



# CMLS Data Feed Policy

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**Consolidated Multiple Listing Service, Inc.**

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## ***The purpose of CMLS's Data Feed Policy***

CMLS recognizes that there are a myriad of new products and services available to our members that often leverage listing data that originates within the MLS. This document serves as a point of reference that describes exactly what CMLS data can be used, and how.

### ***What types of data feeds will CMLS offer?***

CMLS offers 4 types of data feeds. These are the Internet Data Exchange (IDX) feed, the Internal Broker (IBF) feed, the 3<sup>rd</sup> Party Media Outlet feed and the Offmarket/Sold data feed.

### ***How is CMLS data delivered?***

CMLS uses RETS to deliver feed data. We strongly recommend working with an experienced, reputable provider with strong competency of RETS. CMLS does not provide frameable links. For more information on RETS you may go here: <http://paragonconnect.paragonrels.com/rets/rets-faq>. Vendors with technical questions may pose them here: <http://vendorsupport.paragonrels.com/questions/>.

### ***What is an IDX feed and how do I get one?***

The IDX feed is the feed that CMLS makes available to Member Companies so that they and their agents may advertise all of the listings in the MLS on their websites. To gain access to the IDX feed, the Member Company Broker-in-Charge would need to work with their chosen IDX website vendor to complete the IDX feed contract and return it to CMLS. There is no charge for an IDX feed. The only acceptable use for an IDX feed is to power a public facing website to market CMLS listings.

To obtain an IDX feed, the Broker-in-Charge\* will need to complete their portion of the IDX agreement and send it to the IDX vendor. The IDX vendor will complete their portion and send it to CMLS at [support@columbiams.com](mailto:support@columbiams.com).

### ***What is an IBF feed and how do I get one?***

An IBF feed is designed to prevent agents from performing double data entry. The IBF feed will include 100% of the data points for only the requesting company's listings. There are no restrictions on how this data feed can be used.

To obtain an IBF feed, the Broker-in-Charge\* will need to complete IBF agreement and send it to their product vendor. The product vendor will send it to CMLS at [support@columbiams.com](mailto:support@columbiams.com).

### ***What is a 3<sup>rd</sup> Party Media Outlet feed and how do I get one?***

The data set for the 3<sup>rd</sup> Party Media Outlet feed is the same as that for IDX. The purpose of the 3<sup>rd</sup> Party feed is to provide data to entities outside of the MLS that wish to display CMLS listings. There is a \$200 setup fee for this feed.

To obtain a 3<sup>rd</sup> party media outlet feed, the media outlet will complete the 3<sup>rd</sup> Party Media Outlet agreement and send it to CMLS at [support@columbiams.com](mailto:support@columbiams.com). CMLS will then invoice the media outlet for the setup fee.

### ***What is an Offmarket/Sold data feed and how do I get one?***

The Offmarket/Sold data feed contains the same data set as IDX, but also includes offmarket property data going back up to 3 years. This type of data feed requires a Member to initially sponsor the vendor requesting the access. The vendor must alert CMLS when there are no active CMLS clients so the feed can be terminated.

To obtain an Offmarket/Sold data feed, the Broker-in-Charge\* will need to complete their portion of the Offmarket/Sold agreement and send it to the product vendor. The product vendor will complete their portion and send it to CMLS at [support@columbiams.com](mailto:support@columbiams.com).

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\* For companies with multiple offices, only one Broker will handle IDX authorizations for all the offices.

# **CMLS IDX Feed Agreement**

## Internet Data Exchange (IDX) Agreement

The following legal document sets forth the rights and obligations of the Consolidated Multiple Listing Service, Inc., (CMLS) and the member who has affixed his, her, or its signature to the document, and the entity or person who is constructing the member's website. It is the intent of the document to define the Internet Data Exchange (IDX) policy of CMLS as it affects the other parties to this document. It applies to existing sites and looks forward to sites which may become active in the future.

1. Any CMLS Member or participant that wishes to establish an IDX powered site must notify CMLS at least 10 days prior to establishing the site.
2. Any member or participant must make its IDX site directly accessible to CMLS for purposes of ensuring compliance with other pertinent CMLS rules and regulations.
3. Members must protect IDX information from misappropriation by employing methods to prevent "scraping" or other unauthorized use of the CMLS data being provided to the member. Should the member discover any evidence of unauthorized activity on his, her, or its site, such discovery shall be immediately reported to CMLS.
4. Should a property owner listing his, her, or its property desire that the property not appear on the internet, those desires shall be strictly observed.
5. The right of a member to exclude listings from other members of CMLS shall be strictly limited to "good cause." Good cause shall be determined by CMLS in its sole discretion on a case by case basis.
6. When displaying an IDX listing, the member or participant shall display in readily visible color and typeface the name of the listing company.
7. Each member may approve up to 20 vendors to service their agents.

