



IDX VENDOR REQUIREMENTS

IDX PARTICIPATION:

Available to all Northwestern WI Multiple Listing Service Inc Brokers and/or their Agents (*with written broker consent*).

APPLICATION:

1. Broker and/or agent and consultant must complete required information on the Signature Page of the Northwestern WI MLS Data Access & Use License
2. Data Access & Use License must be submitted to MLS *by Broker or Agent* with appropriate fees
3. Consultant will receive approval notice from MLS when data access is available

DATA ACCESS:

NW WI MLS provides vendors access to data in two ways:

1. URL to NW WI MLS IDX framed site (allows for limited customization)
2. RETS – consultant may use MarketLinx RETSConnector or provide vendor specific User-Agent information to MLS at time of broker or agent application

DATA PROTECTION

Consultant agrees to:

1. protect IDX information from misappropriation by employing reasonable efforts to monitor data
2. prevent “scraping” or other unauthorized accessing, reproduction, or use of the MLS database
3. not modify or manipulate listing data
4. display listings as directed by broker or agent based only on objective criteria including, but not limited to, geography or location, status, list price, property type (condos, single-family, etc), listing type (exclusive right to sell, exclusive agency) or level of service provided by listing firm; selection of listings displayed on any IDX site must be independently made by each broker or agent
5. refresh all MLS downloads and refresh all MLS data **not less than every 12 hours** and shall provide a disclosure of last update of information:
Sample: Data last updated on _____. Some properties which appear for sale on this website may have sold and are no longer available.
6. not distribute, provide, or make any portion of the MLS database available to any person or entity, except as provided in IDX rules
7. provide MLS with 1) list of all websites, applications and other displays or uses of the data and 2) how MLS can access the data for auditing purposes (if not obvious)

TERMS “MULTIPLE LISTING SERVICE” or “MLS” PROHIBITED in:

1. Broker’s firm name
2. Broker or Agent domain names, web addresses or URLs
3. No Broker or Agent may imply in any manner that consumers have access to or may search the multiple listing (ie: “Search the MLS”, or “Access the MLS”) on the Broker or Agent website
4. Acceptable terms may include, but are not limited to “Search NW WI Listings”, “Search Local Listings”, etc

DISPLAY:

Displayed listings must include:

1. List price
2. MLS number
3. Status (Active, Active/Bump, Active/Hold and Sold (past 3 years) statuses only
4. All other fields are optional but must be displayed on all listings if displayed on any listings
5. Data may be augmented with additional content; source of that content must be clearly identified



NW WI MLS approved IDX icon (*on left*) must be displayed adjacent to All listings displayed in a “brief” format unless the listing belongs to the Broker in which case the listing office name shall be displayed.
Icon must be in type at least as large as type used to describe the property

6. Explanation of properties marked with icon must indicate listings are provided courtesy of NW WI MLS and must appear on each page where listings are displayed
7. Explanation shall be in type at least as large as the type used to describe the property

8. "Detailed" (full) displays of properties must identify listing broker in type at least as large as type used to describe the property
9. When displaying listing content, Broker's or Agent's IDX site must clearly identify name of brokerage firm under which they operate in readily visible color and typeface

PUBLIC COMMENT:

If IDX Public Comments field = N (no), listing cannot be displayed on any IDX site that allows third-parties to write comments or reviews about particular listings or displays a hyperlink to such comments or reviews in immediate conjunction with particular listings

DISPLAY INTERNET ADDRESS:

If Display Internet Address field = N (no), the property address CANNOT be displayed on any internet site

DAYS ON MARKET (DOM):

DOM field may NOT be displayed on any broker or agent IDX solution. Access is given for SOLE purpose of 1) calculating 'newest' listings for any broker or agent wishing to provide a *sort* option of 'newest listings' for consumers, and/or 2) display the 'newest listings' as the first listings appearing on a search result page

DISCLAIMERS:

1. All listings displayed shall show the NW WI MLS as the source of the information
Sample: Data relating to real estate for sale on this website comes in part from the IDX program of the NW WI MLS.
2. All listings displayed shall include a statement disclaiming liability for inaccuracies in the data
Sample: Information provided by NW WI MLS is compiled from 3rd party source. Information deemed reliable, not guaranteed. Neither NW WI MLS, the listing broker or its agents or subagents are responsible for its accuracy.
3. Listings obtained from other sources (ie: non-participating brokers) must display the source from which each such listing was obtained
4. Brokers and Agents websites must indicate that IDX information is provided exclusively for consumers' personal, non-commercial use; that it may not be used for any purpose other than to identify prospective properties consumers may be interested in purchasing
Sample: This information is provided exclusively for consumers' personal, non-commercial use and may not be used for any purpose other than to identify prospective properties consumers may be interested in purchasing. Sold price is derived from the transfer tax shown on the deed and other factors may influence the actual sale price.