

1 Executive summary

1.1 WHAT IS INTERNET DATA EXCHANGE?

Internet Data Exchange (“IDX”) is a system where brokers give each other permission to display their listings on each other’s Web sites. Brokers who participate in the program (called “Internet Data Exchange Participants” or “IDX Participants”) can display all of each other’s active listings. If you choose not to participate, no other broker will be permitted to display your listings. You can include your listings in the Internet Data Exchange database without having your own Web site. (See Section 5 – Frequently Asked Questions for an explanation why you would want to do this.)

1.2 WHY DOES CMLS OFFER INTERNET DATA EXCHANGE?

The NATIONAL ASSOCIATION OF REALTORS® (NAR) mandated that multiple listing services must enable MLS Participants to display on Participants’ public Web sites aggregated MLS active listing information through, at Participants’ option, either downloading and placing the data on Participants’ public access Web sites or by framing such information on the MLS or association public access Web site (if such a site is available) subject to the requirements of state law and regulation.

Unless state law requires prior written consent from listing brokers, listing brokers’ consent for such display is presumed unless a listing broker affirmatively notifies the MLS that the listing broker refuses to permit display (either on a blanket or on a listing-by-listing basis).

1.3 WHAT IS THE PURPOSE OF INTERNET DATA EXCHANGE?

The purpose of Internet Data Exchange is to empower REALTORS® to deal with the real estate consumer of the future. Among the objectives to which CMLS is committed are:

1. Permitting brokers to fully market their services on the Internet.
2. Permitting the brokerage community to take advantage of the data brokers have contributed to the system.
3. Permitting brokers to obtain and maintain first contact with the consumer in the real estate transaction.

1.4 HOW DOES MY FIRM PARTICIPATE IN INTERNET DATA EXCHANGE?

Follow these instructions! (But read the rest of this document, too. It includes important information you should know before signing up.)

2 Quick start: 2 steps to Internet Data Exchange

2.1 STEP 1: BECOMING AN INTERNET DATA EXCHANGE PARTICIPANT (IDX PARTICIPANT)

Being an IDX Participant just means that you give all other IDX Participants permission to display your active listings on their Web sites according to the Internet Data Exchange Rules and Regulations (Appendix A). In so doing, you obtain permission from all other IDX Participants to display their active listings. You give permission and get permission in the same act. You don’t need to have a Web site yourself.

You do not need to take any action to become an IDX Participant. If you were a participant in CMLS when the Internet Data Exchange program was implemented, you were automatically signed up as long as you met the definition of an Internet Data Exchange Participant/Internet Data Exchange Participant Firm defined in the Internet Data Exchange Rules & Regulations. If you are a new participant in CMLS, you will also automatically be signed up as long as you meet the definition of an Internet Data Exchange Participant/Internet Data Exchange Participant Firm defined in the Internet Data Exchange Rules & Regulations. **If you don’t want to**

participate, you must log into Tempo, click on My Page, click on the Office Broker tab, click on the link for Office Participation, and select No beside Internet Data Exchange. You may change your Office Participation preferences as often as you like. Changes are applied at midnight on a daily basis. Once CMLS receives your request to stop sending your listings, your data will stop appearing in the Internet Data Exchange Database the next business day.

2.2 STEP 2 (OPTIONAL): PUTTING INTERNET DATA EXCHANGE DATA ON YOUR WEB SITE

You don't have to have a Web site to be an IDX Participant. But to take maximum advantage of the program, you will want one. To put Internet Data Exchange data on your Web site, you have to take four steps:

- a. Sign the Access to Internet Data Exchange Data Feed Contract (Appendix C).
- b. Get a Web site (see Section 4 for advice on how and where, if you don't already have one).
- c. Incorporate the IDX data into your Web site. This is really the toughest part. See the Technical Implementation Guide (Section 7) for more information.
- d. Obey the Internet Data Exchange Rules and Regulations (Appendix A) and the policy statements in this document.

3 Fees

There is no fee to be an IDX Participant or to receive a data feed from CMLS, provided you use one of the standard methods for accessing that data. If you want a special interface to access the IDX data, CMLS will charge you for all costs to establish that interface including reasonable fees for CMLS staff time.