

Greater Cincinnati MLS Data Delivery Options

CincyMLS has several data delivery options available to meet your data requirements for either your website or back office application. A signed agreement between all participating parties (Broker/Agent, 3rd Party Vendor and MLS) is required to obtain a data feed.

Internet Data Exchange (IDX) or Broker Reciprocity, is a program that provides mutually agreed-upon advertising **between member brokerages**. If you have an IDX search on your website, a visiting consumer can search through all IDX listings regardless of listing brokerage. Because it is mutually agreed-upon advertising, there are rules about what must be displayed and how it can be displayed. All listings are available for display except of those Brokers that have opted-out of IDX participation.

On complimentary IDX feed is available for Broker websites. Additional Brokers requests require an administrative fee of \$250 (per occurrence). All agent IDX feeds requires require an administrative fee of \$250 (per occurrence). Agents must complete required Continuing Education prior to approval of data feed.

Virtual Office Website (VOW) is for agents/brokers interacting with **registered clients** via their website. Consumers must first complete a specific type of registration before any listings can be displayed from your website. Once that is completed, the consumer has effectively become your client and may have access to search all listings. All VOW feeds require an administrative fee of \$250 (per occurrence). Agents must complete required Continuing Education prior to approval of data feed.

Data Download for Office Listings makes your company's (or office's) listing data available for use with back-office products for internal use. Examples of back-office products are Scheduling Software, Office Accounting or Marketing Tools. This request must be made by the Principal Broker of Record. There is no charge to the member Broker for this option.

Data Download – Full Database makes **ALL** listing data available for use with back-office products for internal use. Examples of back-office products are Scheduling Software, Office Accounting or Marketing Tools. This request must be made by the Principal Broker of Record. All Full Database Download feeds require an administrative fee of \$250 (per occurrence).

***MLS of Greater Cincinnati is a member of RESO and a recipient of their "Platinum" certification for the Data Dictionary V1.6 compliance.*