



Regional Multiple Listing Service, Inc.

Rules Applicable to Internet Data Exchange

Effective Date: April 2010

Internet Data Exchange (IDX) Rules from Section 12.3 of the RMLS Rules and Regulations

1. Participant may request a list of available IDX fields from RMLS; however, RMLS shall at all times retain the right to make the final determination as to what is made available for IDX. IDX displays are at all times subject to the RMLS Rules and Regulations, as such Rules may be amended from time to time.
2. Participants must notify RMLS of their intention to establish IDX websites and must make them directly accessible by RMLS for purposes of monitoring/ensuring compliance with these Rules. This includes, but is not limited to, providing the website URLs to RMLS and RMLS must be notified of the establishment of any new IDX websites or change or URL.
3. Participants may not under any circumstances make available for search by or display on their IDX websites the following kinds of information:
 - (a) Expired, withdrawn, pending/do not show, or sold listings;
 - (b) Compensation offered to other MLS participants;
 - (c) the type of listing agreement;
 - (d) sellers' or occupants' names, phone numbers or email addresses where available; or
 - (e) Instructions or remarks intended for cooperating brokers only, such as those regarding showing or security of the listed property.
4. RMLS Participants may not use IDX provided listings for any purpose other than display on the IDX website URLs authorized by RMLS. This does not require Participants to prevent indexing of IDX listings by recognized search engines.
5. IDX listings authorized for display on the Internet may not be changed; however, this requirement will not restrict the form of the listings displayed or the display of fewer than all of the listings or fewer authorized data fields based only on objective criteria including, but not limited to, factors such as geography or location (such as "uptown," "downtown," etc.), list price, type of property (e.g. condominiums, cooperatives, single family detached , multi-family) or cooperative compensation offered by listing Participants, type of listing (e.g. exclusive right to sell or exclusive agency) or the level of service being provided by the listing Participant. Selection of listings displayed on any authorized IDX website must be independently made by each Participant.
6. All displays of IDX listings shall include the following disclaimer:

"This information is not verified for authenticity or accuracy and is not guaranteed and may not reflect all real estate activity in the market.©2006-2010 Regional Multiple Listing Service, Inc. All rights reserved."

Participants and their affiliated Subscribers, if applicable, shall indicate on their IDX websites that IDX information is provided exclusively for consumers' personal, non-commercial use and that it may not be used for any purpose other than to identify prospective properties consumers may be interested in purchasing.
7. All detailed listing information must display the listing firm name in a reasonably prominent location and in a readily visible color and a typeface not smaller than the median font size used in the display of listing data.
8. All listings displayed pursuant to these IDX Rules shall identify the listing agent.
9. The type of listing agreement (e.g. exclusive right to sell, exclusive agency, etc.) may not be displayed on IDX websites.
10. Listings that belong to Participants other than the displaying Participant must be clearly identified as belonging to the listing Participant Broker. Under no circumstance may Participant or its users display listings of other Participants in a manner that leads the viewer to believe that they are the listings of the displaying Participant.
11. Participants shall not modify or manipulate information relating to other Participants listings on their IDX websites. This is not a limitation on site design but refers to changes to actual listing information. IDX provided listings may be augmented with additional data not otherwise prohibited from display so long as the source of the additional data is clearly identified. This requirement does not restrict the format of IDX provided listings' display or display of fewer than all of the available listings or fewer authorized data fields.

12. Any IDX website that 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 displays an automated estimate of the market value of the listing or a hyperlink to such estimate of market value in immediate conjunction with the listing shall disable or discontinue either or both of those features as to the seller's listings at the request of the seller. The Participant shall communicate to RMLS that the seller has elected to have one or both of these features disabled or discontinued on all Participants' IDX websites. Except for the foregoing and subject to Section 12.3.25 below, a Participant's IDX website may communicate the Participant's professional judgment concerning any listing. Nothing shall prevent an IDX website from notifying its customers that a particular feature has been disabled at the request of the seller.
13. Participants and Subscribers 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 or Subscriber beyond that supplied by RMLS and that relates to a specific property displayed on the IDX website. Participants and Subscribers shall correct or remove any false data or information relating to a specific property upon receipt of a communication from the listing Participant or the listing Subscriber for the property explaining why the data or information is false. However, Participants and Subscribers shall not be obligated to remove or correct any data or information that simply reflects good faith opinion, advice or professional judgment.
14. IDX provided listings may ONLY be displayed on websites of Participants and Subscribers and may not be commingled with data from other sources for use on any websites of non-Participants, even if such websites are owned or operated by Participant or Subscribers.
15. Websites displaying IDX provided listings must be controlled by a Participant or Subscribers and advertised as the Participant's or Subscriber's IDX website. The IDX website must also clearly identify the brokerage under which they perform real estate sales activities in a readily visible color and typeface.
16. Service fees and charges shall be as established annually by the Board of Directors.
17. Listings or property addresses of sellers who have directed their listing brokers to withhold their listing or property address from display on the Internet (including, but not limited to, publicly accessible websites or VOWs) shall not be accessible via IDX Participant or Subscriber websites.
18. Participants must refresh all RMLS downloads and refresh all RMLS data at least once every three (3) days.
19. The number of IDX provided listings that consumers can retrieve or download in response to an inquiry shall be limited to twenty-five hundred (2,500) listings.
20. The right to display other Participant's listings pursuant to IDX shall be limited to a Participant's office(s) holding participatory rights in RMLS.
21. Display of seller's(s') and/or occupant's(s') name, phone number and email address is prohibited.
22. Participants are required to employ appropriate security protection such as firewalls, provided that any security measures required are not greater than those employed by RMLS.
23. IDX operators must maintain an audit trail of consumer activity to the Participant's or Subscriber's IDX website and make that information available to RMLS if RMLS believes the IDX website has caused or permitted a breach in the security of the IDX-provided listings or a violation of RMLS Rules related to use by consumers.
24. Except as provided in these IDX Rules or elsewhere in the RMLS Rules and Regulations, any Participant or Subscriber operating a website may not distribute, provide, or make any portion of the RMLS Database or Compilation available to any person or entity for any purpose.
25. Deceptive or misleading advertising (including co-branding) on pages displaying IDX-provided listings is prohibited. For purposes of these Rules, co-branding will be presumed not to be deceptive or misleading if the Participant's logo and contact information is larger than that of any third party.
26. Non-principal brokers and sales licensees affiliated with IDX Participants may display information available through IDX on their own IDX websites subject to their Participant's consent and control and the requirements of state law and/or regulation.