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 3rd 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@columbiamls.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@columbiamls.com.

What is a 3rd Party Media Outlet feed and how do I get one?

The data set for the 3rd Party Media Outlet feed is the same as that for IDX. The purpose of the 3rd 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 3rd party media outlet feed, the media outlet will complete the 3rd Party Media Outlet agreement and send it to CMLS at support@columbiamls.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@columbiamls.com.

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

CMLS IDX Feed Agreement

Internet Data Exchange (IDX) Agreement

The following legal document sets forth the rights and obligations of the Consolidated Multiple Listing Service, Inc., (CMLS) and the member who has affixed his, her, or its signature to the document, and the entity or person who is constructing the member's website. It is the intent of the document to define the Internet Data Exchange (IDX) policy of CMLS as it affects the other parties to this document. It applies to existing sites and looks forward to sites which may become active in the future.

1. Any CMLS Member or participant that wishes to establish an IDX powered site must notify CMLs at least 10 days prior to establishing the site.

2. Any member or participant must make its IDX site directly accessible to CMLS for purposes of ensuring compliance with other pertinent CMLS rules and regulations.

3. Members must protect IDX information from misappropriation by employing methods to prevent "scraping" or other unauthorized use of the CMLS data being provided to the member. Should the member discover any evidence of unauthorized activity on his, her, or its site, such discovery shall be immediately reported to CMLS.

4. Should a property owner listing his, her, or its property desire that the property not appear on the internet, those desires shall be strictly observed.

5. The right of a member to exclude listings from other members of CMLS shall be strictly limited to "good cause." Good cause shall be determined by CMLS in its sole discretion on a case by case basis.

6. When displaying an IDX listing, the member or participant shall display in readily visible color and typeface the name of the listing company.

7. Each member may approve up to 20 vendors to service their agents.

8.   It is believed that each member will contract with a website consultant who shall develop and maintain the site in the form prescribed by CMLS. That consultant shall be the third party to this agreement.

9.   All data received from CMLS shall be subject to the by-laws, rules, and regulations of CMLS.

10.   Website data shall be refreshed at least once every twenty four (24) hours.

11.   Brokers will have 3 business days to resolve IDX infractions for sites managed by themselves or their agents. After the 3rd business day a $250 penalty is assessed. After the 6th business day an additional $500 penalty is assessed. After the 9th business day the Broker loses all IDX access and vendors will be instructed to decommission all IDX websites for the Broker and their agents.

12.   Should a property be removed from the feed, no data concerning said property shall be retained or maintained.

13.   There is no charge for CMLS setting up an IDX site covered by this policy.

14.   When displaying listing content, an agent's IDX site must clearly identify, in a readily visible color and typeface, the name of the brokerage firm under which the agent operates.

15.   No portion of the data received from CMLS shall be used by 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.

16.   Member must inform its website consultant when an agent leaves its company so agent sites are shut down promptly. Any consultant must notify CMLS when it no longer has active CMLS member clients. Data can be used to power an IDX site only. Consultant must keep a record of clients and service URLS and provide them to CMLS upon request.

17.   The IDX feed cannot be used to purposely create the illusion that an agent works for a different company.

18.   Any websites powered by IDX data that publicly display agent rosters must accurately reflect the agent's marketable listings currently in Consolidated MLS.

19.   Obtaining or using email addresses or any personal information compiled from CMLS for commercial solicitation is prohibited. Commercial solicitation means contact by telephone, mail or electronic mail for the purpose of selling or marketing a consumer product or service including notification of continuing education opportunities.

URL of site:_____

☐ Company Site   ☐ Agent Site\Agent Name_____

_____
(CMLS Member Company)

By:_____
(BIC Signature)

its_____
(Signer's Title)

_____
(Vendor Company)

By:_____
(Vendor Signature)

its_____
(Signer's Title)

_____, 20___
(Date)