

IDX BUSINESS RULES

I. INTRODUCTION TO IDX – ITS PURPOSE AND DEFINITION:

Brokers cannot advertise other Brokers' listings without each Broker's approval. Internet Data Exchange (IDX) affords each Broker the option of authorizing limited electronic display and delivery of their listings by other Brokers via the following authorized mediums under the Broker's control: websites, mobile apps and audio devices. As used throughout these Rules, "display" includes "delivery" of each listing. **IDX is made up of three components:** (1) The IDX Data, (2) The IDX Business Rules, and (3) A means to determine whose MLS listings to include in the IDX Data. This is accomplished by allowing Brokers to "opt out" of IDX if they choose not to participate (*see IDX Non-Participant*).

IDX Business Rules specify, among other things, requirements on how to "treat" other brokers' listings. These rules have been adopted by the RVAR Board of Directors for implementation of IDX in the Roanoke Valley.

II. GLOSSARY OF TERMS: (for the purpose of this document)

- **IDX:** See *Introduction to IDX – Its Purpose and Definition*
- **Broker:** A member of the Roanoke MLS who is a principal broker
- **IDX Broker:** A Broker who is an IDX participant (has not "opted out")
- **IDX Electronic Display:** An IDX-enhanced electronic display operated by an IDX Broker or IDX Agent
- **Agent:** A REALTOR working for an IDX Broker
- **Agent IDX:** See *Types of IDX*
- **Broker IDX:** See *Types of IDX*
- **IDX Agent:** An Agent of an IDX Broker who is authorized to employ Agent IDX
- **IDX Subcontractor:** A third-party vendor who is in agreement with the Authorized Use of IDX section of the IDX Business Rules, and has provided the IDX Broker a signed IDX Subcontractor Agreement
- **IDX Data:** Any data contained in the IDX database(s), whether listing data or otherwise
- **Raw IDX Data:** Data files provided by the Roanoke MLS for the purpose of supporting Broker IDX and Agent IDX
- **IDX Visitor:** Anyone who views an IDX electronic display
- **IDX Listings:** MLS listings listed by IDX Brokers that meet the following criteria:
 - ✓ Listing Type = Exclusive Right to Represent Seller
 - ✓ Listing Type = Exclusive Agency listings
 - ✓ On-Market Listings (including Pending)
 - ✓ Seller Web Authorization permits the display of listing on IDX electronic display or delivery mechanism.

NOTES:

(1) The Listing Type of RSFB is not included in the IDX display of active listings.

(2) Listings of sellers who have directed their listing brokers to withhold their listing from electronic display to the public shall not be included in IDX.

III. IDX PARTICIPATION:

A. IDX PARTICIPANT: All Brokers engaged in real estate brokerage who do not opt out of IDX are IDX Participants. Brokers are presumed to be IDX Brokers unless a Broker affirmatively notifies the MLS that he or she refuses to participate in IDX. The MLS will provide a form for any Broker who wants to "opt out" of IDX. Even where Brokers have given blanket authority for limited electronic display and delivery of their listings by other IDX Brokers, such consent may be withdrawn on a listing-by-listing basis, as instructed by the seller.

B. IDX NON-PARTICIPANT: Any Broker who opts out of IDX (refuses to permit the display of his MLS listings in IDX) is an IDX Non-Participant, and shall not download, display, link to, frame, or advertise the Internet address of IDX Data or an IDX display.

IV. TYPES OF IDX:

A. Broker IDX: Broker IDX is IDX made available to all IDX Brokers for the limited electronic display and delivery of IDX Listings.

B. Agent IDX: Agent IDX is IDX made available to Agents of an IDX Broker (an IDX Agent) with that Broker's permission, subject to the requirements stated in Section V.A.4 below. Each IDX Broker is responsible to ensure IDX Agent compliance with the IDX Business Rules.

