



SEDONA VERDE VALLEY ASSOCIATION OF REALTORS®

55 SINAGUA DR. SEDONA, ARIZONA 86336

PHONE: 928.282.5409 FAX: 928.282.3559

IDX RETS Server Order Form For Direct Access to the Listing Data Download

By signing and returning this form, the undersigned certifies that he or she is a subscriber of Sedona Verde Valley Association of REALTORS® (SVVAR) MLS in good standing and has agreed to comply with the SVVAR Multiple Listing Service (MLS) Rules and Regulations including, but not limited to, Section 17: INTERNET DATA EXCHANGE ("IDX"). A copy of SVVAR MLS Rules and Regulations Section 17 (only) is attached at the end of this document for your convenience. A complete copy of SVVAR MLS Rules and Regulations is posted on www.svvar.com.

SVVAR shall have the right to cancel or refuse participation of any person in the event of any failure to comply with any SVVAR MLS Rule or Regulation or if SVVAR has determined that Participation may damage SVVAR's reputation in any way or directly or indirectly diminish or impair SVVAR's rights in any way.

Service fees for IDX RETS are \$200 per year.

I choose to participate in IDX and receive direct access to the IDX RETS download in order to display listings from other participating brokers on the following web site(s):

Two horizontal lines for listing website information.

Firm Information and Signature (All Fields Are Required)

Firm (Office) Name: Firm MLS ID:

Designated Broker Name: Broker MLS ID:

Broker E-mail Address:

Agent Name Agent MLS ID:

Agent E-mail address:

Firm Street Address:

Firm City, ST, ZIP:

Firm Phone: Fax:

Broker Signature Date

Agent Signature Date

**IDX RETS Server Order Form
For Direct Access to the Listing Data Download**

Web Designer/Consultant Information and Signature

NOTE TO FIRM: Reproduce this page for each individual/company to whom you intend to provide access to the IDX RETS Data under this Agreement.

For additional information about RETS, please go to <http://www.rapattoni.com/supp/mls/rets/default.asp>.

All Fields Are Required

Consultant Company Name: _____

Consultant's Name: _____

E-mail address: _____

Web address: _____

(You **must** supply an e-mail address. This address will be SVVAR's principal means of communicating with you for notices under this Agreement.)

Consultant Street Address: _____

Consultant City, ST, ZIP: _____

Phone: _____ Fax: _____

Requested RETS User/Agent: _____

Signature

Date

Print Name

Title

NOTE TO CONSULTANT: Be sure to enter into this Access to IDX RETS data feed contract with SVVAR and every real estate broker to which you provide services. If you sign only one and that Firm's access to IDX RETS Data is terminated, you will not be able to get the data for your other clients.

SVVAR Information and Signature

Entered into on behalf of SVVAR by

Signature

Print Name

Effective Date

This box is for SVVAR's use only. SVVAR will fill out the information in it after signing this Agreement. SVVAR will then return a copy of this Agreement to Firm. The contents of this box are Confidential Information under this Agreement and will be returned to Web Designer/Consultant.

RETS Login URL: _____

RETS Username: _____

RETS Password: _____

RETS User-Agent: _____

RETS Version: 1.7.2



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Sedona Verde Valley Association of REALTORS® Multiple Listing Service Rules and Regulations

SECTION 17. INTERNET DATA EXCHANGE ("IDX")

Section 17 IDX Defined

IDX affords MLS participants the option of authorizing display of their listings on other participants' Internet websites. *(Amended 11/09)*

Section 17.1 Authorization

Participants' consent for display of their listings by other participants pursuant to these rules and regulations is presumed unless a participant affirmatively notifies the MLS that the participant refuses to permit display (either on a blanket or on a listing-by-listing basis). If a participant refuses on a blanket basis to permit the display of that participant's listings, that participant may not download or frame the aggregated MLS data of other participants. Even where participants have given blanket authority for other participants to display their listings on IDX sites, such consent may be withdrawn on a listing-by-listing basis as instructed by the seller. *(Amended 11/09)*

Section 17.2 Participation

Participation in IDX is available to all MLS participants who are REALTORS® who are engaged in real estate brokerage and who consent to display of their listings by other participants. *(Amended 11/09)*

Section 17.2.1

Participants must notify the MLS of their intention to establish an IDX site and must make their site directly accessible to the MLS for purposes of monitoring/ensuring compliance with applicable rules and policies.

