

IDX Questions & Answers

What is the definition of IDX?

Sandicor's IDX (Internet Data Exchange) rule enables MLS Participants (Principal Brokers) to display each others' listings on their web sites. The rule is found on Section 12.16 of the Sandicor Rules and Regulations. This is only for internet display; it does not apply to any other type of medium (newspaper, flyers, etc.). Brokers must not have opted out of this program. IDX is considered advertising by the DRE and therefore must abide by DRE rules and regulations.

What can be displayed?

Only the active & sold listings of Participants (Principal Brokers) who participate in the IDX program can be displayed, except those individual listings that have been opted out. Most of the property feature information can be displayed with the exception of confidential information. Also, you cannot change or alter the data we provide.

How is IDX different from Realtor.com?

Web sites such as realtor.com are NOT operated by brokers. Realtor.com has no gain in the transaction or sale that may have resulted by being displayed on the realtor.com site. Realtor.com is a form of advertising with listing agents, brokerages, and logos are prominently displayed in addition to other products and services.

I want IDX listings on my web site. What do I do?

There are essentially 3 ways to have the listings on your web site.

1. Use Sandicor's Smart Frame or PREMIER IDX Solutions. Smart Frame search engine uses live, real time data from Tempo. Any new listings, photos or changes will be available as soon as the listing, photo or change is entered into Tempo (or within a half hour, for Premier IDX). Your cost depends on the IDX Solution you choose. If you decide to use Sandicor's Smart Frame or Premier IDX Solution, then go to our IDX Information Tab on the website, and look for the appropriate section for information on that product. The Smart Frame is an easy to use, simple searching product, if you'd prefer a more robust solution, then the Premier IDX may be what you are looking for.
2. Use an established vendor that has developed a search engine with Sandicor data. They have already designed and completed the programming and pickup the IDX data throughout the day. Typically these vendors will provide a link for your web site that will open a search window while a potential customer is viewing your web site. Prices will vary from vendor to vendor. Sandicor doesn't maintain a list of IDX vendors nor do we recommend or have preferred vendors. If you decide to use an established vendor, download the Sandicor Data Access Agreement. Then:
 - A. Print the agreement and locate the pages titled "BROKER/AGENT SIGNATURE";
 - B. Read the agreement and, if you agree to the terms and conditions, fill in the requested information and sign the "BROKER/AGENT SIGNATURE PAGE" where indicated;
 - C. Return **only** the single "BROKER/AGENT SIGNATURE PAGE" to Sandicor. **DO NOT** return the entire agreement to Sandicor.
3. You can program your own search engine or contract with a programmer to build a search engine using Sandicor's RETS data. This is not a link to listings or a description of the listings, but raw data using coded fields as used on a listing input form. There

is no charge, to our members, for the IDX RETS. It is important that you familiarize yourself with Sandicor's IDX rules, section 12.16. If you decide to use the IDX RETS download the Sandicor's RETS Data Access Agreement. Then:

- A. Print the agreement and locate the pages titled "BROKER/AGENT SIGNATURE PAGE";
- B. Read the agreement and, if you agree to the terms and conditions, fill in the requested information and sign the "BROKER/AGENT SIGNATURE PAGE" where indicated;
- C. Return **only** the single "BROKER/AGENT SIGNATURE PAGE" to Sandicor. **DO NOT** return the entire agreement to Sandicor. If your web consultant is applying for a RETS account for the first time, include the Consultants agreement as well.

Please be aware that you are not allowed to provide your clients with access to Tempo nor can you paste Tempo listing links into your web site.

Can I create custom formats and download the data directly from Tempo?

No. IDX allows a broker to opt all of his/her listings out of the IDX program. In addition, listings can be individually opted out if a seller requests that their property not be advertised or displayed on the internet. Unfortunately not all of the "opt out" fields can be used in a search thereby allowing non-IDX listings to be in your search results or download.

Can I Display a few select listings on my web site that aren't mine?

If the source of the information is from our IDX files, then yes. However, if you select a few listings from Tempo (for example – they are in your farm area), you will need to verify with the listing broker and listing agent that the listings are active, available for IDX display, and you must obtain permission (in writing) from the broker. In addition, you must follow the IDX rules (display listing broker etc.). You cannot claim ownership of the listings or mislead the public in any way and you must keep the listing information updated. If the listing goes pending, you need to remove the listing from your site within 7 days.

Can an agent have an IDX web site?

Yes. The Principal Broker (Participant) must participate in the IDX program and approve the agent's use, as the broker is responsible for the agent's activities.

Can reciprocal agents advertise Sandicor's IDX listings?

No. Only regular/full Sandicor members can advertise Sandicor's IDX listings.

Are there guidelines or rules?

Yes. Please review section 12.16 as mentioned above. There are a few items to note:

- 1.) The listings have to be refreshed at least once every 7 days with the refresh date displayed.
- 2.) The listing broker (office name) has to be displayed.
- 3.) You cannot mislead consumers that you are the listing agent for listings that are not yours.
- 4.) Only active & sold listings can be displayed.

5.) Sandicor has to be referenced as the source of data.

6.) IDX is considered advertising by the DRE and you **must** follow DRE advertising regulations.

Does Sandicor recommend IDX vendors?

No. Sandicor does not recommend any IDX vendors nor do we have preferred vendors. We do suggest that you view other broker/agent IDX sites and test-drive the different IDX vendor's products. Vendors do need to sign the Consultant page (one time) or a signed agreement needs to be on file at Sandicor.

Can an MLS Subscriber or Non-Principal Broker Affiliated With An MLS Participant/Designated Broker Have An IDX Web Site?

Use of an IDX website by a licensee affiliated with a Participant is permissible subject to the Participants' consent, Opt-In with IDX, Participants' control of such site and requirement of state law and/or regulation. *In other words, a principal broker must be in the IDX program and will be responsible for any licensee's web site that is affiliated with his or her brokerage.*