V. AUTHORIZED USE OF IDX:

A. The Authorized Use of IDX Data:

1. All copyrights and intellectual property rights of IDX Data are the exclusive property of the Multiple Listing Service of The Roanoke Valley, and are being provided with a limited license to access and use the IDX Data subject to the IDX Business Rules.
2. IDX Data may only be used for the following:
 - a. The design and support of IDX electronic displays and delivery of IDX listings for IDX Brokers (under the scope of Broker IDX)
 - b. The design and support of IDX electronic displays and delivery of IDX listings for IDX Agents (under the scope of Agent IDX).
 - c. NOTE: It is understood that IDX electronic displays and delivery of IDX listings (under the scope of Broker IDX and Agent IDX) advertise IDX Listings to the public (the IDX Visitor). IDX Visitors, however, may only use IDX Data for their personal, non-commercial benefit.
 - d. No portion of the IDX database shall be used, or provided to a third party to be used, for any purpose other than those expressly provided for in these rules. This applies not only to IDX Brokers and IDX Agents, but also to any third-party. Except as provided in these rules, a Broker or Agent operating an IDX electronic display or delivering IDX listings may not distribute, provide, or make any portion of the MLS database available to any person or entity.
 - e. These rules do not require Participants to prevent indexing of IDX listings by recognized search engines.
3. Whether using IDX Data directly or indirectly through an IDX Subcontractor, the IDX broker shall ensure that IDX Data is used only in the manner and within the guidelines specified in these rules.
4. Agent IDX is available under the following terms:
 - a. The IDX Agent is authorized to have an Agent IDX electronic display unless prohibited by the IDX Broker. IDX Brokers may choose to prohibit Agent IDX for any or all of their agents. To do so, the IDX Broker must provide to the RVAR office an official statement prohibiting Agent IDX, to include a list of the agents' names.
 - b. The IDX Agent is prohibited from gaining access to the Raw IDX Data.
 - c. MLS has provided a list of authorized IDX vendors serving Agent IDX. This list is included in a document entitled "Authorized Vendors for Agent IDX", and is located on RVAR's web site. IDX Agents will be limited to vendors on this list, with one exception (see next paragraph).

d. If an IDX Broker is currently using a custom Broker IDX solution (using Raw IDX Data) from a vendor not listed in the "Authorized Vendors for Agent IDX" document, the IDX Broker is authorized to provide a custom Agent IDX solution for his or her agents using the IDX Broker's same vendor.

e. An IDX Broker may also allow his Agents to ***Link** to the IDX Broker's website. Any Agent web site that ***Links** to an IDX Web Site will be subject to all IDX Business Rules. If an Agent provides a link to the broker's website, by no means can the broker frames, logo, company name, and contact information be concealed from the public.

***Link:** *Within this context, a link is defined as any means used by an Agent that allows the public to view any portion of his or her broker's web site.*

5. Any use of IDX Data other than as listed above is unauthorized and prohibited. The IDX Broker shall immediately notify RVAR staff of any unauthorized use of IDX Data for which the IDX Broker is responsible.

B. When an IDX Broker Uses the Services of a Third-Party Web Developer:

When an IDX Broker pursues either (1) the development of an IDX Web Site or other electronic display or delivery mechanism or (2) enhancement of an existing web site to incorporate IDX, the IDX Broker may choose to use the services of a third-party web site developer to design the web site or other electronic display or other display. In doing so, the IDX Broker and the third-party vendor must agree to the Authorized Use of IDX. Because the third-party vendor will be acting as an agent of the IDX Broker, the IDX Broker is responsible for all compliance with the IDX Business Rules by the third-party vendor.

1. The IDX Broker shall obtain from the third-party vendor a completed IDX Subcontractor Agreement (see Appendix L).
2. MLS shall obtain from the IDX Broker a completed IDX Broker Agreement / IDX Web Site Registration (see Appendix K). Only then shall RVAR provide IDX Data access to the IDX Broker.
3. Once the third-party vendor has agreed with, signed, and submitted the IDX Subcontractor Agreement (see Appendix L) to the IDX Broker, the third-party vendor (IDX Subcontractor) is authorized to have access to IDX Data. The IDX Broker may then provide IDX Data access to the IDX Subcontractor. The IDX Broker shall never allow a third-party vendor to obtain access to IDX Data without the vendor first agreeing to and signing a Subcontractor Agreement Form. The IDX Broker shall keep the IDX Subcontractor Agreement on file, and provide a copy to RVAR.
4. The IDX Subcontractor shall provide to RVAR (upon request) a list of their Broker IDX and Agent IDX subscribers, to include the member's full name and web site URL.
5. The IDX Broker shall immediately notify RVAR staff of any unauthorized use of IDX Data for which the IDX Broker is responsible.

