

Attention Brokers

IDX Franchise Policy

Back at the November 2010 REALTORS® Conference & Expo, the NAR Board of Directors approved an amendment to the Internet Data Exchange ("IDX") policy authorizing participants to provide IDX information to their real estate franchise organizations ("franchisors") to be indexed (aggregated) for display on franchisors' websites. For purposes of this policy (i.e. IDX Franchise Policy) , **“real estate franchisor” is defined as a company granting real estate brokerage franchises under the franchisor’s trademarks pursuant to a franchise disclosure document meeting applicable Federal Trade Commission rules.**

However, in the weeks leading up to NAR’s May 2011 Midyear Legislative Meetings & Trade Expo, it was clear that significant numbers of REALTORS® and REALTOR® groups opposed this policy and asked NAR to repeal it. However, due to the parliamentary rules impacting when and how a formal repeal vote could occur, the IDX Franchise Policy was not actually repealed at this time. Instead, it was decided that (1) NAR’s Multiple Listing Issues and Policies Committee is to re-examine the IDX Franchise Policy and report back at NAR’s November 2011 REALTORS Conference & Expo and (2) in this interim period while the policy is being re-evaluated, **the IDX Franchise Policy is amended to permit display of IDX listings on franchisors' websites only if a listing broker affirmatively consents ("opts in") to franchisor indexing and display.** The amendment to the IDX Franchise Policy is effective 30 days following the NAR directors' action.

Thus, as of June 13, 2011, under the interim policy change, a franchisor no longer has the permission otherwise built into IDX to index (aggregate) other brokers’ listings. Instead, a franchisor must be provided with express permission from the listing broker in order for that listing to be included in the franchisor’s master indexing (aggregated) site.

NAR has also made it clear that in addition to a “blanket opt in” to all franchisor sites, the listing broker may instead “selectively opt in” to individual franchisor master indexing (aggregated) sites (i.e., allowing certain franchisors to display their listings, while disallowing other franchisors from displaying their listings).

The opt-in decision was intended to give brokers control over where their listings are distributed. Thus, as of June 13th, if any listing broker elects to have their listings displayed on 3rd party franchisor listing display sites, or on certain franchisor display sites while not on others, it will be up to the Broker to notify the MLS of your OPT-IN selections.

By default, every Broker is opted OUT at this time, unless you complete the form below to indicate you wish to opt IN, either for all franchisor sites, or selected franchisor sites. Your completed form must be submitted to the Scenic Coast Association of REALTORS®.

I will keep you apprised of any further developments to this policy.

Scenic Coast Association of REALTORS®

PLEASE READ, SIGN, AND RETURN TO THE SCENIC COAST ASSOCIATION OFFICE

I hereby give permission for listings from my office to be displayed on all franchise real estate office 3rd party listing display sites (unless the seller refuses placement on the internet or otherwise whereby the MLS database indicates "Publish To IDX = No")

I hereby give permission for listings from my office to be displayed only on the franchise real estate office 3rd party listing display sites I have indicated below (unless the seller refuses placement on the internet or otherwise whereby the MLS database indicates "Publish To IDX = No")

CHECK THE FRANCHISOR BOXES BELOW TO WHOM YOU ALLOW YOUR LISTINGS TO BE DISPLAYED -

- Keller Williams
- Century 21
- RE/MAX
- Other_____
- Other_____
- Other_____
- Other_____

Listing Broker (print)

Listing Broker (signature)

Listing Office Name

Date