



Internet Data Exchange (IDX)

(Formerly known as Broker Reciprocity)

A service of the MLSOK.com Broker & Vendor Services Unit

Broker Information Packet & Technical Documentation

MLSOK.com

3131 Northwest Expressway

Oklahoma City, OK 73112

(405) 840-1493

(405) 840-9720

IDX Defined

IDX affords MLS participants the option of authorizing display of their active listings on other participants' Internet Web sites.

IDX Rules & Limitations

Section 17.1 Authorization

Participants' consent for display of their active listings by other participants pursuant to these rules and regulations is presumed. If a participant wishes to withhold consent on a blanket basis to permit the display of that participant's listings they must notify MLSOK.com in writing using the Exemption/Discontinue IDX form and that participant may not download or frame the aggregated MLS data of other participants. Even where participants have given blanket authority for other participants to display their listings on IDX sites, such consent may be withdrawn on a listing-by-listing basis as instructed by the seller.

Section 17.2 Participation

Participation in IDX is available to all MLS participants who are REALTORS® and who consent to display of their listings by other participants.

Section 17.2.1

Participants must notify the MLS of their intention to establish an IDX site and must make their site directly accessible to the MLS for purposes of monitoring/ensuring compliance with applicable rules and policies.

Section 17.2.2

Participants must protect IDX information from misappropriation by employing reasonable efforts to monitor and prevent

"scraping" or other unauthorized accessing, reproduction or use of the MLS database.

Section 17.2.3

Listings or property addresses of sellers who have directed their listing brokers to withhold their listing or property address from display on the Internet (including, but not limited to, publicly-accessible Web sites or VOWs) shall not be accessible via IDX sites. Notwithstanding this prohibition, listing brokers may display on their IDX sites or their other Web site(s) the listing or property address of consenting sellers.

Section 17.2.4

Participants may select the listings they choose to display on their IDX sites based only on objective criteria including, but not limited to, factors such as geography or location ("uptown," "downtown," etc.), list price, type of property (e.g., condominiums, cooperatives, single-family detached, multi-family), cooperative compensation offered by listing brokers, type of listing (e.g., exclusive right-to-sell, exclusive agency, or open listing), or the level of service being provided by the listing firm. Selection of listings displayed on any IDX site must be independently made by each participant. (Amended 11/06)

Section 17.2.5

Participants must refresh all MLS downloads and refresh all MLS data at least once every seven (7) days.

Section 17.2.6

Except as provided in these rules, an IDX site or a participant or user operating an IDX site may not distribute, provide, or make any portion of the MLS database available to any person or entity.

Section 17.2.7

When displaying listing content, a participant's or user's IDX site must clearly identify the name of the brokerage firm under which they operate in a readily visible color and typeface.

Section 17.3 Display

Display of listing information pursuant to IDX is subject to the following rules:

Section 17.3.1

Listings displayed pursuant to IDX shall contain only those fields of data designated by the MLS. Display of all other fields (as determined by the MLS) is prohibited. Confidential fields intended only for other MLS participants and users (e.g., cooperative compensation offers, showing instructions, property security information, etc.) may not be displayed on IDX sites.

Section 17.3.2

Participants shall not modify or manipulate information relating to other participants' listings. (This is not a limitation on site design but refers to changes to actual listing data.) MLS data may be augmented with additional data not otherwise prohibited from display so long as the source of the additional data is clearly identified. This requirement does not restrict the format of MLS data display or display of fewer than all of the available listings or fewer authorized data fields.

Section 17.3.3

All listings displayed pursuant to IDX shall identify the listing firm in a black font color and a typeface not smaller than the median used in the display of listing data. Identification should read 'Listing Courtesy of:' and the name of the firm.

Section 17.3.4

All listings displayed pursuant to IDX shall identify the listing agent.

Section 17.3.5

Non-principal brokers and sales licensees affiliated with IDX participants may display information available through IDX on their own Web sites subject to their participant's consent and control and the requirements of state law and/or regulation.

Section 17.3.6

All listings displayed pursuant to IDX shall show the MLS as the source of the information.