C. Renewal: IDX data feeds shall be renewed by the MLS on an annual basis.

VI. REQUIRED IDX DISCLOSURES AND DISCLAIMERS:

A. For the IDX Broker (on *IDX Broker Agreement / IDX Web Site Registration Form*):

1. All copyrights and intellectual property rights are the exclusive property of the Multiple Listing Service of The Roanoke Valley, and are being provided with a limited license to access and use the IDX Data subject to the IDX Business Rules.
2. Whether using IDX Data directly, or through an IDX Subcontractor, the IDX Broker shall ensure IDX Data is used only in the manner and within the guidelines specified in these rules.
3. The IDX Broker will hold harmless RVAR.

B. For the IDX Visitor (on IDX Web Sites or other electronic displays):

1. **To appear on IDX Search Screen:**

- a. Although the Multiple Listing Service of The Roanoke Valley is the single source for these listings, listing data appearing on this web site does not necessarily reflect the entirety of all available listings within the Multiple Listing Service. All listing data is refreshed regularly, but its accuracy is subject to market changes.
- b. All copyrights and intellectual property rights are the exclusive property of the Multiple Listing Service of The Roanoke Valley. Whether obtained from a search result or otherwise, visitors to this web site may only use this listing data for their personal, non-commercial benefit. The unauthorized retrieval or use of this listing data is prohibited.

2. **To appear on all variations of IDX search results:**

- a. All information is deemed reliable but not guaranteed, and should be independently verified.

NOTE: Display of minimal information (e.g., "thumbnails", text messages, "tweets") of 200 characters or less are exempt from the disclosure requirements contained in VI.B, but only when linked directly to a display that includes all required disclosures. For audio delivery of listing content, all required disclosures must be subsequently delivered electronically to the registered consumer performing the property search or linked to through the device's application.

VII. SPECIFICATIONS FOR USE AND DISPLAY OF IDX DATA:

- A. Multiple Listing Service of The Roanoke Valley is the single source for IDX Listings.
(See DISCLAIMERS TO PUBLISH)
- B. IDX Participants must notify the MLS of their intention to display or deliver IDX information, and must give to the MLS direct access for purposes of monitoring / ensuring compliance with applicable rules and policies.
- C. IDX Brokers may select the listings they choose to display through IDX 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, single-family detached, multi-family etc.), or type of listing (e.g., exclusive right to sell or exclusive agency.) Selection of listings displayed through IDX must be independently made by each IDX Broker.
- D. Except as provided in these rules, an IDX electronic display, an IDX Broker, IDX Agent, or user operating an IDX electronic display may not distribute, provide, or make any portion of the MLS database available to any person or entity.
- E. When displaying IDX Listings other than their own, an IDX Broker shall only display those fields of data designated by the MLS (See *IDX Field Display Requirements*). Although a **Broker has the right to display** any information on his firm's listings, the MLS advises that fields containing confidential data not be displayed (e.g. owner information, the vacancy of a property, remarks not meant to be viewed by the public, a listing's expiration date). The **seller has the right to prohibit display** of the property address or the List Date or the entire listing on the Internet ("*on the Internet*" includes, but is not limited to publicly-accessible websites or VOWs). In such cases, the property address or the List Date or the entire listing (as specified by the seller) shall not be accessible in an IDX electronic display.
- F. Concerning Agent IDX and the display of company listings, the property address may only be displayed on an IDX Agent's electronic display with the IDX Broker's permission.
- G. IDX Brokers shall not alter data of IDX Listings other than their own. This is not to say that an IDX Broker has permission to alter the meaning of his or her IDX Listing data. But rather, when displaying listings other than his own, the IDX Broker has no liberty to interpret the meaning of the data. If he chooses to translate (for example) "masonry fireplace" as "hand-crafted brick fireplace" for his own

listings, the IDX Broker has the liberty to do so. IDX Data may be augmented with additional property information from other sources to appear on the same webpage or display clearly separated by the data supplied by the MLS. The sources of the addition information must be clearly identified in the immediate proximity to such data.

