



## MLS PIN WEBSITE COMPLIANCE GUIDELINES FOR DATA VENDORS

### Definitions and Notes:

- The term “IDX” (or “Public Access Website”) is defined for purposes of this document as a website established or maintained by an MLS PIN participant or subscriber to which access is not restricted.
- The term “VOW” (or “Virtual Private Network”) is defined for purposes of this document as a website established or maintained by an MLS PIN participant or subscriber to which access is restricted to persons authorized by the participant or subscriber to access MLS PIN data.
- The restrictions outlined below do not apply to listings for which the participant maintaining the website is the listing broker. MLS PIN does not set forth any restrictions on the manner in which a broker displays its own listings on its website.

**As a vendor of MLS PIN data, you are responsible for, among other requirements (as set forth in the Third Party Access Agreement), ensuring that any displays of MLS PIN data on your customers’ websites adhere to the following guidelines:**

1. MLS PIN listing data may only be used on a broker’s IDX or VOW site to support that broker’s activities, under its real estate license, in seeking to effect the purchase, sale, or leasing of listed properties.
2. An IDX or VOW site must prominently display the following information:
  - The name of the broker’s firm
  - The office address of the broker’s firm
  - The broker’s telephone number
  - A list of cities and towns that constitute the market area that the broker serves
3. A broker’s IDX or VOW site may only display a given “active” listing if that broker is ready, willing, and able to show that listed property to a potential buyer. Therefore, you must provide the broker with a means by which it may restrict the display of listings to conform to this requirement.
4. A broker’s IDX or VOW site must prominently display that broker’s privacy policy; this policy must state the use that the broker may make of information provided by users of

the website, and to whom and under what conditions the broker may make such information available to third parties.

5. Each listing displayed on an IDX or VOW site must display certain data fields. Listings displayed on an IDX site are prohibited from displaying certain other data fields. The lists of mandatory and prohibited data fields are set forth in Attachment C below.
6. Each listing displayed on each of a broker's IDX websites must display the data for all of the fields labeled Sub-Agent Compensation, Buyer Agent Compensation, Facilitator Compensation, Compensation Based On, and Sub-Agency Relationship Offered, unless the broker provides the same information to its clients by some other means.
7. All listing data on an IDX site must be updated at least once every 3 days.
8. If a participant firm contains multiple branch offices, only those branch offices that have active subscribers to MLS PIN may display our data on their IDX sites.
9. An IDX display may not modify any of the listing data from MLS PIN.
10. An IDX site must prominently display the following (or a substantially similar) notice on each screen containing listing data:

“The property listing data and information, or the Images, set forth herein were provided to MLS Property Information Network, Inc. from third party sources, including sellers, lessors, landlords and public records, and were compiled by MLS Property Information Network, Inc. The property listing data and information, and the Images, are for the personal, non commercial use of consumers having a good faith interest in purchasing, leasing or renting listed properties of the type displayed to them and may not be used for any purpose other than to identify prospective properties which such consumers may have a good faith interest in purchasing, leasing or renting. MLS Property Information Network, Inc. and its subscribers disclaim any and all representations and warranties as to the accuracy of the property listing data and information, or as to the accuracy of any of the Images, set forth herein.”

11. Certain MLS PIN participants may “opt out” of having either some or all of their listings displayed on IDX sites. A customer IDX site may not display a listing for which the listing broker has opted out. Opt-out information is available on our servers as follows:
  - a. RETS server: Each listing contains two fields, named “IdxOfficeOptedOut” and “IdxListingOptedOut”. If the value of either of these fields is ‘Y’, then the listing in question must be excluded from IDX sites.
  - b. SQL server: If an office appears in the “View\_IDX\_Optout” view, then all listings for which that office is the listing office must be excluded from IDX sites. If an individual listing appears in the “View\_IDX\_Optout\_Listings” view, then that listing must be excluded from IDX sites.
12. Only “active” and “sold” listings (that is, those listings for which the status code is NEW, ACT, PCG, BOM, EXT, RAC, CTG, or SLD) may be displayed on IDX sites.
13. Only “active”, “sold”, and “under agreement” (UAG) listings may be displayed on VOW sites.

