South Central WI MLS IDX Display Rules

- MLS listing information must be **updated at least once every 12 hours.**

- The IDX site must clearly identify, on each page that displays IDX data, the name of the local brokerage firm under which they operate in a readily visible color and typeface. If the site is co-branded, the logo and contact information of the brokerage firm must be larger than that of the third party. **It must be clear by the branding on the web site, that the Broker Participant, as listed in the MLS, is the owner/operator of the web site.**

- The site must include a statement that IDX information is provided exclusively for consumers’ personal, non-commercial use and that it may not be used for any purpose other than to identify prospective properties consumers may be interested in purchasing.

- All data included in the data file does not need to be displayed, however, when a listing is displayed, the listing office name must be included on each full listing display. The listing office name must be in type that is at least as large and of the same darkness as the type used to describe the property, and must be positioned in a prominent location. Minimal displays (e.g. thumbnails, text messages, tweets), are exempt from this requirement, but only when linked directly to a display that includes all required disclosures.

- On each full listing display, one of the following disclaimers must be included: "This information, provided by seller, listing broker, and other parties, may not have been verified." Or "Buyer to verify this information as provided by seller, listing broker, & other parties." Or "Information is supplied by seller and other third parties and has not been verified."

- On each full listing display, copyright language as follows must be included: "Copyright (or ©) xxxx South Central Wisconsin MLS Corporation. All rights reserved (where xxxx is the current year)."

- The data of another SCWMLS Participant may not be modified, manipulated, or misrepresented.

- MLS data may be augmented with additional data not otherwise prohibited from display so long as the source of the additional data is clearly identified. SCWMLS listings can be co-mingled with listings from other MLSs. Listings from all other sources must be searched for and displayed separately.

- Listings in the status of Offer Bump or Offer Show can be displayed as either Active or as Offer Bump or Offer Show. The offer status label used must be Offer Bump or Offer Show. You are not allowed, for instance, to display them as Offer or Pending.

- Search requests can bring back no more than 500 property matches per page.

- Office and agent rosters are provided for the purpose of linking to listings. It is prohibited to use office and agent contact information for any other purpose.

- The above rules apply to all views, reports, and e-mails being generated from the website.

- You as the Vendor are required to execute a new IDX contract for each new client that wishes to include our IDX listings on their website.

- If IDX data from SCWMLS is included within an alternate or additional website for this client, you must notify the MLS of this new url.

- If the contact email for your company changes, please notify the MLS.

- All IDX sites are subject to ongoing compliance auditing by the MLS. Changes to an IDX site necessary to cure a violation of MLS Rules must be accomplished within ten calendar days of notice.

If you have any questions, please contact **support@wisre.com** or (608) 240-2800.

June 2019