

Advertising, IDX & Web Page FAQ

Advertising Rules

Q: I want to advertise another agent's listing in my company's book. Am I allowed to do that?

A: Yes. An agent may advertise a listing with written permission from the Listing Agent/Broker.

Q: What is allowed, in terms of getting the public to use my website to search for properties?

A: The term MLS or Multiple Listing Service, or any wording that directly or indirectly implies that the public is searching the ACTRIS MLS from their website is not allowed. You can use "Search available Listings", etc.

Note: Members may make a reference of being a member of the MLS, or explaining the benefits of listing their property in the MLS.

Q: What kind of information am I allowed to display on Sold listings?

A: Only statistical information is allowed when advertising Sold properties. The amount of properties used should be a minimum of 5. Examples:

- 5 Houses Sold in last 3 months ranging from \$125,000 – 170,000
- 9 Properties Sold in last 6 months average \$/SQFT \$98.75
- 12 Houses Sold in last 4 months average 47 Days on Market

Q: My client saw their listing advertised on another web site (Yahoo, Google, Craigslist, etc.). Is this allowed?

A: A Realtor shall not offer for sale/lease or advertise property without authorization. The property can not be offered at a different price than what was agreed upon between the agent and owner/seller. Another agent may display the listing on these types sites with written permission from the listing agent, but must keep it up to date with information changes.

Q: Which Virtual Tour am I allowed to display on which web site?

A: The Non-Branded Virtual Tour is sent to the IDX sites. The Branded Virtual Tour is sent to Austinhomesearch.com and Realtor.com. The Non-Branded Virtual Tour link may be copied into the Branded Virtual Tour slot to be sent to all three. A Branded Virtual Tour includes contact information of the agent and/or office of the company. A Non-Branded Virtual Tour only includes information pertaining to the property.

Q: What information am I allowed to display or give to the public?

A: Any use of Sold information, other than to support an estimate of value on a particular property for a particular client, is unauthorized. Such unauthorized use may include, without limitation, use in advertising or marketing materials, or importation of such information into a separate database. Sufficient evidence of a violation shall include marketing materials including Sold information. Only active data statuses (A, AC, PB) may be displayed or advertised to the public. Display of Price/SQFT, List Price and/or Sold Price is also prohibited.

Internet Data Exchange – IDX Rules

Q: When I first registered with MLXchange Professional, it said "Thank you for purchasing MLXchange Pro." Did my credit card get charged?

A: No. ABoR negotiated an agreement to offer this service as part of the MLXchange product at no additional cost.

Q: What does IDX mean?

A: IDX = Internet Data Exchange. IDX is an agreement between Brokers to share their listings with each other for the purpose of Internet display on individual web sites.

Q: What is the benefit of IDX?

A: IDX is combination of advertising and communication. It is more exposure for your listings to the general public through potential Buyer's Agent's web sites.

Q: What does it mean when I select Yes for IDX?

A: By participating in IDX, you are agreeing to let other offices promote your listings, much as they do now with flyers and fax machines.

Q: What kind of information is allowed on IDX web sites?

A: Fields that are selected for display within IDX guidelines will not contain any confidential information or Agent/Broker/Office contact information. Fields that this includes, but is not limited to: Internet Remarks, Directions, Photos, Photo Remarks, Virtual Tours, and Web Site, etc.

Q: Am I allowed to display another agent's listings on my web site?

A: Yes. An agent may display a listing on their personal web site if the Listing entered Yes to IDX on listing. The Listing must be updated at minimum every 7 days and must display the Listing Office name and follow the National Association of Realtors IDX policies.

Q: When I add a listing, the IDX question is already selected. Why is that?

A: The Broker determines to participate in IDX through Broker Reciprocity. This decision automatically defaults on the agent's listings during Add/Edit. The listing agent is allowed to change this on a per listing basis, if the client does not wish to have their listing on the internet.

Q: Do I have to use the IDX data feed for my web site?

A: No. Members may download data from the MLS themselves, being sure to comply with all the IDX policies. Members are also eligible for a free IDX product from ABoR. Those sites are in compliance with the policies and are updated automatically every night. Contact idx@abor.com for more information.

Q: Why must a listing displayed through IDX display the Listing Office's name?

A: Per the policy from the National Association of Realtors, the Listing Office name must display. The policies surrounding IDX are designed to protect and promote your listings.

Q: My Broker participates in Broker Reciprocity, but my client doesn't want their listing on the Internet. Can I change this?

A: Yes. The Listing Agent is allowed to change the IDX question on a case by case basis.

Q: How often is an IDX site updated?

A: Per NAR policy, IDX site must be updated a minimum of once every 7 days through the web host or data feed. For IDX site set up through the MLS, the information is updated daily. Other sites wish to display the most current information, so they update daily as well.

