

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). 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, nor have any fields display that provide location information such as Directions or Cross Street.
8. Listings with the field 'InternetEntireListingDisplayYN' having a value of 'false' are not eligible to be in IDX or displayed on the internet.
9. Displays of an Automated Valuation Model (AVM) 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 who facilitates the approval of IDX data services for the website.

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.