



Affiliate Broker and Agent Systems Overview

This document describes the **MLS IDX Data Interface Option** component of the **Virtual Real Estate Marketing Affiliate Broker System** Website. For additional information and access to all documentation describing the broker affiliate program, visit the [affiliate system overview](#) on the **OwnerDirect.US** Website or [contact us](#).

Real Estate Website Overview

We are constantly adding new features to our Website architecture, administration tools and marketing program. This section highlights what is included in the current base application. These features are standard unless otherwise noted.

Primary Business Areas And Visitor Channels

You can return to the beginning of this Website overview document, by starting at the [Primary Business Areas And Visitor Channels introduction section of the Real Estate Website Overview](#).

Primary business areas and visitor channels can be found here:

- [General Design Concepts And Home Page](#)
- [Buyer Services](#)
- [Property Search](#)
- [Seller Services](#)

Additional information, including descriptions of add-on options, Website administration and more can be found in the following documents:

- [Website Administration](#)
 - [Mortgage Loan Origination Package Option](#)
 - [Multi-agent And Lead Generation Option](#)
 - [Social Networking/Company Blog Website Option](#)
 - [Mobile Device \(.MOBI\) Website Option](#)
-

MLS IDX Data Interface Option

❑ Custom Front-end IDX Processing

Affiliate brokers can use the **Seller Services** tools to add exclusive property listings, which are then accessible through the **Property Search** function of the real estate Website. In addition, a custom add-on is available to **automate the loading of MLS IDX data** into a separate MLS listings area that is also accessible through the **Property Search** function.

The front-end process involves the following components:

- A custom job is created to access the IDX import file from the MLS server to the OwnerDirect.US server where all front-end processing occurs.
 - The IDX file data is analyzed to identify the fields required for the Website listing, such as property address, sales price, number of bedrooms and baths, room dimensions, interior and exterior features, and so on. The data is easily mapped using our MLS data mapping tool which is defined specific to the IDX file specifications.
-

- A table of zip code data which cross-references counties to cities, zip codes, longitude and latitudes, etc. is created for the affiliate covered areas from our master database. This zip code database is used to provide the feature for searching within a selected number of miles from a given zip code.
- A set of jobs are then created to load the IDX data into the application database, creating other tables such as active cities and active counties that are used by the real estate Website. These jobs are run nightly so that MLS listing data is kept current.

With the use of our **MLS listing data mapping tool**, the customizations necessary to add MLS listings to the affiliate Website are minimal. In the event the IDX file specifications change, enhancements to the Website are also easier to accommodate.

□ **MLS Global Settings**

There are **global application settings** for enabling or disabling features of the real estate Website, such as the setting used to activate MLS Listings on the Website. Should IDX data feed have problems, we normally leave the prior day MLS data live on the Website, but a global setting can easily be changed by the affiliate Website administrator to temporarily disable the availability of MLS listings from the Website.

There are other global application settings managed through the **Website Administration** panel that are used to customize MLS listing options, such as the MLS listing disclosure statement, the number of MLS listings displayed on one search results list, and other valuable settings that can be changed easily as needed. [Refer to the **Website Administration** description for additional information.]

□ **Custom MLS Listings Website Components**

MLS listings are accessed through the **Property Search** function and displayed in the **MLS search results** as a separate group of property listings. [Image MLS-1]

OwnerDirect.us [HOME] [REGISTER] [HOME FINANCE] [ABOUT US] [FAQS] [NEWS & WIDGETS] [CONTACT US]

OwnerDirect.MOBI ShareThis

Special Promotions | Seller Services | Buyer Services | **Property Search**

Property Search

Start your search by selecting a **COUNTY** or **CITY** from the drop down menu below or type in a zip code and click **ADD ZIP CODE**.

Login on the left sidebar to access additional special features. [Click here](#) to register.

ENTER A ZIP CODE:

OR SELECT A CITY OR COUNTY **COUNTIES** **CITIES** **SELECT LETTERS TO GET CITIES**

SELECT OTHER SEARCH CRITERIA:

PROPERTY TYPE	NBR OF BEDROOMS	MIN PRICE	MAX PRICE	MIN SQ FT	DISTANCE
PROPERTY SEARCH CRITERIA SELECTED					
Your current selections are displayed below:					
Property Type: Single Family Homes			Min. # Bedrooms: 3		
Zip Code: 32765			Min. Square Feet: 0		
County: ANY			Min. Price: \$350,000		
City: ANY			Max. Price: \$500,000		
Within 10 miles of Zip Code					
<input type="button" value="FIND PROPERTIES"/>		<input type="button" value="SAVE THIS SEARCH"/>		<input type="button" value="CLEAR SEARCH"/>	

FOR SALE BY OWNER PROPERTIES FOUND: 1

MULTIPLE LISTING SERVICES PROPERTIES FOUND: 175

Summary information and the main photo are presented on the search results list. [Image MLS-2]

MULTIPLE LISTINGS SERVICES PROPERTIES FOUND: 175
(sorted by sales price high-low)



Page [1][2][3][4][5][6][7] [photos off]

SORT OPTIONS



[Enlarge Photo] [Listing Details]

Single Family Home in WINTER PARK

Community: CLOISTER GROVE SUB

Offered at: \$499,900

Bedrooms: 3 **Bathrooms:** 2 full 1 half

Interior Sq. Feet: 2,060 sq. ft.

