

SWMRIC Changes Broker Reciprocity/IDX MLS Rules and Regulations Effective January 1, 2011

The Southwestern Michigan Regional Information Center, LLC (SWMRIC) Member Associations have all amended their Broker Reciprocity (IDX) MLS Rules and Regulations to comply with the NAR current requirements as well as making it easier to establish a mobile interface to a Broker Reciprocity (IDX) website . If your Broker Reciprocity/IDX website currently complies with the previous rules, you will comply with the new rules because all of the changes made the rules less strict, except for changing the listing information updating from 7 days to 3 days.

Executive Summary of the Broker Reciprocity Rule Changes

- 1). Clarified that display of expired, withdrawn, pending and sold listings on a Broker Reciprocity/IDX website is prohibited.
- 2). Data must be updated at least once every 3 days. Following display must appear on the website “Updated: xx/xx/xx”.
- 3). Displaying other data for another BR’s listing requires the Data to be outside the “body” of the BR’s listing as defined in subparagraph “m” of the MLS Rules and Regulations.
- 4). If the property address is withheld from display, the property shall not appear on any maps.
- 5). The requirement of displaying the SWMRIC Icon on a BR listing’s thumbnail display has been deleted from the Rules as well as the disclosure verbiage “The properties on this website came in part from the Broker Reciprocity Program of the Member MLS’s of the Southwestern Michigan Regional Information Center”.
- 6). Copyright Notice can now be “Copyright nnnn SWMRIC, LLC. All rights reserved.”
- 7). The Listing Office name, Listing Agent name and the Listing Office telephone number on a detailed display must appear within the “body” of the listing data in a reasonably prominent location and in a readily visible color and typeface not smaller than the median used in the display of listing data.
- 8). Added subparagraphs “p” and “q” dealing with third party comments or reviews or AVM on a Broker Reciprocity listing and maintaining a means of communication with the web site owner so they can receive comments about the accuracy of any data added beyond what is supplied by the MLS and when the website owner must correct or remove any false data.