



## MLS of Greater Cincinnati, Inc.

(Subsidiary of the Cincinnati Area Board of Realtors®)

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To: Brokers, Managers and Licensees

From: James L. Abele, Manager

Subject: **The Broker's Ability to Acquire Multiple IDX Data Feeds**

The MLS Board of Directors recently approved the ability of a Broker Participant of the MLS to apply for and acquire 2 or more IDX data feeds. A Broker will be able to use these additional data feeds for the sole purpose of adding a consumer listing search on 2 or more, locally-branded, company web sites owned and operated by that broker.

### **What has to occur for a broker Participant to acquire an additional IDX data feed?**

- 1) The proper MLS license agreement will need to be signed by the broker and the vendor receiving the data feed and operating the company web site;
- 2) A one-time setup fee of \$250 (check or credit card) must accompany the signed license agreement.
- 3) Once MLS receives both the signed agreement and the fee, the paperwork will be processed and a data feed established and sent to the broker's vendor contact.
- 4) Per the agreement, the data feed may only be used for the creation of an IDX consumer search site and prior to making the site available, the vendor must contact MLS to review and approve the site, per the IDX guidelines only, as outlined in the agreement. Any other issues are the responsibility of the broker.

### **Can a licensed agent acquire an IDX data feed? If yes, what has to occur?**

- 1) Yes, agents can acquire an IDX data feed, with the written permission of their broker!
- 2) Using the same MLS license agreement as the broker, the paperwork will need to be signed by the broker, the agent and the vendor receiving the data feed and operating the agent's web site;
- 3) A one-time setup fee of \$250 (check or credit card) must accompany the signed license agreement for an individual agent. If there are 3 agents, e.g., there will need to be 3 signed agreements and 3 fees paid.
- 4) The agent is required to take a CABR provided, 3-hour CE course on Ohio Internet Advertising law and other related social media advertising.  
**Advanced registration is required.** Please refer to the [www.CABR.org](http://www.CABR.org) website for class offerings.
- 5) Once MLS receives the signed license agreement, a copy of the CE-course certification paperwork and the one-time \$250 fee; the data feed will be established and sent to the broker/agent's vendor contact.
- 6) Per the agreement, the data feed may only be used for the creation of an IDX consumer search on an agent's personal web site.
- 7) Prior to making the site available to consumers, the vendor must contact MLS to review and approve the site, per the IDX guidelines only, as outlined in the agreement. Any other issues are the responsibility of the broker and the agent.
- 8) Once an approved IDX data feed is established for the agent, if the agent later decides to switch companies to another MLS Participant, a new license agreement and fee will be required to establish a new feed.

### **If I am currently using a Smart Framing link from the MLS for my IDX search, do I need to take the course or pay any fees?**

No, there are no agreements to sign or fees to pay. Because the Smart Framing link is controlled by the MLS, it automatically meets all the IDX guidelines.

**For more information, please e-mail Bob Halko at [bhalko@cincymls.com](mailto:bhalko@cincymls.com) and ask for the "MLS License Agreement."**