Q: By selecting IDX Yes, does this give permission for other agents to display my listing on other sites, such as Yahoo or Google?

A: No. The other agent must receive written permission from you to display your listing on these types of sites. IDX Yes only grants permission to display the listing on websites that follow the NAR guidelines of IDX rules.

Agent Web Page

Q: Is there any cost for the MLXchange web site?

A: No. It is included as an MLXchange feature.

Q: Addresses are not showing in my Agent Web view. How do I change this?

A: Go to Settings → Personalize → Agent Web Page Setup → View the Site Rules → Place a check on Show Property Address. This will only allow Addresses to appear if the listing has Property Address on Internet Yes.

Q: Where do I go to set up my web site?

A: Go to Settings → Personalize → Website Management. From here you can select your site style, manage your web pages, view the site rules, view the client webpage options, manage your images and set how your visitors will contact you.

Q: I already have a web site. I just need the IDX search capability added to the site. How can I do this?

A: Go to Settings → Website Management → Domain Setup. All the URLs for creating a button on your web site are located on this page.

Q: What is the benefit of using the "Contact Me" Web Inquiry Form link from MLXchange instead of my own?

A: The difference between the "Contact Me!" link and an ordinary e-mail link is that every e-mail sent via the "Contact Me!" link will be directed into your MLX Professional inbox and automatically create a new client record.

Q: How do I setup my Web Site Domain?

A: Go to http://www.abor.com/MLS/MLS_idx.cfm for detailed step-by-step instructions on setting up your Web Site Domain.

Q: Do I have to use the email address MLXchange created for me?

A: No. This email address is an alternative.

Q: How many pages can I have on my web site through MLXchange?

A: You are allowed up to 7 different pages; however, you are permitted to enter URL links to other sites as references for your clients.

Q: Do all the web sites from MLXchange look the same?

A: No. There are over 30 templates from which to choose. You may also customize the colors of the page and text and such.

Q: I link the IDX link from my personal web site. Do I have to use a template? It doesn't match my web site?

A: No. You can customize the colors of the IDX site, this includes the background, text color, links, etc.

Q: I am part of a team. Is there a way to display all of our active listings on my web site?

A: Yes. Click on Settings → Personalize → Website Management → Team Settings. Here you can grant other people permission to display their listings as your team member. Also displayed are other agents that have granted you permission to display your listings as their team member.

Q: I am a broker. Can I set up a Web Page for my office?

A: Yes.

Q: I have my own web site, but I would like to have the IDX search and the Contact Me links on this site. Is that possible?

A: Yes. Click on Settings → Personalize → Website Management → Website Domain. You can copy the links you wish to use to create buttons on your web site.

Q: Is there a way to create my own wording on each page of my web site?

A: Yes. Click on Settings → Personalize → Website Management → Manager your web pages. You can type your own message here and add HTML links.

Q: Can I redirect my web site?

A: Yes. Use the links from Settings → Personalize → Website Management → Website Domain page. Here you will find several links to give to the web host to re-direct your IDX web site.

Q: I would like to change the picture I have displaying on my web site, but it's not giving me the option to change the picture in My Image Library. How can I change this?

A: The Image Library comes from the Upload Agent Photo section of Settings. Modify the images there, and they will appear for your selection in My Image Library.

Q: Am I allowed to list other agent's properties under the Featured Properties section of my website? Do I need special permission for this?

A: Yes, you may display other agent's listings under the Featured Properties section of your website. No, you do not need to acquire special permission to do this. By the listing agent agreeing to IDX, and this is an IDX site that will follow all the NAR guidelines, no special permission is required.

Q: Can I display other agent's Sold listings on my website?

A: Only listings you participated in will display in the Off-Market Featured Properties section of your website. You must have been either the listing or buyer/sub agent for information to display.

Q: Can I select which property types I display on my website?

A: Yes. Go to Settings → Personalize → Website Management → Manage Pages → Property Search page setup. You can check or un-check the property types you wish to display on your website.

Agent and Contact Information

Q: When I update my information in the "My ABoR" section of Abor.com, how long will it take to display on my listings?

A: Personal information is updated from the data base on an hourly basis.

Q: How do I change my person information displayed by MLXchange?

A: On the Home Page, click on Settings → Personalize → Contact Information. You can update your email signature and contact information displayed on your web site/Client Gateway.

Note: This **will not** update your member profile on Abor.com. It will only update the contact information seen on your web site through MLXchange.

Q: How do I receive updates on my Cell phone?

A: Add your Cell phone number under Settings → Personalize → Contact Information → Pager/cellular email. When you receive new leads and such, you will be notified on your cell phone.

Q: When I update my information in the membership database, why does this not automatically update my information in my email signature or on my contact information for my website?

A: Many members are part of a team. They may have created their email signature or website contact information to display information pertaining to the team.