

How to Obtain Combined IDX data for the NorCal MLS Alliance.

You must have at least one Active Alliance MLS Subscriber utilizing your IDX service(s).

1. Determine which MLS/Board IDX data set your client(s) desire. See www.norcalmlsalliance.com for current Alliance MLS participants. It is not required to request and license all Alliance IDX data if all is not desired.
2. Review the Data Transport Options below on pages 2–4 to determine the best scenario for your data processing.
3. Contact the primary MLS of your client to begin the process of obtaining combined IDX authorization.
 - a. Note on choosing 'Transited' feed: If you have clients across multiple Alliance MLSs, you should first contact the MLS that you would like to access the feed from.
 - b. If your transport method of choice is to receive separate feeds, the MLS you reach out to who will facilitate your NorCal MLS Alliance Combined IDX authorization request (the "Facilitating MLS") will connect you with other Alliance MLS data feed administrators whose data is desired.
4. During your onboarding process with the Facilitating MLS and any other MLS organizations contributing to your combined IDX (each a "Contributing MLS"):
 - i. MLSs that are vetting or seeking their own agreements with you will reach out within 5 business days to begin their licensing process.
 - ii. MLSs will notify Facilitating MLS when completed.
 - iii. Facilitating MLS will distribute the Alliance's Authorization Form to you and all Contributing MLSs.
 - iv. Once executed, you will be authorized to combine IDX, doing so for Contributing MLS's Subscribers pursuant to the individual license agreements you obtained with them.

Data Transport Options

Definitions

Transit: means a Vendor will receive a single combined data feed from one, or multiple, authorizing MLS(s)

Co-Mingle: means a Vendor may combine data it has obtained, or will obtain, using data feeds from each MLS separately.

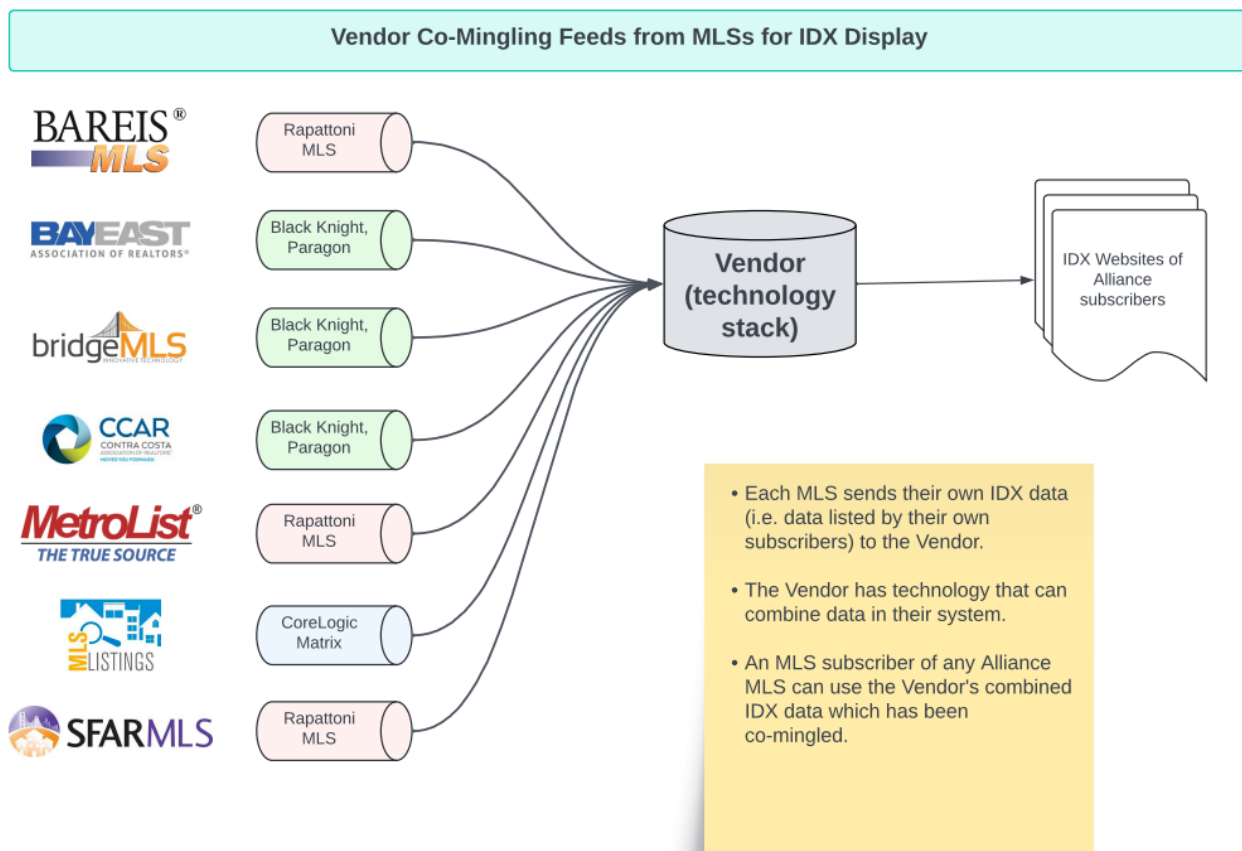
Providing MLS: An MLS who provides a Transited data feed to a Vendor.

