

New York State Alliance of MLS's (NYSAMLS's)

The NYSAMLS's, Inc. is a regional joint venture of the Multiple Listing Services in Buffalo, Rochester & Syracuse, NY; serving several regional MLS's. Shareholders are the owners of the following MLS's:

- Central New York Information Service, Inc. (CNYIS)
- Upstate New York Real Estate Information Services LLC (UNYREIS)
- Western New York Real Estate Information Services, LLC (WNYREIS)

Broker-Vendor IDX Resource Guide



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1. **Definition of Internet Data Exchange (IDX):** IDX is a program allowing MLS participants (Broker-Owners) to give each other permission to display each other's listings on their web sites, including mobile versions of websites and mobile apps. Only the listings of Broker-Owners who have chosen to participate in the IDX program ('Opted In') can be displayed on other participants' sites. If you choose not to participate, you will not be permitted to display other Brokers listings. Display is subject to the rules of NYSAMLS's. (Sec. 18.0)
2. **How Can I become an IDX Participant?** All Broker-Owners who are MLS Participants will automatically become IDX Participants and their listings will be included in the IDX database. A participant may 'Opt Out' and not allow their listings to be included in the IDX listing database, but then they lose the benefits of having MLS listings on their website and/or having the extra exposure for their listings. It is required that a Data Access Agreement be submitted if your firm actually uses the authorized data on your firm's website. This will allow you and or your vendor access to the participants list/data and provide MLS staff with a contact name for IDX related updates and information. (Sec. 18.2.1)
3. **Can Agents Post IDX Listings on their Website?** Yes, but only by obtaining permission and data directly through their Broker. The Broker must have opted into the IDX program. NYSAMLS's will only allow Broker/Owners who are NYSAMLS's MLS Participants to directly obtain the IDX data from the MLS. Any MLS member may link to their home MLS public web site. (Sec. 18.3.5)
4. **Do I need a Website to be an IDX Participant?** No, but you would not be taking full advantage of the IDX program. Your listings would appear on other IDX office web sites and/or displays, which would give them extra exposure, but you would not be drawing any additional consumers to you.
5. **Which listings are included?** All Active (A, C) status listings that belong to IDX Participants, and are marked 'Y' in the IDX Y/N field on Matrix, from the following Property Types: Single Family Residential, Multifamily, Condo/Townhouse, Commercial, Apartments 5+, Land and Residential Rentals. Listings that are marked 'N' in the IDX Y/N field on Matrix are prohibited from display on an IDX website. (Sec. 18.2.3)

Pending (U, P) and Sold (S) status listings may be, but are not required to be, included on an IDX web site. (Sec. 18.3.12)

Note: To comply with this requirement, NYSAMLSs provides sold listing data back to January 1, 2012.

6. Displayed Information

- a. Participating Broker-Owners do not have to display all of the IDX information available to them on their web site if they display any of it. Participants may exclude listings from display on their IDX sites based only on objective criteria including, but not limited to, factors such as geography, list price, type of property, or cooperative compensation offered by listing brokers. Participants can use limitations like Property Type ("Condos only"), List Price ("distinctive homes only"), or Geography ("downtown Tallville only"). (Sec. 18.2.4)
- b. Participants are permitted to exclude listings as stated above, but must disclose on their web sites that they are not displaying all available properties. (See item 12 - Disclosures section).
- c. The MLS listing number, this IDX logo () and the name of the Listing Broker must be displayed for all listings on all types of views.
- d. Participants may include only those fields of data within each Property Type designated by NYSAMLS's and may display fewer fields if they choose with the exception of certain mandatory fields. (Sec. 18.2.4)
- e. An MLS participant (or where permitted locally, an MLS Subscriber) 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 (or MLS subscriber) holds participatory rights in those MLSs. As used in this policy, "co-mingling" means that consumers are able to execute a single property search of multiple IDX 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. (Sec. 18.2.10)



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7. IDX Field List

The following list details which Fields must/may not be included on IDX websites.

a. Fields That Must Be Used on Thumbnail AND Detail IDX Search Result Screens

- MLS#
- IDX logo
- Name of the Listing Broker preceded by one of seven permitted phrases per the NY Dept. of State*, as follows in both a grid/thumbnail and detail view:
 - “Listing Provided by [insert name of the exclusive listing broker]”,
 - “Listing by [insert name of exclusive listing broker]”,
 - “Listing Broker Contact [insert name of exclusive listing broker]”,
 - “Listing of [insert name of exclusive listing broker]”,
 - “Listing Provided Courtesy of [insert name of exclusive listing broker]”,
 - “Listing Courtesy of [insert name of exclusive listing broker]”, or
 - “Listing Agent Contact [insert name of exclusive listing broker]”.

