

## Clarification of IDX Rules Vs. Publisher Rules

State Listings, Inc. maintains that each broker owns their listing data and can advertise, publish or share listings at their sole discretion.

To fulfill this requirement, websites that display our listings are divided between IDX, broker reciprocity websites, and publisher websites.

To clarify: A broker's IDX website exists for the purpose of representing buyers and sellers. According to Rule 3 of our IDX rules:

*3. Participation: IDX is available to all Premium Member MLS Participants who are in good standing with State Listings, Inc., who are engaged in real estate brokerage and who consent to the display of their listings by other Participants. This requirement can be met by maintaining an office or internet presence from which Participants are available to represent real estate sellers or buyers (or both). State Listings, Inc. requires that participant firms must have all licensees as Premium members of the State Listings, Inc. to permit access to display IDX listings on a brokerage website. Furthermore, State Listings, Inc. requires all company listings to be entered into the MLS before the company or any of its licensees can obtain IDX access for the company website.*

Additionally, any IDX brokerage website, must clearly convey that the website is infact a brokerage website and not a publisher portal. This can achieved by displaying the brokerage company's licensed name as well as brokerage contact information such as a brokerage or licensee's phone number or email address on each displayed listing.

If a listing is opted into the IDX, it is sent to all IDX websites. Therefore, all IDX websites must comply with the MLS rules and participation. All licensees featured on a website receiving an IDX feed from State Listings, Inc. must be Premium Member MLS Participants.

A publisher's website is one that exists for the primary purpose of advertising other companies' listings and referring interested buyers to other brokers. Each publisher website is designated separately on each listing. Agents and brokers can choose individual publishers, depending upon their marketing needs.

In cases where there is confusion whether an applicant site is a publisher website or an IDX website, State Listings, Inc. will evaluate the site. If the site clearly advertises other brokers who are not licensed with the participant's firm, then the site is considered a publisher website.

To apply to become a publisher please send an email to [office@mystatemls.com](mailto:office@mystatemls.com) with the subject line "request to become a publisher".