

BROKER/AGENT INFORMATIONAL PACKET FOR



**For The
Southwestern Michigan Regional Information Center,
LLC
and its Member Association's MLSs**

Battle Creek Association of REALTORS

Branch County Association of REALTORS

Greater Kalamazoo Association of REALTORS

Real Estate Information System of Southwestern Michigan

St. Joseph County Association of REALTORS

West Michigan Lakeshore Association of REALTORS

Version 1.0 / January 7, 2002

For the most recent version of this document, the MLS/Broker Contract, the MLS/Agent Contract or the approved icons for Broker Reciprocity check the SWMRIC's web site at www.mlshelp.com and click on the Broker Reciprocity link from the home page.

**Broker Reciprocity
Broker/Agent Information Packet
Table of Contents**

Section 1.	Executive Summary	Page 3
Section 2.	Getting Started	Page 4
Section 3.	Fees	Page 5
Section 4.	MLS Rules & Regulations	Pages 5 - 9
Section 5.	Technical Overview	Pages 9 - 10
Section 6.	How You Can Make the Most of Broker Reciprocity	Pages 10 - 14
Section 7.	Association Preferred Vendors	Pages 14 - 15
Section 8.	Frequently Asked Questions	Pages 15 - 17
Appendix I.	Drop or Reinstate Broker Reciprocity Form . .	Page 18
Appendix II.	Data Fields for FTP Site	Pages 19 - 23
Appendix III.	Data Fields for Broker Reciprocity Display . .	Pages 24 - 26
Appendix IV.	SWMRIC Approved Broker Reciprocity Icons .	Page 27

Section 1. Executive summary

WHAT IS BROKER RECIPROCIITY?

Simply: It is a system where brokers give each other permission to display their listings on each other's web sites. Brokers who participate in the program (called "Broker Reciprocity Subscribers" or "BRs") can display all of each other's active listings. If you choose not to participate, no other broker will be permitted to display your listings. You can include your listing in the Broker Reciprocity database without even having your own web site. (See Section 8 - Frequently Asked Questions for an explanation why you would want to do this.)

WHY IS THE MLS DOING BROKER RECIPROCIITY?

The purpose of Broker Reciprocity is to empower REALTORS® to deal with the real estate consumer of the future. Among the objectives to which the Southwestern Michigan Regional Information Center's Member Associations and MLSs are committed are: 1) permitting brokers to fully market their services on the Internet; 2) permitting the brokerage community to take advantage of the data brokers have contributed to the system; and 3) permitting brokers to obtain and maintain first contact with the consumer in the real estate transaction. Increasingly, consumers are looking to the Internet for information about real estate for sale. Until Broker Reciprocity, they were not finding that information at broker-owned web sites. The sites with the best data, and from the consumer's perspective, that means the most data, were not controlled by REALTORS®. On the national front, the site with the most listings is REALTOR.COM, a production of RealSelect, a subsidiary of publicly-traded HomeStore.com.

Some brokers asked their MLS, "Why can't a broker web site be the place with the most listings?" Thanks to Broker Reciprocity, it can! This approach provides several advantages:

Brokerage web sites can become the best source of listing data. If most brokers participate, the number of listings in the Broker Reciprocity Database can easily reach and even exceed the number on other popular sites.

When consumers visit the web sites of reciprocal brokers, they will stay longer because the brokers have more listing data to offer. The broker sites may also offer easier interfaces for consumers, since many other sites are "cluttered" with non-listing content. As brokers become more innovative in offering on-line services, this will be a critical factor in their success.

HOW DOES MY COMPANY PARTICIPATE IN BROKER RECIPROCIITY?

Follow the instructions that follow: (But read the rest of this document, too. It includes important information you should know before implementing Broker Reciprocity.)

Section 2. Quick start: 2 steps to Broker Reciprocity

STEP 1: BECOMING A BROKER RECIPROCITY SUBSCRIBER (BRS)

Being a BRS just means that you give all other BRSs permission to display your active listings on their web sites according to the MLS Rules and Regulations for Broker Reciprocity. (See Section 4 - MLS Rules and Regulations for details.) In so doing, you obtain permission from all other BRSs to display their active listings. You give permission and get permission in the same act. (That's why it's called "reciprocity.") You don't need to have a web site yourself.

You do not need to take any action to become a BRS. If you were an MLS Participant in a Member Association of the Southwestern Michigan Regional Information Center (SWMRIC) when the Broker Reciprocity program was implemented, you were automatically signed up. If you are a new MLS Participant in a Member Association's MLS of the Southwestern Michigan Regional Information Center (SWMRIC) joining after the beginning of the Broker Reciprocity program, you will also automatically be signed up. **If you don't want to participate, you must fill out the form, "Drop or Reinstatement Broker Reciprocity," attached as Appendix I.** If you do not fill out the form now, you can fill it out at any time later. Your data will stop appearing in the Broker Reciprocity Database at the SWMRIC FTP Site the next business day.