Section 17.2.2

MLS participants may not use IDX-provided listings for any purpose other than display on their websites. This does not require participants to prevent indexing of IDX listings by recognized search engines. *(Amended 11/09)*

Section 17.2.3

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 sites. *(Amended 11/09)*

Section 17.2.4

Participants may select the listings they choose to display on their IDX sites based only on objective criteria including, but not limited to, factors such as geography or location ("uptown," "downtown," etc.), list price, type of property (e.g., condominiums, cooperatives, single-family detached, multi-family), cooperative compensation offered by listing brokers, type of listing (e.g., exclusive right-to-sell or exclusive agency), or the level of service being provided by the listing firm. Selection of listings displayed on any IDX site must be independently made by each participant. *(Amended 11/06)*

Section 17.2.5

Participants must refresh all MLS downloads and refresh all MLS data at least once every three (3) days.
(Amended 11/09)

Section 17.2.6

Except as provided in these rules, an IDX site or a participant or user operating an IDX site may not distribute, provide, or make any portion of the MLS database available to any person or entity.

Section 17.2.7

When displaying listing content, a participant's or user's IDX site must clearly identify the name of the brokerage firm under which they operate in a readily visible color and typeface.

Section 17.2.8

Any IDX site that

- a. 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
- b. displays an automated estimate of the market value of the listing (or hyperlink to such estimate) 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 listing broker or agent shall communicate to the MLS that the seller has elected to have one or both of these features disabled or discontinued on all participants' websites. Except for the foregoing and subject to Section 17.2.9, a participant's IDX site may communicate the participant's professional judgment concerning any listing. Nothing shall prevent an IDX site from notifying its customers that a particular feature has been disabled at the request of the seller.
(Adopted 11/09)

Section 17.2.9

Participants 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 beyond that supplied by the MLS and that relates to a specific property displayed on the IDX site. Participants shall correct or remove any false data or information relating to a specific property upon receipt of a communication from the listing broker or listing agent for the property explaining why the data or information is false. However, participants shall not be obligated to remove or correct any data or information that simply reflects good faith opinion, advice, or professional judgment. (Adopted 11/09)

Section 17.3 Display

Display of listing information pursuant to IDX is subject to the following rules:

Note: All of the following rules are optional but, if adopted, cannot be modified.

Section 17.3.1

Listings displayed pursuant to IDX shall contain only those fields of data designated by the MLS. Display of all other fields (as determined by the MLS) is prohibited. Confidential fields intended only for other MLS participants and users (e.g., cooperative compensation offers, showing instructions, property security information, etc.) may not be displayed on IDX sites.

Section 17.3.1.1

The type of listing agreement (e.g., exclusive right to sell, exclusive agency, etc.) may not be displayed on IDX sites.

Section 17.3.2

Participants shall not modify or manipulate information relating to other participants' listings. (This is not a limitation on site design but refers to changes to actual listing data.) MLS data 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 MLS data display or display of fewer than all of the available listings or fewer authorized data fields.

Section 17.3.3

All listings displayed pursuant to IDX shall identify the listing firm in a reasonably prominent location and in a readily visible color and typeface not smaller than the median used in the display of listing data.

(Amended 11/09)

Section 17.3.4 *(Deleted 04/28/2010)*

Section 17.3.5

Non-principal brokers and sales licensees affiliated with IDX participants may display information available through IDX on their own websites subject to their participant's consent and control and the requirements of state law and/or regulation.

Section 17.3.6 *Deleted November 2006.*

Section 17.3.7

All listings displayed pursuant to IDX shall show the MLS as the source of the information.

Section 17.3.8

Participants (and their affiliated licensees, if applicable) shall indicate on their websites that IDX information is provided exclusively for consumers' personal, non-commercial use, that it may not be used for any purpose other than to identify prospective properties consumers may be interested in purchasing, and that the data is deemed reliable but is not guaranteed accurate by the MLS. The MLS may, at its discretion, require use of other disclaimers as necessary to protect participants and/or the MLS from liability.

Section 17.3.9

The data consumers can retrieve or download in response to an inquiry shall be determined by the MLS but in no instance shall be limited to fewer than one hundred (100) listings or five percent (5%) of the listings available for IDX display, whichever is fewer. *(Amended 11/09)*

Section 17.3.10

The right to display other participants' listings pursuant to IDX shall be limited to a participant's office(s) holding participatory rights in this MLS.

Section 17.3.11

Listings obtained through IDX must be displayed separately from listings obtained from other sources, including information provided by other MLSs. Listings obtained from other sources (e.g., from other MLSs, from non-participating brokers, etc.) must display the source from which each such listing was obtained.

Section 17.3.12

Display of expired, withdrawn, pending, and sold listings is prohibited. *(Amended 11/09)*

Section 17.3.13

Display of seller's(s') and/or occupant's(s') name(s), phone number(s), and e-mail address(es) is prohibited.

Section 17.3.14

An alleged violation of the IDX rules will be processed consistent with the procedures in Section 9 and 9.1. Providing an MLS password to an unauthorized recipient is a serious violation, punishable by a fine of \$1,000.00 for such violation.

Section 17.3.15

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.

(Adopted 11/09)

Section 17.4 Service Fees and Charges

Service fees and charges for participation in IDX shall be as established annually by the Board of Directors. (*Adopted 11/01, Amended 5/05*)