



## MLS PIN WEBSITE COMPLIANCE GUIDELINES

**\*NOTE:** This document is an informal summary of those portions of MLS PIN's Rules and Regulations that apply to Participant and Subscriber websites. The full Rules and Regulations are available for reference at <https://www.mls핀.com/resources/rules-regulations>.

### Definitions

- **IDX/Public Access Website** – A website established or maintained by a participant or subscriber to which access is not restricted
- **VOW/Virtual Private Network** – A website established or maintained by a participant or subscriber to which access is restricted to persons authorized by the participant or subscriber to access MLS PIN data

### IDX/Public Access Website (Rules and Regulations, Section 10.3(b) and 10.3 (c))

1. A participant may “opt out” of having either some or all of its listings displayed on the IDX websites of other participants and subscribers. You are not allowed to display a given listing on your IDX website if the listing broker has opted out.
  - API: Contains the field named IDXParticipationYN. If the returned value is **False**, then the listing in question must be excluded from IDX sites.
2. Only “active”, “under agreement” and “sold” listings may be displayed on IDX websites.
3. IDX websites must display certain data fields and may not display certain other data fields. The lists of required and prohibited data fields are set forth in Attachment C below.
4. An IDX display may not modify any of the listing data from MLS PIN.
5. Your IDX website must prominently display the following (or a substantially similar) notice on each screen containing listing data:

“The property listing data and information, or the Images, set forth herein were provided to MLS Property Information Network, Inc. from third party sources, including sellers, lessors, landlords and public records, and were compiled by MLS Property Information Network, Inc. The property listing data and information, and the Images, are for the personal, non commercial use of consumers having a good faith interest in purchasing, leasing or renting listed properties of the type displayed to them and may not be used for any purpose other than to identify prospective properties which such consumers may have a good faith interest in purchasing, leasing or renting. MLS Property Information Network, Inc. and its subscribers disclaim any and all representations and warranties as to the accuracy of the property listing data and information, or as to the accuracy of any of the Images, set forth herein.”
6. All listing data on an IDX website must be updated at least once every 3 days.

7. If a participant firm contains multiple branch offices, only those branch offices that have active subscribers to MLS PIN may display our data on their IDX websites.
8. MLS PIN listing data may only be used on your IDX website to support your activities, under your real estate license, in seeking to effect the purchase, sale, or leasing of listed properties.
9. Your IDX website must prominently display the following information:
  - The name of your firm
  - The office address of your firm
  - Your telephone number
  - A list of cities and towns that constitute the market area that you serve
10. Your IDX website may display a given “active” listing only if you are ready, willing, and able to show that listed property to a potential buyer.
11. Your IDX website must prominently display your privacy policy; this policy must state the use that you may make of information provided by users of the website, and to whom and under what conditions you may make such information available to third parties.
12. Each listing on an IDX website must display the listing’s status.
  - **NOTE:** If you intend to display other brokers’ listings in a “blog” format, or any other format in which postings remain on the website indefinitely, you will be obligated to monitor any such listings and promptly update the information in your postings (including removing listings if and when they are not “active” or “sold”) no later than 3 days after any changes in status or data to the listings occur in MLS PIN. This is in keeping with the requirements outlined in items #2 and #6 above.

### **VOW/Virtual Private Network (Rules and Regulations, Section 10.3(d))**

1. Paragraphs (i) and (iii) of Section 10.3(d) restrict the display of data on a VOW only to a bona fide prospective purchaser or lessee of a listed property, and only for a “reasonable” number of listed properties. Only “active”, UAG, and Sold listings may appear on a VOW.
2. MLS PIN listing data may only be used on your VOW to support your activities, under your real estate license, in seeking to effect the purchase, sale, or leasing of listed properties.
3. Your VOW must prominently display the following information:
  - The name of your firm
  - The office address of your firm
  - Your telephone number
  - A list of cities and towns that constitute the market area that you serve
4. Your VOW may only display a given listing if you are ready, willing, and able to show that listed property to a potential buyer.
5. Your VOW must prominently display your privacy policy; this policy must state the use that you may make of information provided by users of the website, and to whom and under what conditions you may make such information available to third parties.
6. Each listing on a VOW must display certain data fields as set forth in Attachment C below.