Note – If a single listing is co-listed by 2 different brokerages, then both should be shown. Ex “Listing Courtesy of [insert name of exclusive listing broker] and [insert name of exclusive listing broker].

* The amendment to the NYS DOS advertising regulation, effective November 2, 2020, 19 NYCRR 175.2Std)(3)&(6), requires every licensee who advertises the exclusive listing of another broker to “clearly and conspicuously disclose the name of the exclusive listing broker,” preceded by one of seven required phrases (above). It should be noted that this requirement applies to thumbnail, list or grid views in which multiple listings appear on the same page (much like the initial results page when a consumer conducts a search through an IDX feed) as well as detail views. Brokers are responsible for adhering to NY State Advertising Regulations.

b. Fields That May Not Be Used on IDX Websites/Displays (sec. 18.3.1)

- | | |
|---|---|
| • Compensation fields
(Broker’s Agent, Buyer’s Agent, Sub-Agent) | • Showing Instructions |
| • Listing Type | • Occupancy |
| • List Date | • Private Remarks |
| • Expiration Date | • Directions |
| • Owner Name | • Financial Info Section (except for Taxes, Type
of Sale, Lot Rent, HOA Fee, Assessed Value) |
| • Owner Phone | • Original List Price |
| • Owner Address | |

8. Display parameters - “Thumbnail” vs. “Detailed” views of listings (See examples on Page 7-9)

a. **Thumbnail views** (see Example 1, Page 8) generally appear as the result of a search. The consumer enters his/her criteria and chooses the “search” button. The resulting screen is known as a thumbnail view, results and/or grid which shows matching listings. Generally, a thumbnail view will provide limited information about each listing.

- 1) On thumbnail views, listings of other Broker-Owners must appear with the MLS Number, the IDX logo and the name of the listing broker preceded by one of seven NY Dept. of State permitted phrases (see 7a above) immediately adjacent to the property information to identify the listing as an IDX listing. When displayed, the Listing Firm’s Full Name must be clearly and conspicuously visible and shall be the same style and size type as the rest of the listing data.



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- 2) In addition, on all pages where any listing data is displayed, the results must include a disclosure at the page's bottom that listings appearing with the IDX logo belong to other brokers. (See item 12 - Disclosures section for sample disclosure text).
- b. Detailed Views** (see Example 2, Page 9) generally show one listing on the screen at a time. A Detailed View may include a photo (or a larger photo, if the thumbnail had a small photo), and will frequently include detailed listing information. (See item 8d for information regarding which data may be displayed).
- 1) On detailed views of other brokers' listings, the ML Number and the listing participant's Full Firm Name must appear, along with the IDX logo. When displayed, the Listing Firm's Full Name must be clearly and conspicuously visible, shall be the same style and size type as the rest of the listing data and be preceded by one of seven NY Dept. of State permitted phrases (see 7a above). For example, "Listing Courtesy of Listing Firm Name."
 - 2) The results must also include disclosure at the page's bottom that listings appearing with the IDX logo belong to other Listing Brokers, along with an MLS copyright notice. This text should also be the same size and type as the listing information. (See item 12 - Disclosures section).
 - 3) A detailed view of another Broker-Owner's listing may not include any contact information or branding of the Participant who owns the web site, any of its agents or any third party within the "body" of the listing data. The "body" is defined as the rectangular space whose borders are delimited by the utmost extent in each direction of the listing text and photo data.
- 9. Changing other brokers' listing data:** Participants are prohibited from altering other brokers' data in any manner. (Sec. 18.3.2)
- 10. Updating data:** It is required that IDX data on any site be updated at a minimum of every twelve (12) hours. Participants must prominently disclose on their sites when their data was last updated from the MLS. (Sec. 18.2.5)
Ex. Listing Data last updated at 00:00 a/pm mm/dd/yyyy.
- 11. Restricting use:** Participants must indicate on their websites that the information being provided is for consumers' personal, non-commercial use and may not be used for any purpose other than to identify prospective properties that consumers may be interested in purchasing. This is notice to those using the web site that they may not use the data found there as the basis for a business enterprise, etc. 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. (Sec. 18.3.8)
- 12. Disclosures/disclaimers:** The following disclosures are required on NYSAMLS's IDX web sites:
- a. A notice indicating to consumers when the data on the site was last updated from MLS. (Sec. 18.3.8)
Ex. Listing Data last updated at 00:00 a/pm mm/dd/yyyy.
 - b. A notice that the information being provided is for consumers' personal, non-commercial use and may not be used for any purpose other than to identify prospective properties that consumers may be interested in purchasing.
 - c. A notice on all pages where any listing data is displayed naming NYSAMLS's and explaining that the data comes from the IDX program of NYSAMLS's.
 - d. A notice on all pages where any listing data is displayed explaining the IDX logo that NYSAMLS's uses for this program.



