

SAN DIEGO | MLS

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IDX Minimum Requirements

The following checklist outlines the compliance requirements set forth by **SAN DIEGO MLS**. Use this checklist to review your website. Noncompliant sites will delay your request for the IDX display solution.

- 1. The SAN DIEGO MLS public disclaimer language must be added to the IDX homepage of the Agent's website and any website featuring the San Diego MLS IDX data.**

"This information is deemed reliable but not guaranteed. You should rely on this information only to decide whether or not to further investigate a particular property. BEFORE MAKING ANY OTHER DECISION, YOU SHOULD PERSONALLY INVESTIGATE THE FACTS (e.g. square footage and lot size) with the assistance of an appropriate professional. You may use this information only to identify properties you may be interested in investigating further. All uses except for personal, non-commercial use in accordance with the foregoing purpose are prohibited. Redistribution or copying of this information, any photographs or video tours is strictly prohibited. This information is derived from the Internet Data Exchange (IDX) service provided by **San Diego MLS**. Displayed property listings may be held by a brokerage firm other than the broker and/or agent responsible for this display. The information and any photographs and video tours and the compilation from which they are derived is protected by copyright. Compilation © 2019 **San Diego MLS**."

Please note: Each year, you must update the "[Compilation © 2019 San Diego MLS](#)" to the current year.

- 2. The site must be finished and must have a location where it can be viewed (active URL)**

Prior to submitting your application for IDX access to **SAN DIEGO MLS** data, the site must be completed and viewable by **SAN DIEGO MLS** to verify for compliance. If the website has not been published on the internet at the time of your submittal, please provide us with the temporary URL to the Agent's website.

- 3. The use of the acronym, "MLS", in the URL or on the site's search tab, is not acceptable.**

Using the acronym, "MLS" is considered misleading to the public, as they are not actually searching the MLS, but a specific set of data from the MLS. If you have verbiage such as, "search every/all listing(s) in the MLS" you will need to change that. There is a small percentage of Broker's that have opted-out of IDX, those listings are not going to be found in any IDX solution. (Refer to **San Diego MLS** Rules & Regulations. 12.18)

- 4. The California DRE license number of any Agent/Broker must be listed on the website.**

Your Broker's DRE license number must be on the homepage of your website. The DRE has now specified a criteria for display: The DRE number must include ALL 8 digits of the license number (including any leading 00's) and it must include the state of the license: (example: CA DRE #00123456). The rule goes on to say, "***the type size of the license identification number shall be no smaller than the smallest size type used in the solicitation material.***"

12.16.4 Website Name and Status Disclosure. MLS Participants' firm websites shall disclose the firm's name and state(s) of licensure in a reasonable and readily apparent manner. Websites of Subscribers affiliated with a Participant's firm shall disclose the firm's name and the Subscriber's state(s) of licensure in a reasonable and readily apparent manner.

- 5. The brokerage/firm name must be prominently displayed on the website's homepage.**

If you have a team or division logo it must be clear which brokerage/firm you are affiliated with. This can be done by making sure that the brokerage/firm logo is **larger** than your own and/or stating that your team is a part of said brokerage.

- 6. The brokerage/firm contact information must be displayed on the website's homepage.**

This includes the phone number, physical address, and name of your brokerage/firm.

- 7. The brokerage/firm logo must be displayed on the website's homepage.**

SAN DIEGO MLS requires that the logo of your brokerage/firm is prominently displayed on the homepage of your site. It must be clearly identifiable and placed in a location where the consumer can easily view it.

8. The name of the agent who owns the site must be prominently displayed on the homepage.

The full name of the Agent who owns or sponsors the website must be prominently displayed on the homepage. This means, that you will not be able to create a stealth or masked site that does not seem to be affiliated with an Agent. **NOTE:** If this is a corporate site, add the Broker's (who is applying for IDX) name & contact information on the homepage, under the "About Us" or "Contact Us".

9. The applicant must be an active member of **SAN DIEGO MLS – No RECIPROCAL Agents**

To qualify for an IDX feed, the applicant and any Agent(s) on your must be an active subscriber with the **SAN DIEGO MLS**. Agents who are part of the Reciprocal network cannot obtain the feed unless they become a full subscriber to **SAN DIEGO MLS**. If you are not a full member, please email idx@sdmls.com to obtain information on becoming a member.

10. If you are including an Agent roster on your site (showing agents on your team/in your office),

You must make sure that any person listed on your site are **ACTIVE San Diego MLS** members. Those who are not active members of **SAN DIEGO MLS**, are noted with their official job title (i.e. Office Assistant/Transaction Coordinator, etc.). This is to ensure that there is no confusion over whether they are a member of your brokerage as an active **SAN DIEGO MLS** subscriber. Also, please make certain that you display their **DRE** license numbers along w/their contact information.

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