Carolina Multiple Listing Services, Inc.
CHARLOTTE REGIONAL REALTOR® ASSOCIATION

Internet Data Exchange

What is IDX? Since 2001, CMLS has offered its Member Participants the ability to display on the Internet MLS active-listing information through a program called Internet Data Exchange (IDX). Through IDX, brokers permit other brokers to advertise their active listings on one another's Web sites. Brokers may include their listings in the IDX database without having their own Web sites.

Brokers who participate in IDX can have Web sites with the most comprehensive selection of active real-estate listing information, and their listings are exposed on the Web sites of other brokers. Buyers benefit because when visiting the Web site of any participating broker, buyers have access to nearly 99 percent of the active listings in CMLS. Sellers benefit, as well. Unless a broker or seller opts out of the program, his or her listings appear on the Web sites of hundreds of brokers and agents.

Broker Web sites can effectively compete with Web sites of national aggregators as comprehensive sources of listing information.

To obtain complete details about the IDX program, please refer to the "IDX Broker Information Packet and Technical Implementation Guide."

Becoming an IDX Participant. Being an IDX Participant means that you give all other IDX Participants permission to display your active listings on their Web sites, according to the CDS rules. In so doing, you obtain permission from all other CDS Participants to display their active listings. You give permission and get permission in the same act. You do not need to have your own Web site.

You do not need to take any action to become an IDX Participant. Participants in CMLS are automatically signed up.

Opt out of IDX. If you do not want to participate, you must log in to TEMPO™, click on "My Page," click on the "Office Broker" tab, click on the link for "Office Participation" and select "No" beside "IDX." You may change your "Office Participation" preferences as often as you like. Changes are applied at midnight daily. If CMLS receives your request to stop sending your listings, your data will stop appearing in the IDX database the next business day.

Put IDX data on your Web site. To put IDX data on your Web site, take the following four steps.

a. Sign the [Access to Internet Data Exchange Data Feed Contract](#).

b. Create a Web site.

c. Incorporate the IDX data into your Web site. Read the information below on choosing a Web site vendor. IDX Participants and Subscribers who build their own Web sites should review the Vendor Implementation Guide for more information.

d. Obey the IDX rules. The IDX rules are provided in Section 16 of the "[CMLS Rules and Regulations](#)."

Choose a Web site vendor. For a complete list of Web site vendors, visit www.CarolinaRealtors.com, look under "CMLS Support" and then "Internet Data Exchange." This list is provided as a convenience for CMLS Subscribers and is not an endorsement of any of these Web site vendors. CMLS is not responsible for services rendered by any Web site vendor, listed or otherwise.

IDX is not a 'link' to the MLS. No one can link to the MLS from his or her Web site. The MLS system (TEMPO™) is a password-protected database that is available only to CMLS Subscribers. CMLS provides a daily download of the IDX listings – not a link. The IDX data is a subset of the entire MLS listing data. The IDX data feed contains approximately 99 percent of the active, contingent, conditional and pending listings from TEMPO. The other one percent of listings belongs to firms that do not to participate in IDX. In addition, the IDX data feed contains approximately 75 fields of data per listing – that's compared to more than 200 fields of data per listing available in TEMPO.

Listing missing from IDX. There are several reasons your listing might not be included in IDX. For example, if the agent or firm status with MLS is inactive, then the listing will not show up in IDX.

Questions? CMLS staff first recommends that you read the "IDX Broker Information Packet and Technical Implementation Guide." If you have further questions that the packet cannot answer, please feel free to contact Gary Frank.

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