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- e. A notice on all pages where any listing data is displayed explaining that the listings come from many brokers, not just the participant, and where consumers can find the name of the listing broker or other information.

Example for 'a, b, c, d and e' to be used on Thumbnail results and/or any page where any listing data is displayed:

The data relating to real estate on this web site comes in part from the Internet Data Exchange (IDX) Program of NYSAMLS's. Real estate listings held by firms other than (Your Firm Name here), are marked with the Listing Broker's Firm Name. Data provided is for consumers' personal, non-commercial use and may not be used for any purpose other than to identify prospective properties that consumers may be interested in purchasing. Listing Data last updated at 00:00 a/pm mm/dd/yyyy.

- f. A notice on each 'Detail' page where listing data is displayed indicating that the accuracy of the data is not guaranteed.
- g. A copyright notice of the MLS on each 'Detail' page where listing data is displayed.

Example for 'f and g' to be used on a Detail results screen:

Disclaimer: All information deemed reliable but not guaranteed and should be independently verified. All properties are subject to prior sale, change or withdrawal. Neither the listing broker(s) nor (Your Firm name here) shall be responsible for any typographical errors, misinformation, misprints, and shall be held totally harmless. © 2020 CNYIS, UNYREIS, WNYREIS. All rights reserved.

- h. A notice from the participant that the site does not display all listings available through IDX, if that is the case. (Sec. 18.3.8)

13. Advertising on participants' sites: NYSAMLS's does not restrict Banner advertising however, any IDX web site must be branded as the Broker-Owner's own web site and be under the broker's control.

14. Control and branding of participant/agent sites: The IDX program is not extended to MLS Participants who are not the Broker-Owner of the firm. Any site hosting IDX data must be the site of the Broker-Owner who has opted in, under the Broker's control, and/or branded as the Broker's Firm. Agents may use IDX data on their individual web site at their Broker-Owner's discretion. (Sec. 18.3.5)

15. Technology: Several options are available to obtain listing data and or show listings on a website.

- a. **Trestle** - The New York State Alliance of MLS's allows access to listing content for ALL IDX technology providers/3rd Parties on behalf of the Designated Broker via the Trestle™ Data Management Platform from CoreLogic®.

- 1) Each vendor will set up an account on Trestle at <https://trestle.corelogic.com/> (if they have not already done so) for the NYS connection. To Proceed, the vendor will add the Designated Broker's and the salesperson's name/contact information (if applicable) in order to obtain electronic signature(s) on the Data License Agreement to be signed by Vendor, Broker, Agent (if applicable) and the MLS.
- 2) For IDX, the NYSAMLS's uses a single Data License Agreement that includes data for all three of the participating MLS's in our database, as well as the various sub boards.
- 3) The New York State Alliance of MLS's offers RESO IDX RETS, IDX RETS Plus, IDX Web API and IDX Web API Plus feeds.
- 4) Contact the CoreLogic Trestle support team at TrestleSupport@CoreLogic.com or the IDX contact at the individual MLS with questions.

- b. **IDX Webpage Created in Matrix** - Link to a CoreLogic Agent Webpage (your own professional webpage that's integrated with IDX search functionality and hosted on the Matrix web server). This is a very basic service and is available free of charge to each broker.