Contributing MLS: An MLS whose IDX data is included in a Transited feed or is providing a single data feed of their own data for co-mingling.

Facilitating MLS: The MLS referred to that initiates action within the Alliance to approve a new Vendor for combined IDX, and will execute the Authorization Form.

Explanation of “co-mingling”

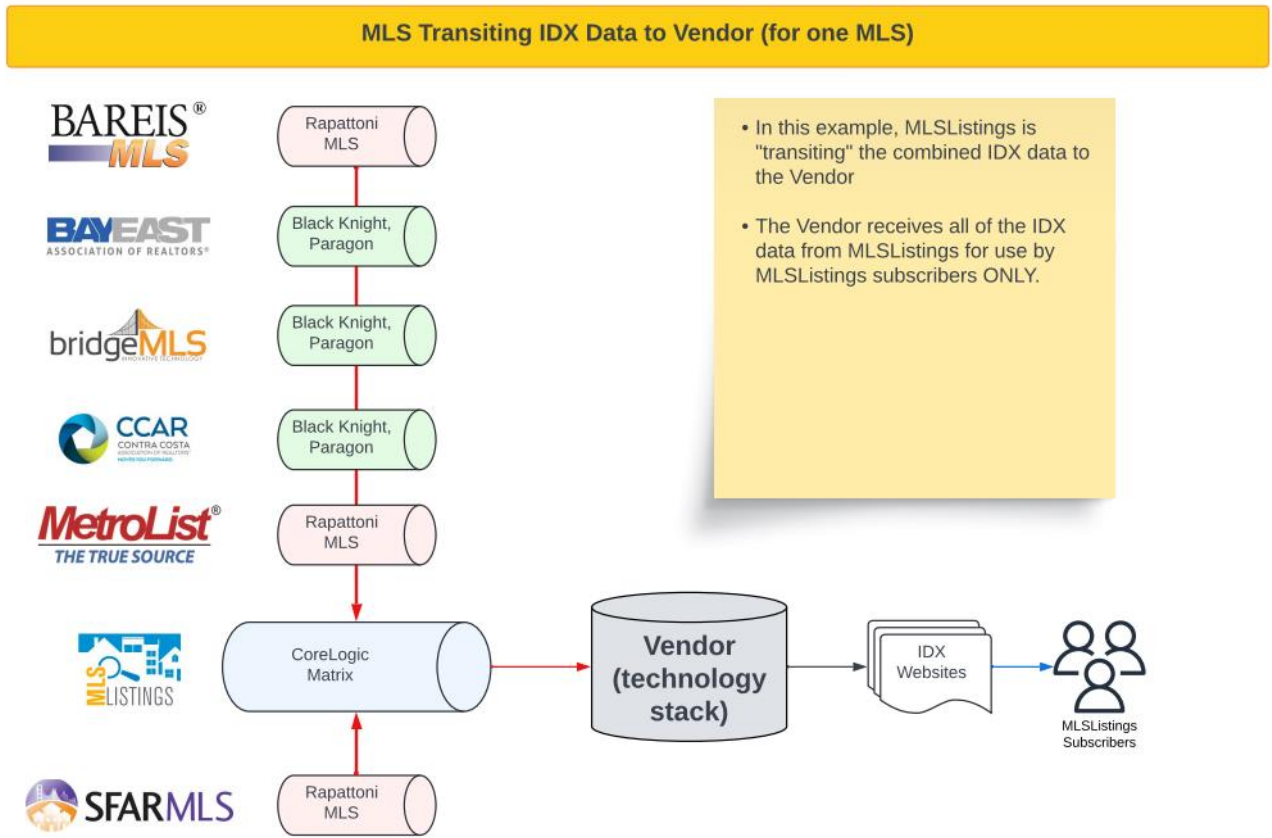
- A Co-mingling license means the vendor will combine the data in their database for the IDX website or platform
- MLSs that agree to co-mingling will supply a direct data feed to the Vendor.