8. It is believed that each member will contract with a website consultant who shall develop and maintain the site in the form prescribed by CMLS. That consultant shall be the third party to this agreement.

9. All data received from CMLS shall be subject to the by-laws, rules, and regulations of CMLS.

10. Website data shall be refreshed at least once every twenty four (24) hours.

11. Brokers will have 3 business days to resolve IDX infractions for sites managed by themselves or their agents. After the 3<sup>rd</sup> business day a \$250 penalty is assessed. After the 6<sup>th</sup> business day an additional \$500 penalty is assessed. After the 9<sup>th</sup> business day the Broker loses all IDX access and vendors will be instructed to decommission all IDX websites for the Broker and their agents.

12. Should a property be removed from the feed, no data concerning said property shall be retained or maintained.

13. There is no charge for CMLS setting up an IDX site covered by this policy.

14. When displaying listing content, an agent's IDX site must clearly identify, in a readily visible color and typeface, the name of the brokerage firm under which the agent operates.

15. No portion of the data received from CMLS shall be used by or provided to a third party for any purpose except as provided elsewhere in this policy or elsewhere in the rules and regulations of CMLS.

16. Member must inform its website consultant when an agent leaves its company so agent sites are shut down promptly. Any consultant must notify CMLS when it no longer has active CMLS member clients. Data can be used to power an IDX site only. Consultant must keep a record of clients and service URLs and provide them to CMLS upon request.

17. The IDX feed cannot be used to purposely create the illusion that an agent works for a different company.

18. Any websites powered by IDX data that publicly display agent rosters must accurately reflect the agent's marketable listings currently in Consolidated MLS.

19. Obtaining or using email addresses or any personal information compiled from CMLS for commercial solicitation is prohibited. Commercial solicitation means contact by telephone, mail or electronic mail for the purpose of selling or marketing a consumer product or service including notification of continuing education opportunities.

URL of site: \_\_\_\_\_

Company Site

Agent Site\Agent Name\_\_\_\_\_

\_\_\_\_\_  
(CMLS Member Company)

By: \_\_\_\_\_  
(BIC Signature)

its \_\_\_\_\_  
(Signer's Title)

\_\_\_\_\_  
(Vendor Company)

By: \_\_\_\_\_  
(Vendor Signature)

its \_\_\_\_\_  
(Signer's Title)

\_\_\_\_\_, 20\_\_\_\_\_  
(Date)

# **CMLS IBF Feed Authorization**

**Data Feed Authorization (IBF)**  
Internal Broker Feed Authorization  
***Your Company's Listings Only***

**BROKERAGE INFORMATION**

Brokerage Name / Office MLS ID: \_\_\_\_\_ / \_\_\_\_\_  
e.g., Example Realty, Inc. / EXPLO1

Brokerage Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_  
BIC Name:

\_\_\_\_\_  
(please print)

BIC Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Signing above indicates that you request and approve CMLS  
to send your company's listing data to the aggregator below.*

**DATA AGGREGATOR INFORMATION**

Company Name: \_\_\_\_\_

Company Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_

# **CMLS 3<sup>rd</sup> Party Feed Agreement**

**THIRD-PARTY OUTLET AGREEMENT**  
(Applies to non-brokers and non-agents)

This contract is to be used when third parties ("Outlet") request access to CMLS  
data

1. Outlet, once approved, must make its site directly accessible to CMLS for purposes of monitoring and ensuring compliance with applicable rules and policies.
2. Outlet is required to make reasonable efforts to avoid "scraping" of the data by any other entity or the display of that data on any other web site. Reasonable efforts shall include but not be limited to:
  - a. Monitoring the web site for signs that a third party is "scraping" data, and
  - b. Prominently posting notice that any use of search facilities of data on the site, other than by a consumer looking to purchase real estate is prohibited.
3. The Outlet must clearly identify, in a readily visible color and typeface, the name and phone number of the Listing Company and the name and phone number of the Listing Agent(s) for every listing that is displayed by Outlet.
4. Absolute uniformity must be maintained in the manner of displaying every listing in the feed. This provision means that listing displays cannot be enhanced beyond the data that is provided in the feed, nor can listing displays be artificially and unequally designed to hide any fields that have been provided in the feed.
5. Before access to any data is granted, Outlet must have a written agreement with the CMLS signed by an authorized representative of the Outlet.
6. The Outlet may only sort and/or filter search results using objective criteria as provided in the feed, such as price, city, bedrooms, square feet, acreage, etc.