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- c. **Link to Your Local MLS's Public Website Listing Search Page-** This does not imply framing a section of that website as the complete website must remain available if you link to it.
16. **IDX costs:** Cost to participant can vary based on member MLS and additional fees charged by your Web host. Fees for Trestle and Matrix IDX sites, if applicable, are established annually by each member MLS. (Sec. 18.4)
17. **Site Scraping:** Scraping is a practice used by some collectors of data to gather data from one site and put it on their own. By limiting the number of listings that will be displayed at one time, scrapers are forced to make multiple passes to get the data they might have gotten from one attempt. This discourages scraping, but does not prevent it. The media provider, contracted by the Broker-Owner, must commit to doing everything practical to prevent other sites from scraping the Broker's site. The Broker will take responsible action to prevent unapproved use of NYSAMLS's MLS information. Unapproved use of NYSAMLS's MLS information, if not discontinued, will result in enforcement of NYSAMLS's MLS Rules violation procedures. Participants must make changes to an Internet site necessary to cure a violation of NYSAMLS's Rules within a reasonable time of notice from NYSAMLS's of the violation to avoid a fine.
18. **Intent:** A Broker must promptly disclose to the applicable member MLS his/her intent to place the NYSAMLS's IDX database on their web site by submitting a signed IDX Data Access Agreement.
19. **IDX Display Compliance Auditing & Remediation:** MLS Staff shall audit IDX displays (websites, including mobile versions and apps) using a standard audit checklist as a guideline. In cases of non-compliance, audit results will be emailed to the Designated REALTOR® (and agent when auditing an agent IDX site).

When auditing sites that are provided by Franchisers, all Brokers who own a Franchise company shall be notified of the violation as their sites will likely all have the violations.

There is a 10-day cure period for all display types. For mobile apps, proof that a resolution has been submitted to the applicable app store(s) must be submitted to the local MLS within the 10-day cure period. If the site is not judged to be in compliance and/or proof of request to app store(s) was not submitted by the end of the 10-day period, then the data feed to the Broker will be suspended until the site is judged to be in compliance with IDX Policy.

20. Local Contacts for the NYSAMLS's IDX Program:

CNYIS	Denise Yerdon	315.457.5979, ext. 223	yerdon@cnyrealtor.com
UNYREIS	Gayle Gallo	585.341.2147	idx@grar.net
WNYREIS	Annette Fachko/Danielle Melchiorre	716.636.9000	afachko@bnar.org / dmelchiorre@bnar.org



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Examples of IDX Search Results

The following 2 pages detail examples of **Thumbnail** and **Detail** search results screens. In these examples, the website is under the control of “We Sell Em Realty”.

Example 1 (page 8):

The first-time listing data is displayed after the search criteria is entered is via the thumbnail or search results grid. It is also the where the MLS's IDX rules come into play. Each listing belonging to a participant other than “We Sell Em Realty” is marked with an IDX logo and the name of the Listing Broker preceded by one of the 7 NY Dept. of State approved phrases (see paragraph 7a). Note that one of the listings is marked with We Sell Em's logo.

Also note that the bottom of the page includes the IDX logo  and a disclosure which states:

The data relating to real estate on this web site comes in part from the Internet Data Exchange (IDX) Program of the CNYIS, UNYREIS and WNYREIS. Real estate listings held by firms other than We Sell Em Realty are marked with the IDX logo and include the Listing Broker's Firm Name. Data provided is for consumers' personal, non-commercial use and may not be used for any purpose other than to identify prospective properties that consumers may be interested in purchasing. Listing Data last updated at 00:00 a/pm mm/dd/yyyy.

This disclosure accomplishes several things:

- It explains what the IDX logo stands for.
- It ensures that the MLS is credited as the source of information. This enhances the profile of the MLS and the credibility of the participant's site.
- It ensures that consumers will not mistakenly conclude that all the listings belong to We Sell Em Realty.
- It tells consumers how to find out who the listing brokers are.
- It tells the consumer that the data is provided for personal, non-commercial use and may not be used for any purpose other than to identify prospective properties that consumers may be interested in purchasing.
- It tells when the data was last updated.

Example 2 (page 9)

When a consumer clicks on the address/details link of another participant's listing on the thumbnail or search results page, he/she sees the screen shown on Example 2 (page 9); a detailed display of the listing. It includes more information than the “thumbnail” as shown on Example 1 (page 8).

