



# CMLS Data Feed Policy

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## ***The purpose of CMLS's Data Feed Policy***

CMLS recognizes that there are a myriad of new products and services available to our members that often leverage listing data that originates within the MLS. This document serves as a point of reference that describes exactly what CMLS data can be used, and how.

### ***What types of data feeds will CMLS offer?***

CMLS offers 4 types of data feeds. These are the Internet Data Exchange (IDX) feed, the Internal Broker (IBF) feed, the 3<sup>rd</sup> Party Media Outlet feed and the Offmarket/Sold data feed.

### ***How is CMLS data delivered?***

CMLS uses RETS to deliver feed data. We strongly recommend working with an experienced, reputable provider with strong competency of RETS. CMLS does not provide frameable links. For more information on RETS you may go here: <http://paragonconnect.paragonrels.com/rets/rets-faq>. Vendors with technical questions may pose them here: <http://vendorsupport.paragonrels.com/questions/>.

### ***What is an IDX feed and how do I get one?***

The IDX feed is the feed that CMLS makes available to Member Companies so that they and their agents may advertise all of the listings in the MLS on their websites. To gain access to the IDX feed, the Member Company Broker-in-Charge would need to work with their chosen IDX website vendor to complete the IDX feed contract and return it to CMLS. There is no charge for an IDX feed. The only acceptable use for an IDX feed is to power a public facing website to market CMLS listings.

To obtain an IDX feed, the Broker-in-Charge\* will need to complete their portion of the IDX agreement and send it to the IDX vendor. The IDX vendor will complete their portion and send it to CMLS at [support@columbiams.com](mailto:support@columbiams.com).

### ***What is an IBF feed and how do I get one?***

An IBF feed is designed to prevent agents from performing double data entry. The IBF feed will include 100% of the data points for only the requesting company's listings. There are no restrictions on how this data feed can be used.

To obtain an IBF feed, the Broker-in-Charge\* will need to complete IBF agreement and send it to their product vendor. The product vendor will send it to CMLS at [support@columbiams.com](mailto:support@columbiams.com).

### ***What is a 3<sup>rd</sup> Party Media Outlet feed and how do I get one?***

The data set for the 3<sup>rd</sup> Party Media Outlet feed is the same as that for IDX. The purpose of the 3<sup>rd</sup> Party feed is to provide data to entities outside of the MLS that wish to display CMLS listings. There is a \$200 setup fee for this feed.

To obtain a 3<sup>rd</sup> party media outlet feed, the media outlet will complete the 3<sup>rd</sup> Party Media Outlet agreement and send it to CMLS at [support@columbiams.com](mailto:support@columbiams.com). CMLS will then invoice the media outlet for the setup fee.

### ***What is an Offmarket/Sold data feed and how do I get one?***

The Offmarket/Sold data feed contains the same data set as IDX, but also includes offmarket property data going back up to 3 years. This type of data feed requires a Member to initially sponsor the vendor requesting the access. The vendor must alert CMLS when there are no active CMLS clients so the feed can be terminated.

To obtain an Offmarket/Sold data feed, the Broker-in-Charge\* will need to complete their portion of the Offmarket/Sold agreement and send it to the product vendor. The product vendor will complete their portion and send it to CMLS at [support@columbiams.com](mailto:support@columbiams.com).

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\* For companies with multiple offices, only one Broker will handle IDX authorizations for all the offices.

# **CMLS 3<sup>rd</sup> Party Feed Agreement**

## THIRD-PARTY OUTLET AGREEMENT (Applies to non-brokers and non-agents)

This contract is to be used when third parties ("Outlet") request access to CMLS  
data

1. Outlet, once approved, must make its site directly accessible to CMLS for purposes of monitoring and ensuring compliance with applicable rules and policies.

2. Outlet is required to make reasonable efforts to avoid "scraping" of the data by any other entity or the display of that data on any other web site. Reasonable efforts shall include but not be limited to:

a. Monitoring the web site for signs that a third party is "scraping" data, and

b. Prominently posting notice that any use of search facilities of data on the site, other than by a consumer looking to purchase real estate is prohibited.

3. The Outlet must clearly identify, in a readily visible color and typeface, the name and phone number of the Listing Company and the name and phone number of the Listing Agent(s) for every listing that is displayed by Outlet.

4. Absolute uniformity must be maintained in the manner of displaying every listing in the feed. This provision means that listing displays cannot be enhanced beyond the data that is provided in the feed, nor can listing displays be artificially and unequally designed to hide any fields that have been provided in the feed.

5. Before access to any data is granted, Outlet must have a written agreement with the CMLS signed by an authorized representative of the Outlet.

6. The Outlet may only sort and/or filter search results using objective criteria as provided in the feed, such as price, city, bedrooms, square feet, acreage, etc.

7. Outlet must absolutely ensure that the data received in the feed will not be provided to any other party for any purpose, nor shall it be used in any capacity other than the search and display of the listings within the feed.

8. Outlet must refresh all CMLS data a minimum of once every twenty four (24) hours for any data Outlet intends to display.

9. After Board approval, CMLS will have ten (10) day's to configure the data feed and deliver credentials for access to Outlet.

10. If it is determined that a CMLS data-powered site is in violation at any point in time, it is the Outlet's responsibility to see that the violation is cured within two (2) business days. If the violation is not cured within this timeframe, CMLS reserves the right to discontinue the data feed without further notice.

11. Listings or property addresses of sellers who have affirmatively directed their listing brokers to withhold their listing or property address from display on the Internet shall not be accessible via CMLS data-powered sites.

12. All CMLS listing data must be destroyed once the associated property is off market or not present in the most recent version of feed data, or once the feed is terminated by either party.

13. Feed can be discontinued at any time for any reason CMLS deems valid or for no reason at all.

14. No portion of the data received from CMLS shall be used or provided to a third party for any purpose except as provided elsewhere in this policy or elsewhere in the rules and regulations of CMLS.

15. CMLS will charge Outlet an initial setup fee of \$200.00.

16. Outlet must clearly state the intended purpose of the data, make products available to CMLS for audit/review and ensure product statement is current. CMLS requires 10 days' notice to review new products of Outlet.

\_\_\_\_\_  
(Requesting Organization)

By: \_\_\_\_\_  
(Requestor Signature)

its \_\_\_\_\_

\_\_\_\_\_, 20\_\_\_\_