



## *IDX FAQs*

### **What is Internet Data Exchange?**

Internet Data Exchange (IDX), sometimes referred to as “Broker Reciprocity,” gives MLS Participants the ability to display each other’s listings on their Internet Web sites. IDX is simply the tools and policies which govern the process of marketing real estate listings on the internet.

### **Why should I participate in IDX?**

Wouldn’t your Internet marketing efforts produce greater results if prospects could view your listings –and all the others from your MLS – on your company Web site? Now it’s possible!

### **Why should I let my competitors display my listings?**

The more people who see your listings, the better. Isn’t that what your sellers expect?

### **Do I have to participate?**

Not at all. But if you don’t allow your listings to be displayed by other IDX participants, then you can’t use their listings on your Web site either. Participation is decided by the Broker who may Opt Out of IDX. If a Broker chooses to not participate in IDX Subscriber Services must be contacted.

### **My Broker opted out of IDX, how do I get my listings on IDX?**

The Opt Out by a Broker is for all listings in that office.

### **My office participates in IDX but my seller doesn’t want his listing on the Internet, how do I keep it from displaying?**

In flexmls, choose the export tab and check the box titled Seller Directs Listing to be excluded from Internet.

### **What about permission slips - do I have to OK use of my listings every time?**

No. However, if you want to opt out, just notify Subscriber Services of your decision.

**To IDX or not to IDX - will that have an MLS consequence?** IDX and the MLS are two different services. No one will force you to join IDX as a condition of being able to participate in the MLS. It’s not an either-or situation.

### **Who decides the rules for IDX listings?**

NAR sets the guidelines for IDX, JTHSMLS has its own rules with are based on these guidelines



**Is IDX the same thing as Broker Reciprocity?**

Same concept, different name. Broker Reciprocity is a trademarked term, and the logo license is free of charge. You might also see the sharing of MLS listing data referred to as Internet Data Display (IDD).

**Can I choose on what other Broker sites I want my listings displayed?**

No. If you participate in IDX you must allow your listings to be advertised on any other Broker IDX Site.

**Can I send my listings only to Realtor.com or FAR but not Broker sites?**

No. When you participate in IDX you participate fully.

**Does IDX conflict with license law or the Code of Ethics?**

IDX is consistent with Florida license law. It is consistent with the Code of Ethics since no display of other participants' listings can occur without their consent. Consent, though, is assumed unless affirmatively withheld by the listing participant.

**Does IDX mean that confidential information will now be available to the public?**

No. JTHSMLS prohibits display of information intended exclusively for other real estate professionals and not for consumers.

**Must the listing firm be identified when I display other participants' listings on my Web site?**

Yes. The listing firm name and phone number must be visible in a font no smaller than the median font size on your website.

**Can listing information be modified when it is displayed on other participants' Web sites?**

Listing information cannot be modified in any manner.

**Regardless of instructions I have made concerning display of my listings on other IDX broker sites, do I have to follow the same rules for my listings on my site?**

No. Since they are your listings and it is your site, you can display whatever you want. Of course, you will not display fields that are determined to be confidential by the MLS.

**What if my firm has more than one office location?**

Most MLS's have participants from every office location even in the same company. Many companies have offices in different MLSs. You will need to make the IDX choices for every office in order to be consistent and to comply with possible different rules in different MLS's.



**I am an agent, but not the Designated Broker for my firm. How do I get access to IDX?**

If your firm participates in IDX you have several options:

- You may use the free framed IDX link within the flexmls system.
- Contact an approved third party IDX partner authorized by Jupiter Tequesta Hobe Sound MLS to offer IDX products to Jupiter Tequesta Hobe Sound MLS subscribers and those members who participate in the common database.
- Visit [www.floridarealtors.org](http://www.floridarealtors.org) to obtain the framed IDX solution provided to members of The Florida Association of Realtors. Contact FAR for assistance