In the detailed listing view, the listing broker's name appears clearly and conspicuously visible and shall be the same style and size type as the rest of the listing data. The following disclaimers for the IDX program and the participant's web site are required:

 *The data relating to real estate on this web site comes in part from the Internet Data Exchange (IDX) Program of the CNYIS, UNYREIS and WNYREIS. Real estate listings held by firms other than We Sell Em Realty are marked with the IDX logo and include the Listing Broker's Firm Name. Listing Data last updated at 00:00 a/pm mm/dd/yyyy.*

Disclaimer: All information deemed reliable but not guaranteed and should be independently verified. All properties are subject to prior sale, change or withdrawal. Neither the listing broker(s) nor We Sell Em Realty (Your Firm name here) shall be responsible for any typographical errors, misinformation, misprints, and shall be held totally harmless. © 2020 CNYIS, UNYREIS, WNYREIS. All rights reserved.

The disclaimer on the bottom of the page (Example 2 on Page 8) tells consumers:

- This listing belongs to another participant and the listing broker is identified.
- The accuracy of the information is not warranted.
- The MLS's copyright in the database is included.



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EXAMPLE 1: Thumbnail Search Results



We Sell Em Realty

Search Criteria: Rochester \$200000-300000, Min. Bedrms=3, Min. Baths=2, Type = SINGLE
Displaying listings 5 thru 8 of 10 in this search.

[< Previous Listings](#)

[More Listings >](#)



\$269,900 MLS: 028599

37 ANY ROAD, City/Town/Village
2445 Sq. Ft. 0.34 Acres Colonial, Built in 1950.
3 Bedrooms, 2 Full Baths

[See Details](#)



Listing Courtesy of LISTING FIRM NAME



\$269,900 MLS: 110890

2080 MAIN STREET, City/Town/Village
4288 Sq. Ft. 0.81 Acres Colonial, Built in 1910.
7 Bedrooms, 3 Full Baths, 1 Half Bath

[See Details](#)



Listing Courtesy of LISTING FIRM NAME



\$239,900 MLS: 109061

465 WATER ROAD, City/Town/Village
2746 Sq. Ft. 0.45 Acres Colonial, Built in 1940.
4 Bedrooms, 2 Full Baths, 1 Half Bath

[See Details](#)



[< Previous Listings](#)

[More Listings >](#)

[<< Revise Your Search](#)



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EXAMPLE 2: Detail Listing



We Sell Em Realty

37 Any Road, City/Town/Village, NY

MLS: 1028599	SCHOOL: District Name	ZIP: 14610	LIST PRICE: \$269,900	TAXES: 5180
2445 Sq. Ft.	0.34 Acres	Colonial Built in 1950	3 Bedrooms, 2 Full Baths	Attached Garage

Click on the image below to view larger image



[Click Here for Photo Tour](#)

Bedrooms 1st Floor: 1

Bedrooms 2nd Floor: 3

Full Baths: 2

Garage Spaces: 2

Interior Features:

220 Volt Electric, Cathedral Ceilings, Circuit Breakers, Drapes, Other Interior Features

Kitchen:

Eat-in Kitchen

Fireplace:

Yes. 2 Or More Woodburning Fireplaces

Additional Rooms:

Family Room, Florida Room, Foyer, Master Bedroom Bath

Heating/Cooling:

Central AC, Forced Air, Gas

Basement:

Full

Exterior Features:

Cable TV Available, Garage Door Opener, Patio



Listing Courtesy of LISTING FIRM NAME



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All information deemed reliable but not guaranteed and should be independently verified. All properties are subject to prior sale, change or withdrawal. Neither the listing broker(s) nor We Sell Em Realty (Your Firm name here) shall be responsible for any typographical errors, misinformation, misprints, and shall be held totally harmless.