- H. The listing firm shall be identified in a reasonably prominent location, along with the email or phone number provided by the Listing Participant. Such identification shall be displayed in readily visible color and typeface, with the typeface not smaller than the median typeface used in the display of listing data. Displays of minimal information (e.g., "thumbnails", text messages, "tweets") of 200 characters or less are exempt from this requirement, but only when linked directly to a display that includes all required disclosures.
- I. An MLS Participant may co-mingle the listings of other brokers received in an IDX feed with listings available from other MLS IDX feeds, provided all such displays are consistent with the IDX rules, and the MLS Participant holds participatory rights in those MLSs. As used in the policy, "co-mingling" means that consumers are able to execute a single property search of multiple IDX data feeds resulting in the display of IDX information from each of the MLSs on a single search results page; and that Participants may display listings from each IDX feed on a single webpage or display.
- J. IDX listings from REALTOR® Associations MLSs where the MLS Participant holds participatory rights must be displayed separately from listings obtained from other sources (such as from non-participating brokers etc.) When listings are obtained from other sources, the source for such listings must be displayed.
- K. An IDX Broker shall not display branded virtual tours on IDX Listings other than their own.
- L. When displaying IDX Listings, the name of the brokerage firm must be clearly identified in a readily visible color and typeface. "The brokerage firm" is defined as the firm with whom the broker or agent operating the IDX electronic display is licensed. Displays of minimal information (e.g., "thumbnails", text messages, "tweets") of 200 characters or less are exempt from this requirement, but only when linked directly to a display that includes all required disclosures.
- M. IDX Data shall be refreshed not less frequently than every 12 hours. The "date last updated" should be clearly displayed. Displays of minimal information (e.g., "thumbnails", text messages, "tweets") of 200 characters or less are exempt from this requirement to display "date last updated", but only when linked directly to such display.
- N. IDX Broker shall ensure all required IDX disclosures and disclaimers are properly printed or displayed (see Required IDX Disclosures and Disclaimers). Displays of minimal information (e.g., "thumbnails", text messages, "tweets") of 200 characters or less are exempt from this requirement, but only when linked directly to a display that includes all required disclosures.
- O. At the request of the seller, the following capabilities/features (either or both) shall be disabled or discontinued on an IDX electronic display as they pertain to the seller's listing:
 - 1. Third-party comments/reviews. This includes the display of a hyperlink to such comments/reviews that is positioned in immediate conjunction with the listing.
 - 2. Automated estimate of market value. This includes the display of a hyperlink to such estimate that is positioned in immediate conjunction with the listing.

The listing broker or agent shall indicate within the MLS system that the seller has elected to have one or both of the capabilities/features disabled or discontinued on all Participants' IDX electronic displays. In such cases, it is completely acceptable to indicate on an IDX electronic display that a particular feature has been disabled at the request of the seller.

- P. The IDX Participant who operates an IDX electronic display shall maintain a means (e.g., e-mail address, telephone number) to receive comments about the accuracy of any property-specific data or information (beyond that already supplied by the MLS) that is added to the IDX electronic display by or on behalf of the Participant. Once notified by the listing broker or listing agent detailing the nature of the inaccuracy, the IDX Participant who operates the IDX electronic display shall correct or remove all false data or information relating to a specific property. However, the IDX Participants shall not be obligated to remove or correct any data or information that simply reflects good faith opinion, advice, or professional judgment.

VIII. IDX Field Display Requirements:

Active Listings

- A. Residential (appendix – a)
- B. Lots & Land (appendix – b)
- C. Multi-Family (appendix – c)
- D. Farms (appendix – d)
- E. Rentals (appendix – e)
- F. Commercial (appendix – f)

IX. Sold Data Display:

- A. Those authorized to display IDX listings in accordance with the IDX Business Rules are also authorized to display Sold listings, with the following requirements:
- 1. Sold data **may not be displayed** for Rentals.
 - 2. Listings with a sold status starting from January 1, 2012 will be included in the IDX Sold database.
 - 3. Included in the IDX Sold database will be:
 - a. IDX listings where List Date and/or Address were opted out by Seller.
 - b. An IDX Broker's listing where Seller declined Internet display.
 - c. REALTOR® Sold FSBOs
 - 4. NOT included in the IDX Sold database will be Sold listings from an MLS Broker who is opted out of IDX.

XI. IDX Compliance:

A. IDX Broker Agreement & Registration:

- 1. Broker Opt-Out form (*appendix –g*)
- 2. Broker Opt-In form (*appendix – h*)
- 3. IDX Broker Agreement / IDX Web Site Registration Form (*appendix - i*)
 - a. All Broker IDX electronic displays requiring direct access to Raw IDX Data must be registered with RVAR prior to becoming IDX-enhanced. Registration includes not only notifying the MLS of their intention to display IDX information, but agreeing to all IDX Business Rules and signing an RVAR form confirming the IDX Brokers' understanding and compliance. The IDX Broker must also give the MLS direct access for purposes of monitoring/ensuring compliance with applicable rules and policies.
 - b. This form will include all disclosures and disclaimers listed in the Required IDX Disclosures and Disclaimers section, as they apply to the IDX Broker.
- 4. Subcontractor Agreement Form (for IDX Subcontractor) (*appendix - j*)

