

## **Broker Reciprocity**

### **WHAT IS BROKER RECIPROCITY (BR)?**

It is a program where MLS Participants give each other permission to display their MLS listings on each other's web sites. Brokers who participate in the program (called "Broker Reciprocity Subscribers" or "BRSs") can display all of each other's active MLS listings. If you choose not to participate, you will not be permitted to display other brokers' listings.

If you don't have a web site your listings can still have the advantage of being displayed on other office sites.

### **WHY IS MLS OF LONG ISLAND OFFERING BROKER RECIPROCITY?**

Increasingly, consumers are looking to the Internet for information about real estate for sale. Unfortunately they are not finding enough information at broker-owned web sites. Industry wide, brokers of all sizes asked local MLSs to enable them to display all MLS listings on their own websites. Recognizing that REALTORS can offer better services by having more inventory, NAR mandated that MLSs nationwide provide their Participants this capability.

### **WHAT IS THE ADVANTAGE OF DISPLAYING OTHER BROKERS' LISTINGS ON MY WEB SITE?**

By displaying the listings in the BR database, you are providing a service to consumers that can help keep them coming to your web site and office. If you want to be able to help sell your services on-line, you need a way to keep consumers at your site once they get there. (This is referred to as having a "sticky" site – the "stickier," the better. The more content, the stickier the site.)

When a consumer walks into your office you don't want them to leave. You try to sell them your own listing or one from your MLS inventory. Currently if a consumer comes to your web site, they will have to leave your site and go to others to have access to a significant inventory of properties. Now they will not.

### **DOES THE NAME OF THE LISTING OFFICE NEED TO APPEAR ON EACH LISTING?**

Yes. At the bottom of each listing the phrase "This listing provided courtesy of (listing office)" must be displayed.

### **AS A BRS DO I NEED TO HAVE THE ENTIRE ACTIVE MLS INVENTORY ON MY WEB SITE?**

No, you can choose to include only those listings that you would like. You can choose to have specific areas, classes, price ranges, etc. to be displayed on your site.

### **HOW CAN I BECOME A BROKER RECIPROCITY SUBSCRIBER (BRS)?**

All MLS Participants automatically are a Broker Reciprocity Subscriber (BRS) and their listings will be included in the BRS database. A participant can opt out and not allow their listings to be included in the BRS listing database, but then they lose the benefits of having lots of listings on their site.

### **DO I NEED A WEB SITE TO BE A BRS?**

No, but you would not be taking full advantage of the Broker Reciprocity program. Your listings would appear on other BRS office and agent web sites, but you would not be drawing any additional consumers to you.

### **HOW DO I OPT OUT OF THE BROKER RECIPROCITY PROGRAM?**

Go to Broker Reciprocity on the Stratus Info Center and print the "Opt Out of Broker Reciprocity Form". Fill it out, sign and fax it to MLS Customer Services at (631) 661-4589.

### **HOW CAN I POST THE BROKER RECIPROCITY LISTINGS ON MY WEBSITE?**

MLS is offering three options to provide you with the most flexibility possible:

1. **If you don't have a website or want a new one**, then you can purchase the new Stratus Build-It-Yourself Web Site and include the BRS search engine in your new customized web site.

The Stratus software lets an office set up custom searches and reports for consumers visiting their site.

When the search request is executed, it goes to the MLS system and pulls the listings and displays them for you.

This provides up to the minute listing data and gives the appearance that the data is stored on your site.

2. **If you have a web site**, you can simply frame the MLS BRS search engine in your existing site. The search engine will then be the same as in #1. This will appear to the consumer that the search engine and data reside on your site. Customize this for your office in the colors, fonts and text size to match your site.
3. Download a daily feed of the BRS listings. You will need a web server to store the data and a developer to program and maintain the BRS database, create the consumer searches and design reports.

**(Pricing of above options on the attached flyers)**

### **HOW DO I GET STARTED WITH ONE OF THE OPTIONS LISTED ABOVE?**

You will be able to purchase options 1 & 2 right from the Stratus Info Center.

For Option 3 go to Broker Reciprocity on the Stratus Info Center and print the "Broker Reciprocity Data Feed Contract". Just fill it out and send it to MLS or fax it to MLS Customer Services at (631) 661-4589. We will then contact you with instructions.