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Section 18 (below) was excerpted from the NYSAMLS's MLS Rules and Regulations, effective May 1, 2020:

Internet Data Exchange ("IDX")

Section 18 IDX affords MLS participants the ability to authorize limited electronic display and delivery of their listings by other participants via the following authorized mediums under the participant's control: websites, mobile apps, and audio devices. As used throughout these rules, "display" includes "delivery" of such listing. (Amended 5/17) **M**

Section 18.1 **Authorization:** Participants' consent for display of their listings by other Participants pursuant to these rules and regulations is presumed unless a Participant affirmatively notifies the MLS that the Participant refuses to permit display (either on a blanket or on a listing-by-listing basis). If a Participant refuses on a blanket basis to permit the display of that Participant's listings, that Participant may not download, frame or display 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 where the seller has prohibited all Internet display or other electronic forms of display or distribution. (Amended 5/17) **M**

Section 18.2 **Participation:**

Participation in IDX is available to all MLS participants who are REALTORS® who are engaged in real estate brokerage and who consent to display of their listings by other participants. (Amended 11/09) **M**

Section 18.2.1 Participants must notify the MLS of their intention to display IDX information and must give the MLS direct access for purposes of monitor/ensuring compliance with applicable rules and policies. (Amended 5/12) **M**

Section 18.2.2 MLS Participants may not use IDX-provided listings for any purpose other than display as provided for in these rules. This does not require participants to prevent indexing of IDX listings by recognized search engines. (Amended 5/12) **M**

Section 18.2.3 Listings including property addresses can be included in IDX displays except where a seller has directed their listing broker to withhold their listing or the listing's property address from all display on the Internet (including, but not limited to, publicly-accessible websites or VOWs or other electronic forms of display or distribution). (Amended 5/17) **M**

Note: All Active listings that belong to IDX Participants, and are marked 'Y' in the 'IDX' field, from the following Property Types: Single Family Residential, Multifamily, Condo/Townhouse, Commercial, Apartment and Land. Listings that are marked 'N' in the "IDX" Y/N field are prohibited from display on an IDX website.

Section 18.2.4 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, or exclusive agency), 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 5/17) **M**

Section 18.2.5 Participants must refresh all MLS downloads and IDX displays automatically fed by those downloads at least once every twelve (12) hours. (Amended 11/14) **M**

Section 18.2.6 Except as provided in the IDX policy and these rules, an IDX site or a participant or user operating an IDX site or displaying IDX information as otherwise permitted may not distribute, provide, or make any portion of the MLS database available to any person or entity. (Amended 5/12) **M**

Section 18.2.7 Any IDX display controlled by a participant must clearly identify the name of the brokerage firm under which they operate in a readily visible color and typeface. For purposes of the IDX policy and these rules, "control" means the ability to add, delete, modify and update information as required by the IDX policy and MLS rules. (Amended 5/12) **M**



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Section 18.2.8 Any IDX display controlled by a participant or subscriber that

- a. allows third-parties to write comments or reviews about particular listings or displays a hyperlink to such comments or reviews in immediate conjunction with particular listings, or
- b. displays an automated estimate of the market value of the listing (or hyperlink to such estimate) in immediate conjunction with the listing,

either or both of those features shall be disabled or discontinued for the seller's listings at the request of the seller. The listing broker or agent shall communicate to the MLS that the seller has elected to have one or both of these features disabled or discontinued on all displays controlled by participants. Except for the foregoing and subject to Section 18.2.9, a participant's IDX display may communicate the participant's professional judgment concerning any listing. Nothing shall prevent an IDX display from notifying its customers that a particular feature has been disabled at the request of the seller. (Adopted 5/12) **M**

Section 18.2.9 Participants shall maintain a means (e.g., e-mail address, telephone number) to receive comments about the accuracy of any data or information that is added by or on behalf of the participant beyond that supplied by the MLS and that relates to a specific property. Participants shall correct or remove any false data or information relating to a specific property upon receipt of a communication from the listing broker or listing agent for the property explaining why the data or information is false. However, participants shall not be obligated to remove or correct any data or information that simply reflects good faith opinion, advice, or professional judgment. (Amended 5/12) **M**

Section 18.2.10 An MLS participant (or where permitted locally, an MLS Subscriber) 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 (or MLS subscriber) holds participatory rights in those MLSs. As used in this policy, "co-mingling" means that consumers are able to execute a single property search of multiple IDX 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. (Adopted 11/14) **M**

Section 18.2.11 Participants shall not modify or manipulate information relating to other participants listings. MLS participants may augment their IDX display of MLS data with applicable property information from other sources to appear on the same webpage or display, clearly separated by the data supplied by the MLS. The source(s) of the information must be clearly identified in the immediate proximity to such data. This requirement does not restrict the format of MLS data display or display of fewer than all of the available listings or fewer authorized fields. (Adopted 05/15) **M**

Section 18.2.12 All listings displayed pursuant to IDX shall identify the listing firm in a reasonably prominent location and in a readily visible color and typeface not smaller than the median used in the display of listing data. * (Amended 05/17) **M**

Section 18.3 Display: Display of listing information pursuant to IDX is subject to the following rules:
Note: All of the following rules are optional but, if adopted, cannot be modified. Select those rules which apply to your IDX program and number the sections accordingly.