### **Other Notes Regarding Website Compliance (Rules and Regulations, Sections 2.8, 9.3, and 11.0)**

1. As set forth in Section 2.8 of the Rules and Regulations, any public display of specific MLS PIN listing data or images (excluding your own listings), by you or your firm, that does not conform to the IDX guidelines above is forbidden unless one of the following conditions is met:
  - a. You have obtained the listing broker's prior written consent to "advertise" its listing; or
  - b. You are the cooperating broker for a listing that has since been sold, leased or rented, in which case you and the listing broker both may claim to have made or effected the sale, lease or rental.
2. As set forth in Section 9.3 of the Rules and Regulations, you may not use MLS PIN's logos or service marks in any of your advertising.
3. As set forth in Section 11.0 of the Rules and Regulations, you may use data from MLS PIN's "statistical" or "comparable" reports for public advertising, as the basis for aggregated demonstrations of market share or as comparisons with other firms, provided that all of the following requirements are met:
  - i. You may not use data for specific, individual listings (excluding your own listings); and
  - ii. You must include the following, or a substantially similar, notice: "Based on information provided to and compiled by MLS Property Information Network, Inc. covering the period [Insert Initial Date] through [Insert Final Date]"; and
  - iii. If you are making a claim to market share, you must clearly state the geographical area or statistical category to which the market share relates. You must also clearly state whether the market share is presented on a company-wide basis, on an office-to-office basis, or on some other clearly-articulated basis.

## **Attachment C to Rules and Regulations**

(Mandatory IDX fields; Mandatory VOW fields; Prohibited IDX fields)

**NOTE:** The following is a list of property-type designations in the Service Compilation, along with parenthesized abbreviations that will be used in Attachment C:

Single Family (SF)  
Condominium/Co-Op (CC)  
Multi-Family (MF)  
Land (LD)  
Commercial/Industrial (CI)  
Business Opportunity (BU)  
Residential Rental (RN)  
Mobile Home (MH)

### **Part I: Mandatory Data Fields for Public Access Websites (IDX), per Section 10.3(c)(ii)**

A Public Access Website must, for each Listing displayed, display the appropriate data for each of the following data fields. Unless otherwise specified below, opposite a particular data field, each data field applies to Listings of all property types.

Property Type  
Status  
Active Status Flag  
Listing Number  
Street #  
Street Name  
Unit # (SF, CC, CI, RN, and MH)  
Town  
State  
List Price  
Listing Office  
Listing Agent

### **Part II: Mandatory Data Fields for Virtual Private Networks (VOW), per Section 10.3(d)(vii)**

A Virtual Private Network must, for each Listing displayed, display the appropriate data for each of the following data fields. Unless otherwise specified below, opposite a particular data field, each data field applies to Listings of all property types.

Property Type  
Status  
Active Status Flag  
Listing Number  
Street #  
Street Name  
Unit # (SF, CC, CI, RN, and MH)  
Town  
State  
List Price

### **Part III: Prohibited Data Fields for Public Access Websites (IDX), per Section 10.3(c)(i)**

A Public Access Website may not, for any Listing Displayed, display data for any of the following data fields. Unless otherwise specified below, opposite a particular data field, each data field applies to Listings of all property types.

Entry Only  
Expiration Date  
Firm Remarks  
List Date Received  
Public Record (SF, CC, MF, LD, CI, and MH)  
Showing: Sub-Agent (SF, CC, MF, LD, CI, BU, and MH)  
Showing: Buyer Agent (SF, CC, MF, LD, CI, BU, and MH)  
Showing: Facilitator (SF, CC, MF, LD, CI, BU, and MH)  
Showing (RN)  
Special Showing Instructions  
Type of Listing Agreement

\*Note to Brokers: the field labeled "Public Record" in Part III above refers to an internal data field in MLS PIN's database. This does not prohibit you from separately compiling public records from your own sources and displaying such information on your website.