

INTERNET DATA EXCHANGE (IDX) summary
MLS Rules Section 12.16

Online consumer advertising of listings with no established relationships

Brokers and/or agents can maintain an IDX site

Listing broker can opt out ALL their listings from IDX, but in turn would be disallowed from downloading, displaying or advertising any other brokers listings on their own website

Seller can not opt their property address out of IDX. Only the Association can opt out all addresses.

Only the seller can opt out any individual listing at their choosing, based on the signed "Request to Withhold Individual Listing from IDX Data" form

The total number of listings that can be displayed in response to a search conducted is 50

Detail display of another participant's listing must display the listing agent & listing firm name

Must display certain copyright language in addition to other disclosure language immediately following the property information

May not display confidential MLS data fields intended only for cooperating brokers

IDX web solution providers ("Consultants") must sign the Consultant Information and Signature portion of the Firm Information form before displaying MLS data on behalf of an agent or broker

Brokers/Agents must sign the Firm Information and Signature form, and agents must also sign the Agent Authorization for IDX Website form before obtaining and displaying MLS data

Thumbnail displays (5 horizontal lines of text and a photo no more than 150 pixels high) must include an IDX icon and must be a specific pixel size.

A detailed display of another participant's listing may not include any contact information or "branding" of the website owner nor any of its agents within the "body" of the listing content. (The "body" is a rectangular space whose borders are defined in each direction by the area used for MLS listing text and photo data). Display of the website owner/broker/agent must be at least as large as the listing content largest type size.

VIRTUAL OFFICE WEBSITE (VOW) summary
MLS Rules Section 12.19

Online real estate transaction business with legally established agency relationships

Brokers and/or agents can maintain a VOW site

Listing broker can NOT opt out their listings out of VOW. ONLY a seller can opt their own listing out as stated below.

Seller can opt out their property "address" from display on the internet.

Only the seller can opt out their individual listing from VOW, based on the signed "Seller Opt Out Form", which disallows seller's property from appearing on any website (except the listing brokers site) and must retain the form for at least 1 year

The total number of listings that can be displayed in response to a search conducted is 100 active & 100 sold, or 5% of MLS listings, whichever is less

Detail display of another participant's listing is not required to display the listing agent & listing firm name

Must display certain copyright language in addition to other disclosure language immediately following the property information

May not display confidential MLS data fields intended only for cooperating brokers

VOW web solution providers ("Affiliated VOW Partners" or "AVP") must sign the AVP Agreement before displaying MLS data on behalf of an agent or broker

A Participant who intends to operate a VOW must notify the MLS of its intention to establish a VOW and must make the VOW readily accessible to the MLS and to all other MLS Participants for purposes of verifying compliance with Rules

Blogging and automated market valuations in direct connection to the listed property must be disabled if requested by seller.

A VOW owner must be willing and able to respond knowledgeably to inquiries from Registrants about properties within the market area served by them and displayed on the VOW.

The right to display data is limited to that supplied by the MLS(s) in which the broker/agent has access rights. However, a mbr with offices participating in different MLSs may operate a master website with links to the VOWs of the other offices.

Before permitting a consumer search the Participant must first establish with consumer a lawful broker-consumer relationship (as defined by state law), including completion of all actions required by state law in connection with providing real estate brokerage services to clients and customers (hereinafter "Registrants"). Such actions shall include, but are not limited to, satisfying all applicable agency, non-agency, and other disclosure obligations, and execution of any required agreements must obtain the name of, and a valid email address for, each Registrant, must obtain agreement to a specifically worded Terms of Use Agreement, must issue a user name and a password, and update it every 90 days.