Section 18.3.1 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. (See IDX Field List.) (Amended 5/12) **O**

Section 18.3.1.1 The type of listing agreement (e.g., exclusive right to sell, exclusive agency, etc.) may not be displayed. (Amended 5/12) **O**

Section 18.3.3 Deleted May 2017; moved to 18.2.12 May 2017

Section 18.3.4 Not adopted by NYSAMLS's. All listings displayed pursuant to IDX shall identify the listings agent. **O**

Section 18.3.5 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. **O**

Section 18.3.6 Deleted by NAR 2006.



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Section 18.3.7 All listings displayed pursuant to IDX shall show that CNYIS, Inc., UNYREIS and WNYREIS as the source of the information. Displays of minimal information (e.g. “thumbnails”, text messages, “tweets”, etc., of two hundred (200) characters or less are exempt from this requirement but only when linked directly to a display that includes all required disclosures. (Amended 5/12) **O**

Section 18.3.8 Participants (and their affiliated licensees, if applicable) shall indicate on their websites that IDX information is provided exclusively for consumers' personal, non-commercial use and 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 by 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. Displays of minimal information (e.g. “thumbnails”, text messages, “tweets”, etc., of two hundred (200) characters or less are exempt from this requirement but only when linked directly to a display that includes all required disclosures. (Amended 5/12) **O**

Section 18.3.9 The data consumers can retrieve or download in response to an inquiry shall be determined by the MLS but in no instance shall be limited to fewer than five hundred (500) listings or five percent (50%) of the listings available for IDX display, whichever is fewer. (Amended 11/17) **O**

Section 18.3.10 The right to display other Participants' listings pursuant to IDX shall be limited to a Participant's office(s) holding participatory rights in this MLS. **O**

Section 18.3.11 Listings obtained through IDX feeds from REALTOR Association MLSs where the MLS Participant holds participatory rights must be displayed separately from listings obtained from other sources. Listings obtained from other sources (e.g., from other MLS's, from non-participating brokers, etc.) must display the source from which each such listing was obtained. Displays of minimal information (e.g. “thumbnails”, text messages, “tweets”, etc., of two hundred (200) characters or less are exempt from this requirement but only when linked directly to a display that includes all required disclosures. (Amended 11/14) **O**

Note: An MLS participant (or where permitted locally, an MLS subscriber) 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 (or MLS subscriber) 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 of display. (Adopted 11/14)

Section 18.3.12 Display of expired, withdrawn and sold listings* is prohibited. (Amended 11/15) **O**
*Note: If “sold” information is publicly accessible, display of “sold” listings may not be prohibited. (Adopted 11/14)

Section 18.3.13 Display of seller's(s') and/or occupant's(s') name(s), phone number(s), and email address(es) is prohibited. **O**

Note: The following Sections 18.3.14 and 18.3.15 are for participants with a “persistent” download (i.e., where the MLS database resides on participants’ servers) of the MLS database.

Section 18.3.14 Participants are required to employ appropriate security protection such as firewalls on their websites and displays provided that any security measures required may not be greater than those employed by the MLS. (Amended 5/12) **O**

Section 18.3.15 Participants must maintain an audit trail of consumer activity on their website and make that information available to the MLS if the MLS believes the IDX site has caused or permitted a breach in the security of the data or a violation of MLS rules related to use by consumers. (Amended 5/12) **O**

Section 18.3.16 Not previously adopted by NYSAMLS's

Section 18.4 **Service Fees and Charges:** Service fees and charges for participation in IDX shall be as established annually by the Board of Managers. Refer to Appendix A fees. (Adopted 11/01, amended 5/05) **O**

M – Mandatory by NAR	R – Recommended by NAR, adopted by NYSAMLS's	O – Optional, adopted by NYSAMLS's
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