There are a few types of transiting licenses Vendors can sign; basic transiting is common.

Explanation of “basic transiting”

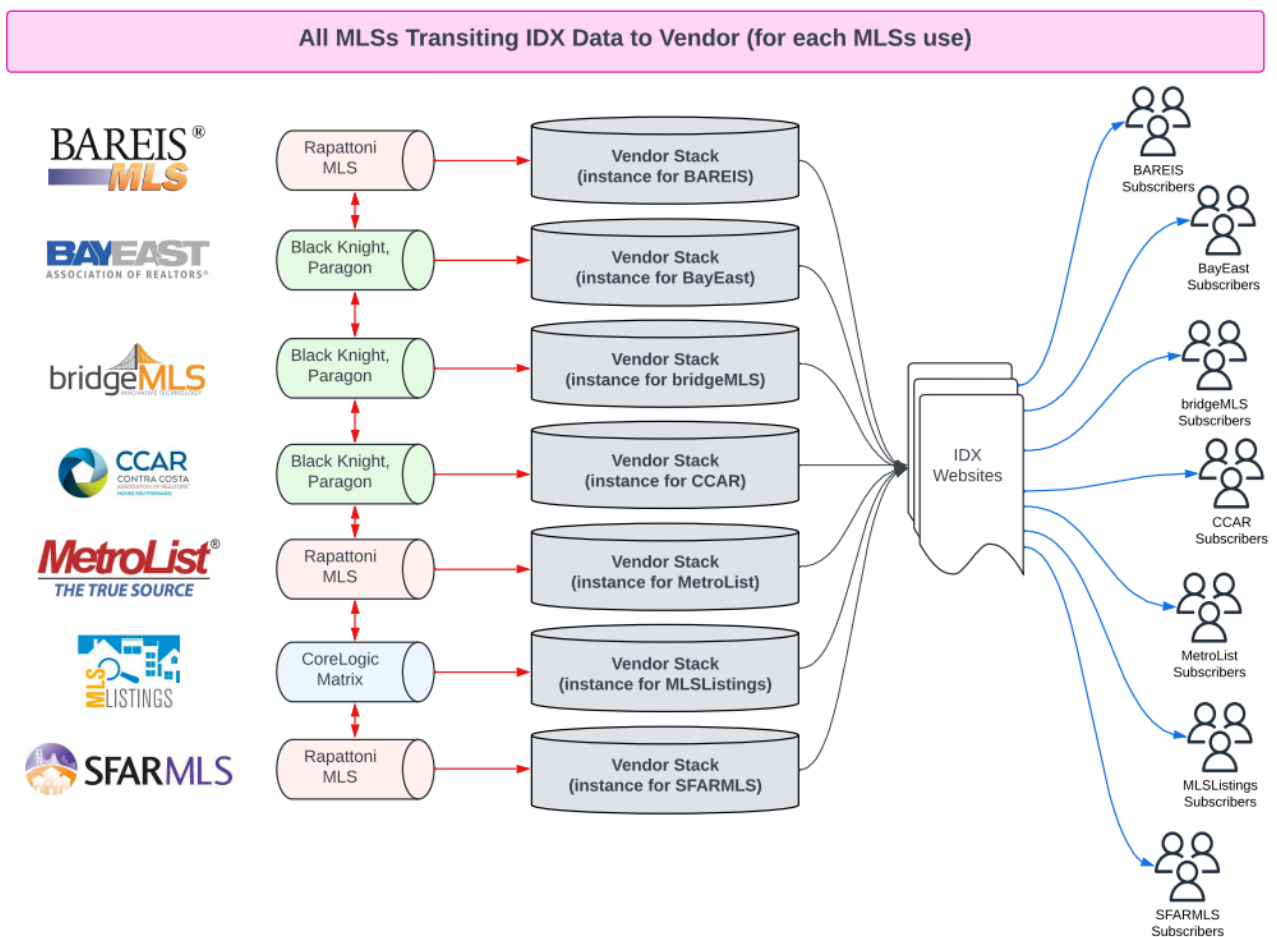
- Basic transiting is when a Vendor works with one and only one MLS (in this example, MLSListings).
- Vendor is licensed to receive a “transited” data feed for use by the specific MLSs subscribers.