14. A VOW site must restrict displays of listing data to only bona fide prospective purchasers or lessees of listed properties, and only for a “reasonable” number of listed properties. Therefore, you must provide the broker with a means by which it may conform to this requirement.
15. Any public display of specific MLS PIN listing data or images (excluding the broker's own listings) that does not conform to the IDX guidelines above is forbidden unless either:
  - a. The broker has obtained the listing broker's prior written consent to “advertise” its listing; or
  - b. The broker is the cooperating broker for a listing that has since been sold, leased or rented (in which case the broker may claim to have made or effected the sale, lease or rental).
16. The broker may not use MLS PIN's logos or service marks in any of its advertising.
17. The broker may use data from MLS PIN's “statistical” or “comparable” reports for public advertising, as the basis for aggregated demonstrations of market share or as comparisons with other firms, provided that all of the following requirements are met:
  - a. The broker may not use data for specific, individual listings (excluding the broker's own listings); and
  - b. The broker must include the following, or a substantially similar, notice: “Based on information provided to and compiled by MLS Property Information Network, Inc. covering the period [Insert Initial Date] through [Insert Final Date]”; and
  - c. If the broker is making a claim to market share, the broker must clearly state the geographical area or statistical category to which the market share relates. The broker must also clearly state whether the market share is presented on a company-wide basis, on an office-to-office basis, or on some other clearly-articulated basis.

## **Attachment C to Rules and Regulations**

(Mandatory IDX fields; Mandatory VOW fields; Prohibited IDX fields)

**NOTE:** The following is a list of property-type designations in the Service Compilation, along with parenthesized abbreviations that will be used in this Attachment C:

Single Family (SF)  
Condominium/Co-Op (CC)  
Multi-Family (MF)  
Land (LD)  
Commercial/Industrial (CI)  
Business Opportunity (BU)  
Residential Rental (RN)  
Mobile Home (MH)

### **Part I: Mandatory Data Fields for Public Access Websites (IDX), per Section 10.3(c)(ii)**

A Public Access Website must, for each Listing displayed, display the appropriate data for each of the following data fields. Unless otherwise specified below, opposite a particular data field, each data field applies to Listings of all property types.

Property Type  
Status  
Active Status Flag  
Listing Number  
Street #  
Street Name  
Unit # (SF, CC, CI, RN, and MH)  
Town  
State  
List Price  
Listing Office  
Listing Agent

### **Part II: Mandatory Data Fields for Virtual Private Networks (VOW), per Section 10.3(d)(vii)**

A Virtual Private Network must, for each Listing displayed, display the appropriate data for each of the following data fields. Unless otherwise specified below, opposite a particular data field, each data field applies to Listings of all property types.

Property Type  
Status  
Active Status Flag  
Listing Number  
Street #  
Street Name  
Unit # (SF, CC, CI, RN, and MH)  
Town  
State

List Price

Sub-Agent Compensation (SF, CC, MF, LD, CI, BU, and MH)

Buyer Agent Compensation (SF, CC, MF, LD, CI, BU, and MH)

Facilitator Compensation (SF, CC, MF, LD, CI, BU, and MH)

Compensation Based On (SF, CC, MF, LD, CI, BU, and MH)

Sub-Agency Relationship Offered (SF, CC, MF, LD, CI, BU, and MH)

**Part III: Prohibited Data Fields for Public Access Websites (IDX), per Section 10.3(c)(i)**

A Public Access Website may not, for any Listing Displayed, display data for any of the following data fields. Unless otherwise specified below, opposite a particular data field, each data field applies to Listings of all property types.

Entry Only

Expiration Date

Firm Remarks

List Date Received

Public Record (SF, CC, MF, LD, CI, and MH)

Showing: Sub-Agent (SF, CC, MF, LD, CI, BU, and MH)

Showing: Buyer Agent (SF, CC, MF, LD, CI, BU, and MH)

Showing: Facilitator (SF, CC, MF, LD, CI, BU, and MH)

Showing (RN)

Special Showing Instructions

Type of Listing Agreement

\*Note to Vendors: the field labeled "Public Record" in Part III above refers to an internal data field in MLS PIN's database. This does not prohibit you or a broker from separately compiling public records from your own sources and displaying such information on the broker's website.