- B. Violations – Violations shall be charged to the Broker or Agent operating the IDX electronic display. Copies of any Agent violations shall be sent to the appropriate Broker/Sales Manager

(LEVEL ONE VIOLATIONS)

1. Display of an “opted out” Broker’s listings
 - a. \$1000 fine
 - b. Verification that violator’s IDX electronic display only displays IDX Listings, or that the IDX Data on the electronic display has been disabled
2. Display of a non-IDX listing where Seller has not authorized display public electronic display
 - a. \$1000 fine
 - b. Verification that violator’s IDX electronic display shows only IDX Listings or that the IDX Data displayed on the electronic display has been disabled
3. Sharing of IDX Data with any third-party not authorized in accordance with the IDX Business Rules.
 - a. \$1000 fine
 - b. Loss of permission to display IDX Data on violator’s electronic display for six (6) months
4. Modification of data of other brokers’ listings in IDX Data
 - a. \$1000 fine
 - b. Verification that violation has been corrected or IDX Data on the electronic display has been disabled
5. Co-mingling of IDX Data with non-IDX listings
 - a. \$1000 fine
 - b. Verification that violation has been corrected or IDX Data on the electronic display has been disabled

(LEVEL TWO VIOLATIONS)

6. Failure to identify listing firm in IDX Data as required
 - a. \$500 fine
 - b. Verification that violation has been corrected, or IDX Data on the electronic display has been disabled
7. Failure to refresh IDX Data not less frequently than every 12 hours
 - a. \$500 fine
 - b. Verification that violation has been corrected, or IDX Data on the electronic display has been disabled
8. Failure to display required disclaimers to consumers
 - a. \$500 fine

- b. Verification that violation has been corrected, or IDX Data on the electronic display has been disabled

(LEVEL THREE VIOLATIONS)

9. Improper display of IDX Data (other than stated above)

- a. \$250 fine
- b. Verification that violation has been corrected, or IDX Data on the electronic display has been disabled

B. Processing of Violations

1. RVAR Leadership shall appoint each year an IDX Appeal Group, comprised of ten (10) or more IDX Brokers. From this group, appeal panels of 3-5 IDX Brokers can be convened in a timely manner, as needed.
2. Staff sends out violation notice to the email address of violator.
3. Violator shall have 10 business days from date of affirmative notice to correct violation, disable IDX Data on the electronic display or appeal the violation to the IDX Appeal Group.
4. If violation is corrected or IDX Data on the electronic display disabled during the 10 business day period, then no fine will be imposed.
5. If no action is taken within the 10 business day period – including no appeal filed -- then the fine shall be automatically imposed and must be paid within 10 business days following the initial 10 business day period.
6. If appeal filed, an appeal panel of 3-5 members of the IDX Appeal Group shall be impaneled to hear the appeal. An IDX Broker who opts to file an appeal shall have the right to appear before the IDX Appeal Panel. Payment of fine and correction of alleged violation will be held in abeyance pending ruling of the Appeal Panel.
7. If appeal denied by Appeal Panel, violator may re-appeal to the Board of Directors within 10 business days of denial. If no re-appeal is filed, fine must be paid within 20 business days of notification of denial.
8. If violator re-appeals to the Board of Directors, the Board may elect to have a panel of five (5) Directors hear the appeal instead of the full Board; though any decision by a panel of Directors shall be considered final as if heard by the full Board. The IDX Broker does not have the right to appear before the Board. The Board of Directors (or panel thereof) will makes its decision based solely on the same information reviewed by the IDX Appeal Panel.
9. If re-appeal denied by Board of Directors (or panel thereof), fine must be paid within 20 business Days of denial.
10. If a fine is paid, staff will verify whether the violation has been corrected or IDX Data on the electronic display has been disabled. If the violation has still not been corrected or the IDX Data on the electronic display has not been disabled, then the fine will be imposed again. Notification of the second fine shall include a warning that failure to correct the violation or disable the IDX Data on the electronic display by the payment of the second fine shall result in termination of access to the IDX Data for a six month period. The second fine must be paid within 10 business days from postmark of the second fine notice.

