

## IDX FAQ

### What is IDX?

Internet Data Exchange (IDX) gives you (agent/broker) the ability to display MLS listings on your website. When an IDX link is placed on your website, visitors to your website are able to search for properties in our area. Every active and pending MLS listing is automatically included in the IDX feed, unless an agent opts out during the listing input process.

### What are the benefits of IDX?

IDX benefits both you and consumers. By displaying MLS listings on your website, you are providing a service that helps increase traffic to your website and allows you to compete with other popular real estate websites. Your website will be a place for consumers to view listings and learn about your company's experience, abilities, and qualifications, thus allowing you to successfully market your company and attract new customers 24/7.

### How does IDX work?

All active and pending MLS listings are included in the IDX feed through what is known as a RETS (Real Estate Transaction Standards) feed from the flexmls servers.

### How do I get IDX on my website?

The first step is to choose an IDX vendor from our [Approved IDX Vendor List](#), which includes vendors that currently provide a data feed to our members. You and your chosen vendor will then be required to sign an [IDX Agreement](#). After the MLS office approves the IDX Agreement, you will work directly with your IDX vendor to set up the link on your website. An IDX Agreement must be signed prior to displaying listing information on your website. Displaying listing information without an IDX Agreement is a violation of the MLS Rules and Regulations.

### Is there a fee?

There is no fee from SBMLS, however, IDX vendors charge for their service. IDX vendors pay SBMLS 10% of all revenue generated from selling IDX products or services to our members.

### Do I have to include my listing in the IDX feed?

No. You are free to withhold any listing from the IDX feed. Listings will be excluded from the feed if the Seller Opt Out option (in the Export tab) is selected during the listing input process. Listings can be added or removed from the data feed at any point.

### What data will consumers see?

Only Public Fields of active, pending, and 3 years of sold listings are included in the data feed. Private Fields are not viewable on IDX links. The RETS IDX data field list is extensive and is available upon request.

### Can I modify my listing information for the IDX feed?

No. The MLS Rules and Regulations prohibit the modification of IDX data.

### Do I have to display the listing company on my website?

Yes. The listing company must be included in the listing details.

### How can I get more IDX information or assistance?

Contact the MLS office at 805-884-8614 or [mls@sbaor.com](mailto:mls@sbaor.com).