

San Diego MLS IDX Minimum Requirements

The following checklist outlines the compliance requirements set forth by **SAN DIEGO MLS** in order for your website to be approved for IDX Data Display. Use this checklist to review your web site. Noncompliance will prevent your site from being approved by **SAN DIEGO MLS** for the display of IDX data.

NEW Requirement added! SAN DIEGO MLS® Disclaimer language must be added to IDX Solution and/or IDX landing page of REALTOR website. SAN DIEGO MLS®'s public disclaimer must be present on any website featuring San Diego MLS IDX data. It must be placed on the IDX solution or website page featuring the IDX solution.

“ 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 © 2012 San Diego MLS®, Inc. ”

Note: Each year, please update the “Compilation © 2014 San Diego MLS®, Inc.” to the current year.

1. Site Must Be Finished and Have a Location Where It Can Be Viewed (active URL)

Prior to submitting your application for IDX access to **SAN DIEGO MLS**, the site must be completed and be viewable by **SAN DIEGO MLS** in order to verify compliance. If the website has not been published on the internet at the time of your submittal, please provide us with the temporary link where we can review it for compliance approval.

2. Use Of The Initials “MLS” In The URL Or The Use Of “MLS” On The Search Tab, Is Not Acceptable

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

3. California BRE License Number For Any Agent/Broker Listed On Site

Your CA Broker's License Number on the Home Page of your Website.

The BRE has now specified criteria for display: The DRE number must include ALL 8 Digits of the license # (including any leading 00's) and it must include the State of the License: (example: CA BRE #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.

4. Brokerage Name Is Prominently Displayed On Web Site Homepage

The name of your brokerage must be prominently displayed on the Home Page of your web site. If you have a team or division logo it must be clear which brokerage you are affiliated with. This can be done by making sure the brokerage logo is **larger** than your own and/or stating that your team is a part of said brokerage.

5. Brokerage Contact Information Is Displayed On Web Site Homepage

The contact information of your Brokerage is prominently displayed on the Home Page of your site. This includes the phone number of your office, the physical address of your brokerage, the name of your brokerage and the logo of your brokerage.

6. Brokerage Logo Displayed On Website Homepage

SAN DIEGO MLS requires that the Logo of your Brokerage be prominently displayed on the Home Page of your site. It must be clearly identifiable and placed in a location where the consumer can easily view it.

7. The Name Of Agent Who Owns The Site Is Prominently Displayed On The Homepage

The full name of the agent who owns or sponsors the website must be prominently displayed on the web sites home page. 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 (who is applying for IDX) name & contact information on the home page, **or** under the About Us or a Contact Us page.

8. The Agent Is An Active Member of SAN DIEGO MLS – No RECIPROCAL Agents

In order to receive the IDX feed the agents listed on the web site must be current dues paying members of **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 go to www.sdmls.com to obtain information on becoming a member.

9. Do You Have A Roster On Your Site?

If you have a roster on your site (showing agents on your team/in your office), you must make sure that any people 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 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 CABRE License Numbers along w/their contact information.