11. If violation has still not been corrected or the IDX Data on the electronic display has not been disabled when second fine is paid, then access to the IDX Data shall be terminated for a six month period. Access to IDX Data shall not be restored until proof of correction shall be furnished to the staff.
12. If a fine is not paid on time, the violator shall receive notification that the fine is overdue. If fine is not paid within 10 business days of overdue notification, MLS access shall be terminated until such time as fine is paid.

Appendix a (IDX Field Display Requirements – Residential)

An IDX electronic display may display all listing data except as specified below. Furthermore, some fields must be displayed.

By definition, fields that are deemed to be **Private* in our MLS system are not suitable for public electronic displays, and are excluded from the Raw IDX Data and IDX in general. However, there are a few **Public* fields (listed below) that shall never be displayed on an IDX electronic display.

Public Fields that shall not be displayed on an IDX Web Site:

1.	List Type
2.	Showing Instructions
3.	Documents

Although the IDX Broker has flexibility in choosing which fields are to be displayed, some fields (listed below) must be displayed.

Fields that shall be displayed in the detailed view of an IDX Web Site (Residential):

1.	ML#
2.	List Price
3.	Year Built
4.	Total Bedrooms
5.	Total Full Baths
6.	Total Half Baths
7.	Total Finished SQFT
8.	List Office
9.	Primary Photo

** Private Fields: Examples of Private fields: Expiration Date, Owner Name, SA Compensation*

** Public Fields: Examples of Public fields: List Price, ML #, Public Remarks*

Appendix b (IDX Field Display Requirements – Land)

An IDX Web Site may display all listing data except as specified below. Furthermore, some fields must be displayed.

By definition, fields that are deemed to be **Private* in our MLS system are not suitable for public electronic displays, and are excluded from the Raw IDX Data and IDX in general. However, there are a few **Public* fields (listed below) that shall never be displayed on an IDX electronic display.

Public Fields that shall not be displayed on an IDX electronic display:

1.	List Type
2.	Showing Instructions
3.	Documents

Although the IDX Broker has flexibility in choosing which fields are to be displayed, some fields (listed below) must be displayed.

Fields that shall be displayed in the detailed view of an electronic display (Land):

1.	ML#
2.	List Price
3.	Land Sub-Type
4.	Lot Dimensions OR Acreage
5.	List Office
6.	Primary Photo

** Private Fields: Examples of Private fields: Expiration Date, Owner Name, SA Compensation*

** Public Fields: Examples of Public fields: List Price, ML #, Public Remarks*

Appendix c (IDX Field Display Requirements – Multi-Family)

An IDX electronic display may display all listing data except as specified below. Furthermore, some fields must be displayed.

By definition, fields that are deemed to be **Private* in our MLS system are not suitable for public electronic displays, and are excluded from the Raw IDX Data and IDX in general. However, there are a few **Public* fields (listed below) that shall never be displayed on an IDX electronic display.

Public Fields that shall not be displayed on an IDX electronic display:

1.	List Type
2.	Showing Instructions
3.	Documents

Although the IDX Broker has flexibility in choosing which fields are to be displayed, some fields (listed below) must be displayed.

Fields that shall be displayed in the detailed view of an IDX electronic display (Multi-Family):

1.	ML#
2.	List Price
3.	Multi-Family Type
4.	Total Number of Units
5.	List Office
6.	Primary Photo

** Private Fields: Examples of Private fields: Expiration Date, Owner Name, SA Compensation*

** Public Fields: Examples of Public fields: List Price, ML #, Public Remarks*

Appendix d (IDX Field Display Requirements – Farms)

An IDX electronic display may display all listing data except as specified below. Furthermore, some fields must be displayed.

By definition, fields that are deemed to be **Private* in our MLS system are not suitable for public electronic displays, and are excluded from the Raw IDX Data and IDX in general. However, there are a few **Public* fields (listed below) that shall never be displayed on an IDX electronic display.

Public Fields that shall not be displayed on an IDX electronic display:

1.	List Type
2.	Showing Instructions
3.	Documents

Although the IDX Broker has flexibility in choosing which fields are to be displayed, some fields (listed below) must be displayed.

Fields that shall be displayed in the detailed view of an IDX electronic display (Farms):

1.	ML#
2.	List Price
3.	Farm Type
4.	Acreage
5.	Year Built
6.	Total Bedrooms
7.	Total Full Baths
8.	Total Half Baths
9.	Total Finished SQFT
10.	List Office
11.	Primary Photo

* *Private Fields: Examples of Private fields: Expiration Date, Owner Name, SA Compensation*

* *Public Fields: Examples of Public fields: List Price, ML #, Public Remarks*

Appendix e (IDX Field Display Requirements – Rentals)

An IDX electronic display may display all listing data except as specified below. Furthermore, some fields must be displayed.