7. Outlet must absolutely ensure that the data received in the feed will not be provided to any other party for any purpose, nor shall it be used in any capacity other than the search and display of the listings within the feed.

8. Outlet must refresh all CMLS data a minimum of once every twenty four (24) hours for any data Outlet intends to display.

9. After Board approval, CMLS will have ten (10) day's to configure the data feed and deliver credentials for access to Outlet.

10. If it is determined that a CMLS data-powered site is in violation at any point in time, it is the Outlet's responsibility to see that the violation is cured within two (2) business days. If the violation is not cured within this timeframe, CMLS reserves the right to discontinue the data feed without further notice.

11. Listings or property addresses of sellers who have affirmatively directed their listing brokers to withhold their listing or property address from display on the Internet shall not be accessible via CMLS data-powered sites.

12. All CMLS listing data must be destroyed once the associated property is off market or not present in the most recent version of feed data, or once the feed is terminated by either party.

13. Feed can be discontinued at any time for any reason CMLS deems valid or for no reason at all.

14. No portion of the data received from CMLS shall be used or provided to a third party for any purpose except as provided elsewhere in this policy or elsewhere in the rules and regulations of CMLS.

15. CMLS will charge Outlet an initial setup fee of \$200.00.

16. Outlet must clearly state the intended purpose of the data, make products available to CMS for audit/review and ensure product statement is current. CMS requires 10 days' notice to review new products of Outlet.

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(Requesting Organization)

By: \_\_\_\_\_  
(Requestor Signature)

its \_\_\_\_\_

\_\_\_\_\_, 20\_\_\_\_

# **CMLS Sold/Offmarket Feed Agreement**

*Version 5.0*

*August, 2021*

## SOLD/OFF MARKET DATA AGREEMENT

(Applies to sold data)

The following agreement sets forth the terms and conditions whereby the recipient of Consolidated Multiple Listing (CMLS) data can be accessed electronically by the recipient. The recipient's name and pertinent other data will appear at the end of this agreement.

1. An approved recipient that wishes to gain access to CMLS off-market data must notify CMLS of its intention to act upon the approval at least 10 days in advance of receiving the data and must make its service which employs the data in any form or fashion directly accessible to CMLS for purposes of monitoring/ensuring compliance with the policies which appear in this agreement.
2. The data provided hereunder shall not be made available to the public and may only be used to power products delivered to CMLS brokers and agents.
3. There can be no public display of off-market data linking specific properties to any identifiable characteristic of the property, including, but not limited to, address, geographic location, tax map number, or MLS number, or to sold price or sold date.
4. The data feed provided by CMLS to the recipient can be discontinued at any time for any reason CMLS deems valid or for no reason at all.
5. If data is not contained in the most recent data feed from CMLS to the recipient, it must be destroyed by recipient. This provision also applies should the feed be terminated.
6. A recipient must be sponsored by a member of CMLS in good standing.
7. Recipient must keep an accurate record of clients and service URLs and provide same to CMLS upon request. Any media outlet must make its site and services available to CMLS for monitoring.
8. Recipient must notify CMLS when it no longer has active CMLS member clients.
9. Recipient must clearly state the intended purpose of receiving the data, make products available to CMLS for audit/review and ensure product statement is current. It shall also provide advance notice and review before initiating any new products.
10. No portion of the data received from CMLS shall be used or provided to a third party for any purpose except as provided elsewhere in this policy or elsewhere in the rules and regulations of CMLS.
11. Off-market data will go back to January 1<sup>st</sup> of the year 3 years prior to the current calendar year.

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(CMLS Member Company)

By: \_\_\_\_\_  
(BIC signature)

its\_\_\_\_\_

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(Vendor)

By: \_\_\_\_\_  
(Vendor Signature)

its\_\_\_\_\_

\_\_\_\_\_, 20\_\_\_\_