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3/2016, 8/2020

IDX & VOW VENDOR REQUIREMENTS

The following is provided for informational purposes only and as a summary of requirements for IDX and VOW vendors. This document may be updated from time to time by NW WI MLS and it is vendor's obligation to ensure they are compliant with all policies.

IDX & VOW 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 Participant Data Access Agreement
2. A fully-executed Participant Data Access Agreement 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 three 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
3. API (currently via Trestle)

Note: NW WI MLS may use a third party contractor to facilitate data access and such third party may have additional terms and conditions that vendor must agree to obtain data access. NW WI MLS may change its third party contractors at any time.

NW WI MLS POLICIES:

IDX use: for complete NW WI MLS IDX policy, refer to Section 16 of the NW WI MLS Rules and Regulations.

VOW use: for complete NW WI MLS VOW policy, refer to Section 19 of the NW WI MLS Rules and Regulations.

DATA PROTECTION:

See Participant Data Access Agreement and NW WI MLS Rules and Regulations for complete obligations and requirements of data recipients. Consultant, broker, and agent agree to:

1. use MLS data in accordance with Participant Data Access Agreement and NW WI MLS Rules and Regulations
2. use IDX-provided listings for display purposes only
3. protect IDX information from misappropriation by employing reasonable efforts to monitor data
4. prevent "scraping" or other unauthorized accessing, reproduction, or use of the MLS database
5. not modify or manipulate listing data
6. display IDX 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), cooperative compensation offered, listing type (exclusive right to sell, exclusive agency) or level of service provided by listing firm; selection of listings displayed on any site must be independently made by each broker or agent
7. refresh all MLS downloads and refresh all MLS data **not less than every 12 hours for IDX displays (once every three days on a VOW)** 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.
8. not distribute, provide, or make any portion of the MLS database available to any person or entity, except as provided in IDX or VOW rules
9. provide MLS with 1) list of all websites, applications and other displays or uses of the data and 2) information on 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

See Section 16 of the NW WI MLS Rules and Regulations.

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
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



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

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. Minimal displays are exempt from this requirement but must link directly to a detailed display of the listing.
9. When displaying listing content, Broker's or Agent's site must clearly identify name of brokerage firm under which they operate in readily visible color and typeface

Displays of listings **cannot** include:

10. Compensation, exceptions, variable commissions, owners' names, listing/expiration dates, showing instructions, property security information and days on market
11. Any display of a property if the seller has elected to not have the property listing or address displayed on the internet

PUBLIC COMMENT AND CONTACT INFO:

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. However, there must be a means by which comments about the accuracy of any data or information may be submitted to broker or agent. Broker or agent shall be obligated to correct or remove any false data or information and answer questions of consumers.

If VOW Blog = N (no), listing cannot be displayed on any VOW that allows third-parties to write comments or reviews about particular listings or displays a hyperlink to such comments or review in immediate conjunction with particular listings. A VOW must prominently display a means of communication by which a consumer can contact the broker or agent. Broker or agent shall be obligated to correct or remove any false data or information and answer questions of consumers.

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) sort the 'newest listings' as the first listings appearing on a search result page

CO-MINGLING OF LISTINGS:

The listings received in an IDX feed may be co-mingled with listings from other MLS IDX feeds, provided all such displays are consistent with the IDX rules and the broker or agent holds participatory rights in the other MLSs.

DISCLAIMERS FOR IDX AND VOW:

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 limited by the following
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. The data is deemed reliable but is not guaranteed accurate by the MLS. Sold price is derived from the transfer tax shown on the deed and other factors may influence the actual sale price.

VOW-ONLY REQUIREMENTS:

To permit a registrant to retrieve MLS Listing Information via a VOW, broker or agent must:

1. establish with the registrant a lawful broker-consumer relationship
2. obtain the registrant's name and valid email address and confirm the email is valid and the registrant has agreed to the Terms of Use
3. require each registrant to have a username and password different from all other registrants
4. ensure that each registrant's password expires on a certain date (allowing for renewal) and keep records of registrant passwords for not less than 180 days
5. provide registrant's name, email address, username, password, and an audit trail of registrant's activity to MLS at MLS's request
6. display a Privacy Policy on the broker or agent's VOW
7. not display any deceptive or misleading advertising or co-branding

VOW TERMS OF USE:

Each VOW registrant shall be required to express agreement to a "Terms of Use". The Terms of Use must be labeled as such and may not be accepted solely by a mouse click. The Terms of Use provisions must provide at least the following:

1. that registrant acknowledges entering into a lawful consumer-broker relationship with broker or agent
2. that all information obtained by registrant from the VOW is intended only for registrant's person, non-commercial use
3. that registrant has a bona fide interest in the purchase, sale, or lease of real estate of the type being offered through the VOW
4. that registrant will not copy, redistribute, or retransmit any of the information provided
5. that registrant acknowledges the MLS's ownership of, and the validity of MLS's copyright to, the MLS database
6. that registrant acknowledges that MLS and other MLS participants are authorized to access the VOW for purposes of verifying compliance with MLS rules and monitoring display of the listings

The Terms of Use may not impose a financial obligation on the registrant or create any representation agreement between registrant and broker or agent.