

HICENTRAL MLS, LTD.

INTERNET DATA EXCHANGE (IDX)

FREQUENTLY ASKED QUESTIONS

What is IDX?

Internet Data Exchange (“IDX”) is the system that MLS Participants exchange consent to display listings on each other’s website.

What are the benefits of participating in IDX?

- ◆ Empowers REALTORS® to target Internet consumers, reaching a larger audience.
- ◆ Enhances cooperating between REALTORS®.
- ◆ Additional use of MLS listing data.
- ◆ Permits REALTORS® to fully market their services on the Internet, being more marketable for today’s fast growing field.
- ◆ Consumers are better informed by having current listings information readily available with the ability to immediately contact brokers via e-mail.

Who is eligible to participate in IDX and display listings of other MLS Participants?

HiCentral MLS, Ltd. MLS Participants and licensees (collectively, MLS Subscribers) employed or affiliated as an independent contractor or eligible to obtain IDX listing information.

Why would I want to allow other MLS Subscribers to display my listings on their website?

Having your listings on MLS Subscribers’ websites maximizes the exposure of your listing to a growing audience of Internet consumers. Participation of IDX enhances cooperating between REALTORS®.

How do I participate in IDX?

When adding a listing in the MLS system, select **“Show Internet = Yes”** (Display on HiCentral.com, authorized HBR websites and all HiCentral MLS, Ltd. subscribers’ websites), by selecting **“Show Internet, Yes”** indicates your consent to have your listing displayed on the internet.

Do I need to have a website to participant in IDX?

No, Participation in IDX only requires your consent to allow other MLS Subscribers, HiCentral MLS, Ltd. and HBR authorized websites to display your listings.

How do I obtain MLS Participants' listing information for use on my website?

If you consent to display of your listings on the Internet by other MLS Subscribers, you can obtain listing information by:

- ◆ Downloading active listing information via the Matrix™ export function;
- ◆ IDX framing solution from Matrix™;
- ◆ Subscribe to HiCentral MLS, Ltd. data feed via a RETS server.

Do I have to allow MLS Subscribers to display my listings on their websites?

No, MLS Subscribers are free to withhold their consent for displaying their listings on the internet.

What happens if I won't allow other MLS Subscribers to display my listings on their websites?

If you prohibit the display of your listings by IDX Users, you may not display their listings on your website pursuant to the IDX program.

Can the MLS refuse to accept my listings if I do not permit other Participants to display them on their websites?

No, participants cannot be required to consent to display of their listings on other Participants' websites as a condition of participation of the MLS.

Can the MLS refuse to transfer my listings to REALTOR.COM or to another aggregator of real property ads if I do not permit other Participants to display them on their websites?

Yes, under the NAR's IDX policy, MLS's may, as a matter or local option, require participation in IDX as a condition of having listing transmitted to aggregators/publishers of real property ads.

Must the listing firm be identified when I display other Participants' listings on my website?

Yes, HiCentral MLS, Ltd. Rules and Regulations require that the listing firm be identified.

Can I provide more information about my listings on my site than I provide about other brokers' listings?

Yes, since they are your listings and it is your site you can display any information that has not been determined by the MLS to be confidential.

For more information, call 791-3789 or e-mail at idx@hicalmls.com