### **CAN AGENTS POST BRS LISTINGS ON THEIR WEB SITE?**

Yes, as long as their Broker is a BRS subscriber and gives them permission to do so. To get the "Broker Reciprocity Agent Authorization Form" go to Broker Reciprocity on the Stratus Info Center.

**IS THERE ANY OTHER INFORMATION AVAILABLE REGARDING BROKER RECIPROCITY?**

The Broker Reciprocity button on the Stratus Info Center will be kept up to date with any changes that may be made regarding the Broker Reciprocity Program. All contracts and forms that may be needed will be located there.

**WHEN WILL BROKER RECIPROCITY BEGIN?**

This will be available beginning on June 5, 2002.

# Stratus Build-It Yourself Agent/Office Web Sites

## YOUR NAME HERE

Home

Our Listings

Find Homes

Request Info

Mortgage Info

Buyer's Guide

Seller's Guide



Welcome to XYZ Real Estate. Our firm has been a real estate leader for over 30 years serving Long Island's beautiful North Shore communities.

Our knowledgeable and experienced team of sales associates can provide you with the best services to assist you with the sale or purchase of your home.

Email us at [info@xyzrealty.com](mailto:info@xyzrealty.com)

→ Your photo here!

### Includes everything you need for a great website!

Up to 8 Customizable Web Pages

Choice of Styles, Color Scheme & Fonts

Anytime editing of your site

Let clients view your Listings

With up to the minute live updates from Stratus

Include an Info Request Form to generate leads with emails directly to you

Hosting by MLS

Domain Name: [www.mlsli.com/realtor/jsmith](http://www.mlsli.com/realtor/jsmith)

or [www.mlsli.com/office/xyzrealty](http://www.mlsli.com/office/xyzrealty)

For an additional fee, receive your own domain name. i.e. [www.yourname.com](http://www.yourname.com)

***Try for free!***

Build your site live on Stratus.

Try its many features.

If you like it, buy it and publish it!

To try it, click **Agent Office Web Page Builder** from the Stratus Info Center.

### ***SPECIAL REDUCED RATES!***

Agents: **\$199** ~~\$299~~ One-time set-up fee plus **\$24.95/monthly** service fee\*

Office: **\$299** ~~\$399~~ One-time set-up fee plus **\$34.95/monthly** service fee\*

Firm Site: **\$399** One-time set-up fee plus **\$34.95/monthly** and **\$10** per month each add'l office\*

**Now Includes One Free Hour MLS Staff Design Assistance!**

\* One-year commitment required with set-up fee and first three month's service fee due at sign-up. Balance will be billed monthly. Includes training demo.

For more information, contact MLS Customer Services at 631-661-4800 ext. 1.

*Plus sales tax where applicable. Prices subject to change.*



## Display MLS Listings On Your Website

Through Broker Reciprocity (BRS), MLS Participants give each other permission to display their MLS listings on each other's web site. Keep consumers coming to your web site for the latest MLS listings by subscribing to either the BRS Search engine or receiving a daily data feed.

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Testimonial: "I just wanted to share some of our recent success concerning the new Broker Reciprocity link on our website. As a result, our Sales Associates are generating more leads and more importantly, it is a great tool for listing presentations. We demonstrate the exposure our clients will receive as a result of going MLS. Increased exposure generates more business for our agency while promoting the true spirit of MLS. I encourage more agencies to participate in utilizing this service."

*Kevin Leatherman, Broker/Owner*

Coldwell Banker Surf, Oceanside

Visit their web site at [www.coldwellbankersurf.com](http://www.coldwellbankersurf.com)

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### Option 1 - Stratus BRS Search Engine:

The Stratus Broker Reciprocity Search Engine enables an office or agent (with their broker's permission) to create custom search templates using the MLS system to display Broker Reciprocity listings on their web site. When the consumer visits your site to Find Homes, they are searching for live up to the minute MLS listing data.

By customizing your BRS search templates you can display all the BRS listings or only the Towns you do business in. You select the colors and fonts for your search templates so they blend in with your web site. Since you frame your web site to the BRS search engine, your logos and brand appear on every search.