Another relatively common situation is a complex (or “complete”) transiting license.

Explanation of “complex/complete transiting”

- The Vendor works with some/all of the MLSs but needs a separate database/instance for each MLS customer.
- Vendor is licensed to use each combined (transited) data feed for each providing MLSs subscribers through their IDX websites or platforms.
- This does mean that Vendor has multiple (7) copies of each listing.



Providing MLS will give you a chart to identify MLS/Board listings within their transited feed.

Prerequisites for Providing Authorization

BAREIS MLS

- BAREIS requires a data license with anyone who handles BAREIS IDX data. Once in place, BAREIS will sign the Authorization Form.
- BAREIS will provide a data license to brokers of the Alliance who are not members of BAREIS without requiring them to join BAREIS as members.

MetroList

- MetroList requires a data license with anyone who will handle MetroList data
- MetroList requires brokers of Alliance MLSs to join MetroList as a Participant to license or allow their agents to license MetroList IDX data.
 - a. This process will be outlined during your licensing with MetroList.

San Francisco Association of Realtors

- At least one NorCal MLS Alliance MLS must have an agreement with you for SFAR to authorize their IDX data. Your license could be with SFAR.

Bay East Association of Realtors

- Bay East requires a data license with anyone who handles Bay East IDX data for Bay East members. If you are only serving members of other MLSs, they may not require a data license to sign the authorization.
- Bay East reciprocates broker membership requirements in the Alliance. If you have a client who is a member of MetroList and they are requesting Bay East IDX data, then they will need to become a member of Bay East.

Contra Costa Association of Realtors

- Contra Costa requires a data license with anyone who handles Contra Costa IDX data for Contra Costa members. If you are only serving members of other MLSs, they may not require a data license to sign the authorization.
- Contra Costa reciprocates broker membership requirements in the Alliance. If you have a client who is a member of MetroList and they are requesting Contra Costa data, then they will need to become a member of Contra Costa.

bridgeMLS

- bridgeMLS requires a data license with anyone who handles bridgeMLS IDX data for bridgeMLS members. If you are only serving members of other MLSs, they may not require a data license to sign the authorization.
- bridgeMLS reciprocates broker membership requirements in the Alliance. If you have a client who is a member of MetroList and they are requesting bridgeMLS IDX data, then they will need to become a member of bridgeMLS.

MLSListings

- MLSListings does not always require a data license agreement to authorize use of their IDX data. Your Facilitating MLS will coordinate this with you.

Authorization

Below is an example form the NorCal MLS Alliance will use to provide authorization to combine their data. The form allows the Alliance to indicate which MLSs are acting as data sources, and the method through which the data will be combined. Apart from also restating that Vendors must still follow individual agreements when providing their services with the combined listing content, other general notes or additional details may be included on a second Addendum page along with the Authorization form.

