



## **Internet Data Exchange – IDX Q & A**

**(Even if you're not quite sure what questions to ask!)**

Wouldn't your Internet marketing efforts produce greater results if consumers could view your listings – and all other listings from MFRMLS – on your company's website?

It's entirely possible through MFRMLS's IDX program. In today's fast paced Internet world, consumers have become more tech savvy than ever – they want information and they want it now. Did you know that over 90% of home buyer's start their search on the Internet? Adding IDX to your company's website is exactly what the consumer ordered!

The following questions and answers are a general overview of IDX and MFRMLS's IDX program.

### **1. What is Internet Data Exchange?**

Internet Data Exchange (IDX), sometimes referred to as "Broker Reciprocity," gives Participants the ability to display each other's listings on their respective websites. Every Participant automatically participates in the IDX program unless an opt-out form is completed and submitted to MFRMLS.

### **2. How is Internet Data Exchange accomplished?**

Other brokers' listings are available for display on your company's website by a data feed from MFRMLS or by using one of three framed solutions (options): (1) Agent Web Page through MLXchange; (2) the custom link from [www.MyFloridaHomesMLS.com](http://www.MyFloridaHomesMLS.com); or (3) through the Florida Realtors® (FAR). All active and recently sold listings are included in options (1) and (2). Only active listings are available through option (3) at this time.

IDX data feeds are accomplished through what is known as a RETS (Real Estate Transaction Standards) feed from the MLXchange servers.

### **What are the IDX options?**

#### **(1) Agent Web Page through MLXchange:**

This is a free option available to all MLXchange subscribers. The IDX data is automatically enabled through the "Property Search," "My Listings," and "My Office Listings" tabs or links located within your Agent Web Page (go to Settings->Personalize->Website Management--in the page settings, click the "WWW Domain Name" button). Listings are automatically updated from MLXchange in real-time. Click [here](#) for a user guide for setting up your Agent Web Page through MLXchange.

## **(2) Custom link from MyFloridaHomesMLS.com:**

MFRMLS' consumer website, [www.MyFloridaHomesMLS.com](http://www.MyFloridaHomesMLS.com), features a customized link for every subscriber that has already configured their Agent Web Page in MLXchange. Simply embed the custom link in your website and your visitors can search for properties by clicking on the link – no fuss – easy and simple and updated every 15 minutes! Click the 'Members Only' link at the bottom of the site and use your MLS login credentials to obtain your custom link.

## **(3) Florida Realtors® – Frame-able Solution:**

Florida Realtors® provide a frame-able solution at no cost. Please contact Florida Realtors® at 407-587-1450 for more information.

## **3. How can you offer these IDX options for free?**

MFRMLS is pleased to offer multiple options to our subscribers. Your subscription to MLXchange includes the Agent Web Page and the custom link from MFRMLS' consumer website, [www.MyFloridaHomesMLS.com](http://www.MyFloridaHomesMLS.com). The standard RETS feed is available to all subscribers at no cost. Customized IDX feeds are available to brokers for an annual fee of \$600.

## **4. Why should I participate in IDX?**

The spirit of IDX is the wide distribution and display of active and sold MLS listings to the public through Participants as a marketing effort that best serves the consumer. In fact, wide distribution is already available through Realtor.com. Letting other Participants display your listings on the Internet is a business decision each Participant must make.

IDX allows you to compete with other popular listing websites. Your website can now become the premier location for consumers to view listings, learn about your company and your company's experience, abilities, and qualifications allowing you to successfully market your company and attract new consumers on a 24/7/365 basis.

Think about it – by displaying the complete MFRMLS inventory of active and recently sold listings, you are providing a service to consumers that can help keep them coming to your website. If you want to be able to sell services online, you need a way to keep consumers at your website once they get there (this is referred to as having a "sticky" website – the "stickier" the better.)

## **5. Does IDX conflict with Florida real estate license law/Code of Ethics?**

IDX is consistent with Florida real estate license law and the MFRMLS MLS Rules and Regulations. IDX is consistent with the Code of Ethics since no display of other Participants' listings can occur without their consent.

## **6. Can agents participate in IDX and have the MFRMLS database on their individual websites?**

Yes, agents may have an IDX website with their Brokers' approval. Here's how:

- The agent's brokerage firm must be contributing its listings to the IDX program.
- The agent's website may frame or "gateway" into the brokerage's website.
- The agent may use a third party to create the IDX search engine, but only with the permission of the agent's broker and the execution of a separate MFRMLS IDX Agreement.
- The agent's website must retain the brokerage's branding at all times. The brokerage's branding must be equal to or larger than the agent's branding.