By definition, fields that are deemed to be **Private* in our MLS system are not suitable for public electronic displays, and are excluded from the Raw IDX Data and IDX in general. However, there are a few **Public* fields (listed below) that shall never be displayed on an IDX electronic display.

Public Fields that shall not be displayed on an IDX electronic display:

1.	Showing Instructions
2.	Documents

Although the IDX Broker has flexibility in choosing which fields are to be displayed, some fields (listed below) must be displayed.

Fields that shall be displayed in the detailed view of an IDX electronic display (Rentals):

1.	ML#
2.	Monthly Rent
3.	Rental Period
4.	Available Date
5.	Total Bedrooms
6.	Total Full Baths
7.	Total Half Baths
8.	List Office
9.	Primary Photo

** Private Fields: Examples of Private fields: Expiration Date, Owner Name, SA Compensation*

** Public Fields: Examples of Public fields: List Price, ML #, Public Remarks*

Appendix f (IDX Field Display Requirements – Commercial)

An IDX electronic display may display all listing data except as specified below. Furthermore, some fields must be displayed.

By definition, fields that are deemed to be **Private* in our MLS system are not suitable for public electronic displays, and are excluded from the Raw IDX Data and IDX in general. However, there are a few **Public* fields (listed below) that shall never be displayed on an IDX electronic display.

Public Fields that shall not be displayed on an IDX electronic display:

1.	List Type
2.	Showing Instructions
3.	Documents

Although the IDX Broker has flexibility in choosing which fields are to be displayed, some fields (listed below) must be displayed.

Fields that shall be displayed in the detailed view of an IDX electronic display (Commercial):

1.	ML#
2.	List Price
3.	Commercial Type
4.	List Office
5.	Primary Photo

** Private Fields: Examples of Private fields: Expiration Date, Owner Name, SA Compensation*

** Public Fields: Examples of Public fields: List Price, ML #, Public Remarks*

IDX OPT-OUT FORM

This form permits you to Opt Out of the Roanoke Valley MLS Internet Data Exchange (IDX) program. **As an MLS Broker, you are considered to be "opted in" and participating in the IDX program, unless you "opt out" by using this form. You may opt out or opt in at any time.**

Fax or mail completed and signed form to:
MLS of Roanoke Valley • 4358 Starkey Road • Roanoke VA 24018
Fax: 540-772-8058

Firm Name: _____ Firm ID: _____

Designated Broker: _____

Firm Street Address: _____

Firm City, State, Zip: _____

Firm Phone: _____ Firm Fax: _____

MY FIRM WILL NOT PARTICIPATE IN THE INTERNET DATA EXCHANGE (IDX) PROGRAM. I understand that this means that other IDX Participants will not be permitted to electronically display my listings. I further understand that my firm will receive no benefits under the IDX program. My firm is not allowed to display the listings of other Brokers unless I receive permission from them individually to do so.

I am the Broker/Office Manager for the MLS Office listed above. I represent that I have authority to execute this form on behalf of my firm.

Authorized Signature: _____ Date: _____

(NOTE OF EXPLANATION: This form would only be provided, upon request, to an opt out Broker who wanted to change his mind and opt in.)

IDX OPT-IN FORM

This form permits you to Opt In to the Roanoke Valley MLS Internet Data Exchange (IDX) program. **You may opt in or opt out of the program at any time.**

Fax or mail completed and signed form to:
MLS of Roanoke Valley • 4358 Starkey Road • Roanoke VA 24018
Fax: 540-772-8058

Firm Name: _____ Firm ID: _____

Designated Broker: _____

Firm Street Address: _____

Firm City, State, Zip: _____

Firm Phone: _____ Firm Fax: _____

MY FIRM ELECTS TO PARTICIPATE IN THE INTERNET DATA EXCHANGE (IDX) PROGRAM. I understand that I am hereby giving every other IDX Participant permission to electronically advertise my active MLS listings, subject to the IDX Business Rules and MLS Rules & Regulations. I authorize the MLS of Roanoke Valley to distribute my active listing data to other IDX Participants pursuant to its rules and policies.

I am the Broker/Office Manager for the MLS Office listed above. I represent that I have authority to execute this form on behalf of my firm.