NORCAL MLS ALLIANCE® Notice of Authorization Form						
<p>This NORCAL MLS ALLIANCE® Notice of Authorization Form (the "Authorization") authorizes _____ ("Vendor") to combine ("Co-mingle") existing data, or use a new combined ("Transited") data feed, of MLS real estate listing content ("Listing Content") for the following multiple listing services that have affirmatively consented to the combination of data by signing and dating below. An MLS may still require that the Vendor complete a separate data license agreement, following that MLS's procedures for data licensing before their Listing Content can be so combined.</p> <p>This authorization does not permit the Vendor (or the MLS) to use an MLS's Subscriber Roster information for the purpose of marketing a vendor's product(s) without the prior written approval of each MLS. Some of the terms of the license agreements to which Vendor is a party may be different. Vendor hereby acknowledges its obligation to fulfill all terms of each of the license agreements it has entered into with each of the authorized MLSs listed below. Failure to comply with the terms of an MLS license agreement will be considered a breach of contract with that MLS and may be cause for immediate termination of the license agreement and the ability to combine Listing Content pursuant to this Authorization.</p> <p>This authorization permits, but does not require, Vendor to select a single data feed or access point ("Transited") to obtain the aggregated Listing Content of the authorized MLSs ("Cross-Pollination Data"). The Vendor acknowledges that the combination of data authorized herein applies to all subscribers of all MLS systems included in this authorization; following the specific details of all agreements that exist between the Vendor and each MLS that has signed. If this box is checked <input checked="" type="checkbox"/> additional authorization terms will apply as outlined in the attached addendum(s).</p> <p>The mechanisms for combining data are distinct and are defined as follows:</p> <ul style="list-style-type: none">• Co-Mingle – Vendor may combine data it has obtained, or will obtain, <u>using data feeds from each MLS separately</u>.• Transit – Vendor will receive a single combined data feed <u>from one, or multiple, Authorizing MLS(s)</u>, as specified.• No Feed – MLS is only permitting their data to be sent from the indicated transiting MLS(s) as specified ONLY and will not be sending a feed directly to the Vendor. Field "Transited <u>Source</u>" is used to designate MLS(s) responsible for transiting approved data (or "ALL" in the case where all other MLSs will Transit all data).						
			Co-Mingle	Transit	No Feed	Transited Source
BAREIS MLS®	_____ CEO or authorized signer name	_____ Signature	_____ Date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bay East	_____ CEO or authorized signer name	_____ Signature	_____ Date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
bridgeMLS	_____ CEO or authorized signer name	_____ Signature	_____ Date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CCAR	_____ CEO or authorized signer name	_____ Signature	_____ Date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MetroList®	_____ CEO or authorized signer name	_____ Signature	_____ Date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MLSListings	_____ CEO or authorized signer name	_____ Signature	_____ Date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SFAR	_____ CEO or authorized signer name	_____ Signature	_____ Date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signature of Vendor requesting Authorization (Vendor Name): _____						
Name: _____ Signature: _____ Date: _____						
Title: _____						
Vendor Product top level domains, products and/or mobile applications ("Apps") and/or "dba" names:						

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Combined IDX Compliance Guidelines

Vendors approved for NorCal MLS Alliance Combined IDX must comply with the below guidelines:

Data

1. The data feed must be checked for updates and changes no less often than every 12 hours.
2. All sources of non-MLS provided data displayed in proximity to the IDX data such as public record information, school & neighborhood information, or other demographic information relevant to properties must have attribution to the source or clearly indicate the data is not from the MLS.

Website

3. Websites displaying IDX data must display the general branding of the brokerage, such as the name, or logo containing the brokerage name. DBA's or team names are not prohibited from being displayed if the brokerage name is also displayed in at least as prominent a manner.
4. Websites displaying IDX data must display the MLS's disclaimer(s), and indicate content "is for personal non-commercial use and to identify properties...". A field may be available in the data feed for Disclaimer.
5. The URLs of websites displaying the IDX data may not contain "MLS", and websites may not allude to being an MLS or that the consumer is searching an MLS.

