Affiliate Broker and Agent Systems Overview

This document describes the *MLS IDX Date 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.

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- 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]

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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
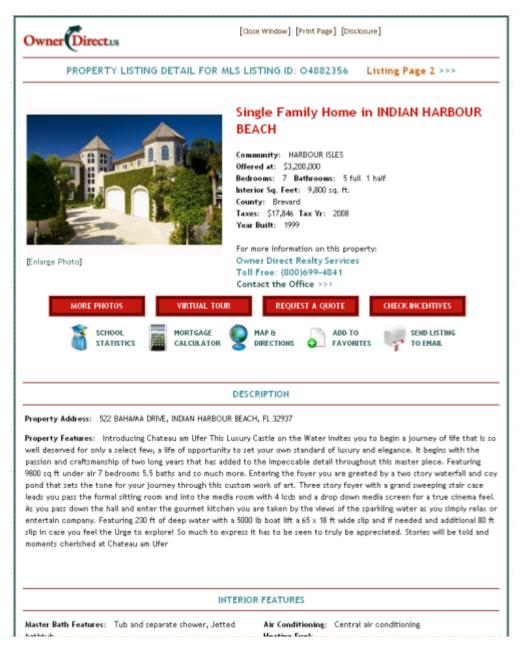**Interior Sq. Feet:** 3,212 sq. ft.
County: Seminole **Zip Code:** 32708
Taxes: $3,094 **Tax Yr:** 2008
Year Built: 1988
[Add To Favorites] [Check Incentives] [Email Listing]
[Mortgage Calculator]

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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]

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

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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.]