Authorized Signature: _____ Date: _____

IDX Broker Agreement / IDX Web Site Registration Form

The MLS of the Roanoke Valley | 4358 Starkey Road, Roanoke, VA 24018 | Fax: (540) 772-8058 | leb@rvar.com

The form is to be kept on file by both the broker and the MLS. Send the completed form to the above location

The purpose of this form is to provide:

1. Authorization for the MLS to create an IDX Raw Data account to access IDX Listings
2. Registration of a Broker's IDX Website or direct access to IDX electronic display
3. Identification of the Subcontractor who will be providing services to the broker using this data

This form must be accompanied by the associated IDX Subcontractor Agreement Form. Such accounts are only available to subcontractors who develop using the RETS standard. The Broker should confirm this with the subcontractor prior to submitting this form.

Broker Details

Firm Name: _____

Designated Broker: _____

Firm Street Address: _____

Firm City, State, Zip: _____

Firm Phone: _____, Firm Fax: _____

Contact Email: _____

IDX Website URL or direct access to IDX electronic display: _____

Subcontractor Details

Subcontractor Firm Name: _____

Primary POC: _____

Street Address: _____

City, State, Zip: _____

All copyrights and intellectual property rights are the exclusive property of the Multiple Listing Service of The Roanoke Valley, and are being provided with a limited license to access and use the IDX Data subject to the IDX Business Rules.

Whether using IDX Data directly, or indirectly through a third-party vendor, the IDX Broker shall ensure that IDX Data is used only in the manner and within the guidelines specified in these rules.

The IDX Broker is responsible for ensuring the IDX Website or electronic display is in full compliance with the IDX Business Rules.

The IDX Broker will hold harmless RVAR.

The IDX Broker shall immediately notify RVAR staff of any unauthorized use of IDX Data for which the IDX Broker is responsible.

Designated Broker Signature

____/____/____
Date

IDX Subcontractor Agreement Form

The MLS of The Roanoke Valley | 4358 Starkey Road, Roanoke, VA 24018 | Fax: (540) 772-8058 | leb@rvar.com
The form is to be kept on file by the Subcontractor, Broker and the MLS. Send the completed form to the above location.

The purpose of this form is to provide:

4. Identification of the IDX Subcontractor (including technical contacts) who will be serving the IDX Broker
5. Identification of the IDX Broker who will be served by the IDX Subcontractor's use of this data
6. Responsibilities of the IDX Subcontractor regarding use of the IDX Data, and Agreement to the terms

This form must be accompanied by the associated IDX Broker Agreement Form. Such accounts are only available to subcontractors who develop using the RETS standard. The IDX Subcontractor should affirm this with the IDX Broker prior to submitting this form.

Subcontractor Details

Subcontractor Firm Name: _____

Primary Subcontractor POC: _____

Street Address: _____

City, State, Zip: _____

Technical POC for Account Setup: _____

Technical POC Email: _____

Technical POC Phone: _____

Broker Details

Firm Name: _____

Broker Name: _____

All copyrights and intellectual property rights are the exclusive property of the Multiple Listing Service of The Roanoke Valley, and are being provided with a limited license to access and use the IDX Data subject to the IDX Business Rules.

Whether using IDX Data directly, or indirectly through a third-party vendor, the IDX Broker shall ensure that IDX Data is used only in the manner and within the guidelines specified in these rules.

Scope: IDX Brokers may hire a third-party person or company (subcontractor) to develop and maintain an IDX electronic display. The subcontractor, acting as an agent of the IDX Broker, will have access to IDX Data. Because a subcontractor is directly representing the IDX Broker, the subcontractor's use of IDX data must comply with the IDX Business Rules.

Agreement: As a prerequisite to authorizing a subcontractor's access to IDX Data, the subcontractor must understand and agree to all statements within the IDX Subcontractor Agreement. This form shall remain on file by the IDX Broker.

The subcontractor shall provide to RVAR (upon request) a list of their Broker IDX and Agent IDX subscribers, to include the member's full name and web site URL or direct access to member's IDX electronic display.

The subcontractor shall use IDX Data only to serve the needs of the broker. The unauthorized retrieval or use of IDX data is prohibited. If the subcontractor becomes aware of any misuse of data or compromised access codes, he or she will immediately notify the IDX Broker. The IDX Broker shall then immediately notify RVAR.

IDX Subcontractor

____/____/____
Date

