



Agent Web Site Guidelines



This form is intended to be a guideline and does not include all rules and regulations pertaining to MLS and IDX please read in detail all relative laws, rules & regulations adopted by the NAR®, SJBOR® and MLS. These guidelines are intended for all MLS members with web sites displaying listing data. All IDX rules are applicable to VOWs though not repeated.

READ CAREFULLY THE NAR CODE OF ETHICS & SECTIONS 16, 18 & 19 OF THE MLS RULES & REGULATIONS

Approval:

- Site must be approved by STJBOR MLS before IDX is issued
- Sites of non-principles must be approved by DR's
- DR's are responsible for compliance of all sites of agents in their firm

Domain Names:

In choosing a domain name be aware that:

- The use of the term REALTOR® can only be used in direct conjunction w/ your name &/or initials, brokers may use it in association w/ the firm's name. Only BOARDS can use the term in direct relation to service area. See NAR® Trademark rules for further clarification.
- The use of the term MLS is prohibited.
- STJBOR® is not liable for the monitoring or enforcement of trademarks outside those specified by NAR®

Display:

- Non-Principle agents must display the Trade Name for their sponsoring broker clearly and of equal or greater size in **all places advertising real estate for sale** in which their own name &/or the name of the web site appears.
- You must state that you are a licensed real estate agent and identify all states in which you are licensed
- You must prominently identify the territory in which you engage in business
- You must display a mailing address
- All sites must display the Realtor® logo and the equal opportunity housing logo, display of the MLS logo is encouraged.

IDX:

- Internet Data Exchange is available to all MLS participants of the STJ MLS. STJBOR charges an initiation fee of \$350.00 per site.
- There is an addition annual fee charged by FlexMLS, currently \$120.00/yr
- Display of listing information or statistical data must identify the source of the information and time period for which it is considered accurate
 - “Based on information from the St. John Board of Realtors® Multiple Listing Service (MLS) for the period of (date) through (date)”
- Display of listing information or statistical data must include the disclaimer:
 - information is provided exclusively for consumers’ personal, non-commercial use and may not be used for any purpose other than to identify prospective properties consumers may be interested in purchasing,, and that data is deemed reliable but is not guaranteed accurate by the MLS.
- When displaying listing content a participant 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.
- Listings other than those of the participant must clearly identify the listing agency by name or with the term “broker reciprocity”.
- When soliciting contact information you must display a privacy policy indicating how the information provided will be used.

VOW:

- If your site allows visitors to save listings and actively engage in an on-going relationship with the agent then it is a VOW (defined by engaging in a consumer-broker relationship)
- VOW rules and regulations require that users register and receive a user name and password which is unique and expires in no more than 365 days
- Participants must obtain and verify a valid email address from all registrants
- Participants must post and confirm acceptance of MLS terms of service:
 - Registrant acknowledges entering into a lawful consumer/broker relationship with the Participant
 - All data obtained from the VOW is only for the registrant’s personal non commercial use.
 - The registrant has a bona fide interest in the purchase, sale or lease of real estate of the type being offered through the VOW.
 - The registrant will not copy, redistribute or retransmit any of the data or information provided.
 - Registrant acknowledges the MLS’s ownership of and the validity of the copyright in the MLS database.
- Terms of service may not impose a financial obligation on a Registrant.
- Financial obligations if any must be prominently labeled and may not be accepted solely by a “mouse click”