**7. Why would I want to allow other brokers to display my listings on their websites?**

This is a great question. The answer lies in a desire to strengthen the brokerage industry. Long-term, if real estate brokerages want to compete with other industry segments for the business of Internet consumers, they will need to have websites that are attractive to consumers. That means having the most listing data. If you currently provide your listing data to one or more local or national websites on the theory that more exposure is better, why wouldn't you want your listings exposed on other brokers' websites?

**8. Why would I want to allow other brokers display my listings if I don't have my own website?**

In addition to the points mentioned in question seven, sellers will want to know why your listings do not show up on IDX websites when the listings of other brokers do. But remember, if you don't have a website you can now have one for *free!*

**9. Do I have to allow other Participants to display my listings on their websites?**

No. Participants are free to withhold authority for such display either on a blanket (opt-out) or on a listing-by-listing basis. Listings excluded from the feed on an individual basis are flagged during the listing input process by indicating "Internet=N"). If you choose to completely opt-out all listings in your company, please fill out and return the opt-out form to MFRMLS. Please note that choosing to opt-out of IDX prevents you from participating in the IDX program.

**10. What happens if I won't allow other Participants to display my listings on their website?**

If you prohibit the display of your listings by other Participants by opting-out, you may not display their listings on your website.

**11. Can MFRMLS refuse to allow my listings to be entered into the MLS if I do not permit other Participants to display them on their websites?**

No. Participants cannot be required to consent to display of their listings on other Participants' websites as a condition of participation in the MLS.

**12. Will MFRMLS refuse to transfer my listings to Realtor.com if I do not participate in IDX?**

No. The sellers will choose whether their property will be displayed on Realtor.com or not. However, if "Internet=No" is selected during listing input, the listing will not be fed to any websites.

**13. What happens if someone abuses IDX?**

A Participant must sign the MFRMLS IDX Agreement prior to having the listing information appear on the Participant's website. Displaying IDX data without an IDX agreement is a violation of MFRMLS' IDX Rules and Regulations.

In the event of a violation of the MFRMLS IDX Rules and Regulations or a breach of the MFRMLS IDX Agreement, which is not cured within (5) calendar days, MFRMLS may: (1) immediately terminate the MFRMLS IDX Agreement and any applicable data feed; (2) impose

any fine, suspension, expulsion or other remedy applicable to a breach of the MFRMLS Rules and Regulations; and (3) pursue any and all legal remedies available by law.

**14. Must the listing company be identified when I display its listings on my website?**

Yes. The listing company must be included on the listing.

**15. Can my listing information be modified when it is displayed on Participants' websites?**

No. The MFRMLS Rules and Regulations prohibit the modification of IDX data.

**16. What data will consumers see?**

Active and recently sold data will be available through the IDX program. The RETS IDX data field list is extensive and is available via our website. The IDX display will not include information intended exclusively for other real estate professionals.

**17. How do my listings get included in the daily data feed?**

All active and recently sold listings will be included in the daily data feed automatically, unless otherwise indicated during the listing input process. Listings can also be modified later to either add or remove a specific listing from the IDX data feed.

**18. If I want to use a RETS feed instead of a frame-able option, do I have to perform the work myself?**

Not at all. Not every broker has technical knowledge or staff to create their own website or IDX search. Brokers can choose to hire/contract a third party to create a search engine or plug their existing solution into your website. While MFRMLS does not charge for the standard IDX RETS feed, please be aware that there may be charges from the third party vendor. It is also important to note that if you use a third party, that third party and your real estate brokerage company must execute the MFRMLS IDX Agreement.

**19. I'm ready to sign up for IDX – What is the next step?**

1. First determine if you want to use a frame-able solution or a RETS data feed. If you want to use a frame-able solution, refer to question two for instructions.
2. For a RETS IDX feed, please contact our IDX Administration team at 407-218-8607, option 4 or [idx@mfrmls.com](mailto:idx@mfrmls.com).

**20. Where can I receive more information or assistance?**

Contact MFRMLS at 407-218-8607, option 4 or [idx@mfrmls.com](mailto:idx@mfrmls.com).