



MULTI-REGIONAL MULTIPLE LISTING SERVICE, INC.

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Chief Executive Officer

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VOW Policy

What It Means to YOU!

- Acronyms and Terms To Know
- What is a VOW?
- Important Things to Consider When Operating a VOW...
 - “What are all these new fields and what do they mean”?
- New Definitions of Brokerage and MLS Eligibility

The New VOW Policy

Acronyms/Terms to Know

VOW – Virtual Office Brokerage Website

Brick and Mortar – Traditional Brokerage with Physical Location

AVP – Affiliated VOW Provider

Registrant – The person signing up to view a VOW

Participant – Broker

Subscriber – Agent

IDX – Internet Data eXchange

DSTM – Don't Shoot the Messenger...



The New VOW Policy

It should have been called a VOB...

What is a VOW?

Virtual Office Websites (“VOWs”) are Internet sites operated by MLS participants through which they conduct online brokerage, enabling them to establish relationships and work with registrants in cyberspace in ways similar to how brokerages interact with clients and customers in a “brick and mortar” environment. Consumers accessing VOWs can search and view ALL MLS listing data statuses after registering and providing their name and email address. A VOW can be a website or a page on a website. Registrants will have to sign a terms of use agreement to access the data and their passwords must be changed every 90 days...



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The New VOW Policy

Who can operate a VOW?

Both Brokers and Agents can Operate a VOW. Only those who are participants of that MLS can operate a VOW with our data. Brokers who allow their agents to operate VOW's are responsible for oversight!

How Much do VOWS Cost?

There is currently no charge at MRMLS for the data feed, aggregating and displaying the data within the policy will have costs that AVP's and participants and subscribers will negotiate. MRMLS may at some point, given costs, charge for the data feeds.

Will I have to sign an agreement with MRMLS?

Yes, MRMLS has posted on our website an agreement that each VOW provider and AVP must sign before receiving a feed.



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The New VOW Policy

MLS:

Listing Paid: ? Broker Loaded: ?

Before selecting "No" on any of the below options written authorization from the seller is required.

Send Listing to Internet: ? Yes Send Address to Internet: ? Yes

VOW Allow Blog: ? Yes VOW Allow AVM: ? Yes

Can I opt out of a VOW?

The only opt out available regarding VOW's is the ability to opt out of Internet display completely. Sellers can opt out via a form that is being developed. Brokers cannot opt out for them!

What controls do Listing Brokers have over VOW's?

The listing broker/agent can restrict VOW's from displaying AVM's, Blogs and the Address against their listings. The address restriction is Internet wide. The default position is "opt in".

The New VOW Policy

New Participant Definition

Requires Participants to offer or accept cooperation and compensation to and from other participants...

What does that mean?

Must be in compliance by May 27th, 2009



MULTI-REGIONAL MULTIPLE LISTING SERVICE, INC.

MRMLS Customer Service



We are here to help. Give Us a Call.

Monday-Friday 8:30AM to 9:00PM

Saturday & Sunday 10:00AM to 3:00PM

(800) 925-1525 or (909) 859-2040

or submit a support request online
at: www.imrmls.com/support

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