County: Orange **Zip Code:** 32789

Taxes: \$3,115 **Tax Yr:** 2008

Year Built: 1951

[Add To Favorites] [Check Incentives] [Email Listing]

[Mortgage Calculator]



[Enlarge Photo] [Listing Details]

Single Family Home in WINTER SPRINGS

Community: TUSCAWILLA UNIT 14B

Offered at: \$499,900

Bedrooms: 5 **Bathrooms:** 4 full

Interior Sq. Feet: 3,212 sq. ft.

County: Seminole **Zip Code:** 32708

Taxes: \$3,094 **Tax Yr:** 2008

Year Built: 1988

[Add To Favorites] [Check Incentives] [Email Listing]

[Mortgage Calculator]

Additional MLS listing photos, video tours and information are made available on **individual MLS listing detail pages**. Access to some information is only available when a registered user logs in, such as additional photos, a virtual tour, the full property address, page 2 of the listing details and more photos. Other items only displayed if they are available for the listing, such as a virtual tour. The image below shows how the first page of the MLS listing detail is presented when a user is logged in and the property has more photos and a virtual tour. [\[Image MLS-3\]](#)

Owner Direct US [Close Window] [Print Page] [Disclosure]

PROPERTY LISTING DETAIL FOR MLS LISTING ID: O4882356 Listing Page 2 >>>

Single Family Home in INDIAN HARBOUR BEACH

Community: HARBOUR ISLES
Offered at: \$3,200,000
Bedrooms: 7 **Bathrooms:** 5 full 1 half
Interior Sq. Feet: 9,800 sq. ft.
County: Brevard
Taxes: \$17,846 **Tax Yr:** 2008
Year Built: 1999

For more information on this property:
Owner Direct Realty Services
Toll Free: (800)699-4841
Contact the Office >>>

[Enlarge Photo]

MORE PHOTOS **VIRTUAL TOUR** **REQUEST A QUOTE** **CHECK INCENTIVES**

SCHOOL STATISTICS **MORTGAGE CALCULATOR** **MAP & DIRECTIONS** **ADD TO FAVORITES** **SEND LISTING TO EMAIL**

DESCRIPTION

Property Address: 522 BAHAMA DRIVE, INDIAN HARBOUR BEACH, FL 32937

Property Features: Introducing Chateau am Ufer This Luxury Castle on the Water invites you to begin a journey of life that is so well deserved for only a select few, a life of opportunity to set your own standard of luxury and elegance. It begins with the passion and craftsmanship of two long years that has added to the impeccable detail throughout this master piece. Featuring 9800 sq ft under air 7 bedrooms 5.5 baths and so much more. Entering the foyer you are greeted by a two story waterfall and cove pond that sets the tone for your journey through this custom work of art. Three story foyer with a grand sweeping stair case leads you pass the formal sitting room and into the media room with 4 lcds and a drop down media screen for a true cinema feel. As you pass down the hall and enter the gourmet kitchen you are taken by the views of the sparkling water as you simply relax or entertain company. Featuring 230 ft of deep water with a 5000 lb boat lift a 65 x 18 ft wide slip and if needed and additional 80 ft slip in case you feel the Urge to explore! So much to express it has to be seen to truly be appreciated. Stories will be told and moments cherished at Chateau am Ufer

INTERIOR FEATURES

Master Bath Features: Tub and separate shower, Jetted
Air Conditioning: Central air conditioning

This set of MLS listing pages and the search results list are customized as desired to conform to the broker or MLS requirements. This could include:

- The **Property Search** results list for MLS listings which displays select listing data, the main photo as a smaller image, with links to the other MLS detail pages and related buyer resources.
- The MLS Listing detail pages 1 and 2 for presenting the listing detail data, additional photos page and photo slideshow page

With the use of our **MLS listing data mapping tool**, the customizations necessary to display MLS listings on the affiliate Website are minimal. In the event the IDX file specifications change, enhancements to the Website are also easier to accommodate.

[Refer to the **Property Search** description for additional information on how MLS listings are presented online.]