Section 17.3.7

Participants (and their affiliated licensees, if applicable) shall indicate on their Web sites 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, and that the data is deemed reliable but is not guaranteed accurate by the MLS. The MLS may, at its discretion, require use of other disclaimers as necessary to protect participants and/or the MLS from liability.

Section 17.3.8

Listings obtained from other IDX sources (e.g., from other MLSs, from non-participating brokers, etc.) must display the source from which each such listing was obtained.

Section 17.3.9

Display of expired, withdrawn, released and pending listings is prohibited.

Section 17.3.10

Display of seller's(s') and/or occupant's(s') name(s), phone number(s), and email address(es) is prohibited.

Section 17.3.11

Each third party vendor requesting an IDX feed must pay an initial \$200 set up fee and an additional \$25 per feed

Section 17.3.12

IDX Feeds shall include: Land & Lots, Multi-family, Lease and Residential properties and available fields should be limited to the buyer full detail sheet fields with the exception of the Realtor Remarks/Description field to be withheld from the feed.

Quick Start to IDX

1) It is assumed that all Participants (Brokers) of the MLSOK.com have opted in to IDX. To opt out please complete the Opt Out form in this packet. As a Participant, your firm may opt back in with a written letter with Participant's original signature to:
Broker & Vendor Services signed

2) Complete & sign the IDX form

3) Have your website vendor complete and sign the vendor form

4) Mail in the IDX form, the website vendor form, and the vendor payment (made payable to MLSOK.com) to:

Broker & Vendor Services

3131 Northwest Expressway

Oklahoma City, OK 73112

5) Upon verification of all necessary materials you will receive a verification notice of IDX feed from Broker Services

6) There are no fees for an IDX feed payable from the REALTOR® member. However, website vendors will be required to pay a \$200 initial set up fee and \$25 per feed per REALTOR® thereafter.



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IDX LIMITED DATA EXPORT REQUEST

All IDX Requests must be signed by the principal broker, agent, and the vendor to be processed. The MLS Participant (broker) agrees to follow all IDX Rules, Section 17 of the MLSOK.com Rules & Regulations, as a condition of the IDX and agrees to all Rules & Regs by his/her signature on this document. The Participant shall indemnify and hold MLSOK.com harmless from any loss, liability, damage, cost or expense (Including without limitation attorney's fees) arising out of or relating to any claims or suits which may be brought or made against MLSOK.com by reason of utilizing the IDX feed, by his/her signature on this document

Please Print information in this column	Signature & date required here
Brokerage Office Name:	
Broker Name:	
Agent Name:	
Website URL Request for:	
Website Vendor Company Name:	
Vendor Contact Name:	
Vendor Address:	
Vendor Phone:	
Vendor Fax:	
Vendor E-Mail	



MLSOK.com Website Vendor IDX Feed Agreement

The Website vendor identified in this agreement agrees to the following terms as a condition of a release of an IDX feed.

- a) The web site vendor agrees to all Rules & Regulations of the MLSOK.com relevant to an Internet Data Exchange Feed (Rules attached in Addendum A)
- b) The web site vendor agrees to indemnify and hold MLSOK.com harmless from any loss , liability, damage, cost or expense (Including without limitation attorney's fees) arising out of or relating to any claims or suits which may be brought or made against MLSOK.com by reason of utilizing the IDX feed, by his/her signature on this document.
- c) The website vendor agrees to pay an initial \$200 set up fee for an IDX feed
- d) The website vendor agrees to pay an additional \$25 for each subsequent REALTOR® request for a feed (checks made payable to MLSOK.com must accompany this application)
- e) The website vendor acknowledges that the feed will be immediately disconnected upon knowledge of violation of the Rules & Regulations including the share of data to any site URL or entity not applied for with and approved by MLSOK.com and receipt of payment as applicable to Section 17.3.11
- f) The website vendor agrees to refresh/update the feed no less than weekly per the MLS Rules & Regulations
- g) The website vendor agrees to display all necessary disclosures defined in the Rules & Regulations and it is recommended that refresh times be clearly posted on the site if the refresh is completed less than daily
- h) The website vendor agrees to honor the copyright of the MLS database compilation

Website Vendor Company Name

Vendor Signature & Date

Addendum A to Vendor/MLSOK.com IDX Agreement

The vendor agrees to follow all Rules & Regulations as defined in this addendum

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