Fields

6. The Listing Number must display on listing details displays.
7. The Listing Address must be displayed on listing details displays, but must not be displayed to the public if the field on the listing 'InternetAddressDisplayYN' has a value of false. Additionally when this field has a value of 'false', the listing may not be pinned on a map or have its APN display.
8. Listings with the field 'InternetEntireListingDisplay' having a value of 'false' are no longer eligible to be in IDX or displayed on the internet.
9. Displays of AVMs for properties with an IDX listing must adhere to a 'false' value in the field 'InternetAutomatedValuationDisplayYN' and suppress the AVM.

Attribution

10. The Listing Agent's full name and Listing Office name must display on listing details displays in a manner designed to easily identify such listing agent and office, and in no smaller font or alternate color than used in the body of the listing details. A contact phone or email for the listing participant selected by the listing participant must also display on listing details to the same standard as the name and office described above (a field will be provided in the data feed with this contact information).
11. The Copyright text of the MLS providing the combined data feed compilation must display everywhere data from that MLS's data feed is displayed.
12. The Copyright text of the MLS where the listing originally came from must display on that MLS's listings. A Copyright field may be available in the data feed.
13. Listing details displays must indicate the source MLS who is providing the listing in the data feed by name, and must also identify the MLS the listing originally came from by name if different from the source MLS. Fields in the data feed will signify the source MLS and the "Originating MLS."

Prohibited Items

14. Confidential Fields may not be displayed to the public.
15. Days on Market data is not provided with IDX data and therefore IDX displays may not display a value labeled 'Days on Market.' (Displaying a proprietary count of an IDX listing's time or days displaying on a site is not prohibited).
16. Consumer comments on IDX listings displayed to the public are not permitted.
17. IDX listing details pages may not advertise a Subscriber from a brokerage other than that of the website owners' unless permitted by the website owners' broker and the Primary MLS of the website owner.

Specific Requirements Per MLS

- Indicators of the conditions of Notice of Default, Short Sale, or Pending Litigation cannot be displayed on **BAREIS** listings; or if it is possible to search listings using those conditions as criteria, the results may not return **BAREIS** listings with those conditions.
- Featuring, advertising, or co-branding Participants or Subscribers who are not licensed with **MetroList** is not permitted on a Subscriber's website while **MetroList** IDX data is present. Some third-party advertising links may be permitted if approved by **MetroList**.
- Listing thumbnails of **MetroList** listings must display the MetroList logo.

NorCal MLS Alliance Combined IDX Disclaimer and Copyright templates

This disclaimer is to be included on webpages displaying the Combined IDX data.

All data, photos, visualizations, and information regarding a property, including the property's compliance with state and local legal requirements and all measurements and calculations of area, has been obtained from various sources, may include such material that has been generated by use of artificial intelligence, has not been, and will not be verified for accuracy by the listing broker or the multiple listing service, and is not guaranteed as complete, accurate or reliable. Such information should be independently reviewed and verified for accuracy. This information is intended for the personal use of consumers and may not be used for any purpose other than to identify prospective properties consumers may be interested in purchasing. Data last updated {DATE & TIME}

Data source: {MLS/Board Name}^{*}

The copyright templates^{} below should be used on the respective MLS/Board's listing displays:**

Copyright © 2024, MetroList Services, Inc.

Copyright © 2024, Bay Area Real Estate Information Services, Inc. All Rights Reserved.

Copyright © 2013-2024 MLSListings Inc. All rights reserved.

Originating MLS: San Francisco Association of REALTORS

^{*}A field in your data feed will signify the MLS/Board that the combined data feed is coming from (the Providing MLS). Field may differ depending on Providing MLS however but will be given to you.

^{**} A field in your data feed will contain the proper copyright text for display on a listing. Field may differ depending on Providing MLS however but will be given to you.

Communication

- Technical questions should be brought to the Providing MLS.
- General Combined IDX authorization or compliance questions should be brought to the Facilitating MLS.
- Client specific issues or other questions should be brought to the client's primary MLS.