**Office/Agent Frame to your Web site: \$299 set-up plus \$29.95/mo**

**Multi-Office – Add'l monthly fee for each office in the firm - \$10**

### Option 2 - Daily Feed of raw BRS listing data only:

*On a daily basis, an office or agent (with their broker's permission) can download all the Broker Reciprocity listings from an FTP site. This option requires an office/agent to develop their own software to store and search the listings. In addition, they must provide the server to house the data and make the data accessible to the public via the Internet.*

**Daily Feed Cost: \$100 set-up plus \$29.95/month**

## **RULE 905 – BROKER RECIPROCIITY**

**“Broker Reciprocity” is a means by which each Participant subscribing to the program (the “Broker Reciprocity Subscriber” or “BRS”) permits the display of its active listings appearing in MLS on each others BRS’s Internet web site.**

The “Broker Reciprocity Database” is the current aggregate compilation of all active MLS exclusive listings of all Broker Reciprocity Subscribers except those listings where the property seller has opted out of Internet publication.

## **RULE 906 – BRS ACCESS AGREEMENT**

**A BRS who has signed the standard MLS Broker Reciprocity access agreement (access agreement) may republish all or a portion of the Broker Reciprocity Database solely on their Internet web site in accordance with the following provisions and in keeping with any policies that the service may adopt from time to time. Unless expressly contravened by the provisions of this section, all other rules and regulations remain in full force and effect. (6/01)**

## **RULE 906 – BRS ACCESS AGREEMENT (continued)**

- 906.1 An Internet republication of another BRS’s listing shall not contain more (but may contain less) information than is contained in the MLSLI Broker Reciprocity Manual.
- 906.2 In order to be a BRS, a Participant must be actively engaged in providing real estate brokerage services to buyers or sellers in residential real estate transactions.
- 906.3 The BRS, shall update the information on its Internet web site at least weekly.
- 906.4 A BRS may not modify or manipulate the data relating to another BRS’s listing.
- 906.5 The MLS-approved Broker Reciprocity icon (BR icon) and an explanation that those properties marked with the icon are provided courtesy of the Multiple Listing Service of Long Island, Inc. and must appear on the first page where any listing data is displayed.
- 906.6 Any search result identifying another BRS’s listing in a brief or “thumbnail” format shall bear the BR icon immediately adjacent to the property information to identify the listing as an MLS listing. The BR icon shall be as described and set forth in the MLS BR policy manual. A thumbnail display of another BRS’s listing may not include any contact information or branding of the BRS who owns the web site or any of its agents. A thumbnail display may only include the following: text data about the listed property, a photo of the listing property, the BR icon, and “buttons” providing links for other information.
- 906.7 A search result producing a detailed display of another BRS’s listing shall bear the following:
- a) that BRS’s name
  - b) the BR icon

- c) the notation “listing information provided courtesy of     (name)    ”  
*Listing Realtor*
- d) the service’s copyright notice immediately following the property information.

The BRS’s name, BR icon and copyright notice shall be at least as large as the largest type size used to display the listing data. A detailed display of another BRS’s listing may not include any contact information or branding of the Participant who owns the web site or any of its agents within the “body” of the listing data. The “body” is defined as the rectangular space whose borders are delimited by the utmost extent in each direction of the listing text and photo data.

906.8 Any result identifying another BRS’s listing shall include the disclaimer “The source of the displayed data is either the property owner or public record provided by non-governmental third parties. It is believed to be reliable but not guaranteed.”

906.9 Any Internet web site used for publication of the Broker Reciprocity Database or any portion thereof must be controlled by a BRS and advertised as that BRS’s Internet web site. A BRS may authorize an agent licensed to the BRS and a member in good standing of the Long Island Board of Realtors, Inc (LIBOR) to participate in the Broker Reciprocity program provided said agent signs the access agreement. In the event the BRS is a member of a Board of Realtors other than LIBOR the BRS may likewise authorize agents who are also Realtor’s or Realtor Associates and sign the access agreement.

906.10 A BRS displaying the Broker Reciprocity Database or any portion thereof shall make reasonable efforts to avoid “scraping” of the data by third parties or displaying 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.

If a BRS suspects “scraping” of the data has occurred, the suspicion and any evidence must be reported to the Service immediately.

906.11 A BRS must make changes to an Internet site necessary to cure a violation of MLS’s Rules or BRS policy within five business days of notice from MLS of the violation.

906.12 No portion of the Broker Reciprocity Database shall be used or provided to a third party for any purpose other than those expressly provided for in the Rules of the Service.

906.13 Any BRS using a third party to develop/design/host or otherwise manage its web site will have a written agreement with that third party in the form prescribed by the Service.