives into the same interoperable ecosystem that real estate relies on”, says Rainplan’s Data Architect Hairo Rodriguez. “This certification ensures our data is portable, and transaction-ready.”

RESO standards are the foundation of modern real estate technology, powering MLSs, brokerages, and leading proptech companies worldwide.

With Rainplan's certification, infrastructure and utility data are now part of the same high-speed ecosystem that powers real estate — making upgrades, incentives, and contractor availability as seamless and standardized as price or square footage.

Why This Matters:

- Category Creation: Rainplan is the first to bring infrastructure and stormwater utility data into RESO standards, expanding what counts as core property data.
- Frictionless Transactions: Buyers, sellers, and agents can see upgrade eligibility, program incentives, and contractor readiness directly in RESO-compliant workflows.
- Scalable Innovation: Utilities and municipalities gain access to standardized data pipelines that reduce friction, accelerate adoption, and unlock new financing models.

"Rainplan's certification on RESO Common Format highlights how diverse real estate data is", said RESO CEO Sam DeBord. "Property information isn't just about advertising a listing and recording a sale. Incorporating utility incentives and property improvement data into the broader real estate ecosystem with an open, standard format is a benefit to the entire industry."

Rainplan's RESO certification signals a step-change moment for stormwater proptech — bridging property, infrastructure, and utilities into a single interoperable ecosystem.

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About Rainplan

Rainplan is a multi-sided proptech platform that connects property owners, contractors, and utilities to streamline property improvements, incentive programs, and infrastructure upgrades. With a focus on interoperability and transaction readiness, Rainplan is building the data rails for the next generation of real estate value creation. | rainplan.com

About RESO

RESO provides the foundation for streamlined real estate technology through the creation and certification of standards. Member organizations include MLSs, brokerages, REALTOR® associations and technology partners serving more than one million real estate professionals. | reso.org