STEP 2 (OPTIONAL): PUTTING BROKER RECIPROCITY DATA ON YOUR WEB SITE

You don't have to have a web site to be a BRS. But to take maximum advantage of the program, you will want one. To put Broker Reciprocity data on your web site, you have to take four steps:

Sign your MLS's "MLS/Broker Agreement for Broker Reciprocity". (Available at your local MLS Office or at the web site www.mlshelp.com under the Broker Reciprocity section.)

Get a web site (see Section 6 for advice on how and where, if you don't already have one).

Incorporate the BR data into your web site. This is really the toughest part. Much of this document and the associated Technical Documentation are devoted to this part.

Comply with the MLS Rules and Regulations for Broker Reciprocity and the policy statements in this document and the associated Technical Documentation.

Section 3. Fees

There is no fee to be a BRS or to receive a data feed from the Southwestern Michigan Regional Information Center (SWMRIC), provided you use the standard method for accessing that data. If you want a special interface to access the BR Data, the Southwestern Michigan Regional Information Center (SWMRIC) will charge you for all costs to establish that interface including reasonable fees for SWMRIC staff time. The Southwestern Michigan Regional Information Center (SWMRIC) Managers reserves the right to establish a fee after the first year of the program depending on participation levels. (If participation levels are very high at the end of the first year, the Managers will probably view Broker Reciprocity as a “core” service and continue to absorb the cost of the program in SWMRIC’s operations.)

Section 4. MLS Rules and Regulations for Broker Reciprocity

To the extent that this document supplements the MLS’s Rules and Regulations relating to Broker Reciprocity, below is a statement of the SWMRIC’s policy regarding access to the BR Database:

One mode of access is provided by Southwestern Michigan Regional Information Center (SWMRIC) for BRSs to retrieve the BR Database: FTP access. This is described more fully in the Technical Documentation. Any BRS intending to use any other method for downloading and updating the BR Database must seek approval of its method from the Southwestern Michigan Regional Information Center (SWMRIC). This approval will not be denied unless the method proposed is likely to result or does in fact result in violations of the MLS Rules and Regulations for Broker Reciprocity or in degradation of the performance of any of the SWMRIC’s systems. The use of any other method also requires payment to SWMRIC for any costs it incurs to provide the access method, including reasonable fees for SWMRIC staff time.

MLS Rules and Regulations for Broker Reciprocity

Definitions

Broker Reciprocity - a means by which each MLS 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”, Internet web site.

Broker Reciprocity Database - the current aggregate compilation of all active exclusive right to sell listings of all Broker Reciprocity Subscribers except those listings where the property seller has opted out of Internet publication by so indicating on the listing contract and on the Listing Data Form by entering “NO” in the Internet “YES/NO” field.

Broker Reciprocity Subscriber's Agent (hereafter called a BRSA) - is a BRS's non-principal broker or sales licensee who has written authorization from the BRS to use the BR Database on their web site or frame their BRS's web site.

SWMRIC - The Southwestern Michigan Regional Information Center, LLC which is an organization that provides MLS computer services and a real property database to the Members of the SWMRIC Member Associations and MLSs.

Republication of Broker Reciprocity Database on Internet Permitted.

A BRS or BRSA may republish all or a portion of the Broker Reciprocity Database on the Internet in accordance with the following provisions and any policies that MLS may adopt from time to time. A BRS or BRSA is not required to display the whole BR Database. You may choose to display only listings in a particular price range, geographical area, or property type. You may also choose not to display listings of certain of your competitors. If you plan to display only a subset of the BR Database, you shall have one of the following disclosures on your web site that explains the situation to consumers:

“(Your firm’s name) does not display the entire MLS (or SWMRIC) Broker Reciprocity database on this web site.” And, if applicable, the following statement: “The listings of some real estate brokerage firms have been excluded.”

Unless expressly contradicted by the provisions of this section, all other Rules and Regulations remain in full force and effect.

- a. An internet republication of another BRS's listing shall not contain more (but may contain less) information than is authorized to be displayed by SWMRIC's policy governing the display of the BR data. You may display any information relating to your own listings. (See Appendix II. for the list of data fields being sent to the FTP Site and Appendix III for the list of data fields that can be displayed for another broker's listing.)
- b. In order to be a BRS, an MLS Participant must be actively engaged in providing real estate brokerage services to sellers and/or buyers in real estate transactions.
- c. The BRS or BRSA shall update the information on its Internet web site at least weekly. The MLS requires you to display on your web site the last update date. (i.e. Data last updated: xx/xx/xx)
- d. A BRS or BRSA may not modify the actual data relating to another BRS's listing. A computer generated written description of the listing using the actual data from the BRS's listing is permissible. For your own listings, you can do anything you want to as long as it is in compliance with applicable laws and the Code of Ethics. If you are displaying other data that is tied to another BRS's listing, you should make efforts to distinguish the data you have supplied from the data from the BR Database. Separating the data on the screen and/or

including a credit on the non-BR data would be a good method to handle the distinction.

- e. The SWMRIC approved icon (See Appendix IV) and an explanation of the data source must appear on the first page where any listing data is displayed. The following disclosure verbiage or its equivalent will satisfy this requirement:

“The properties on this web site come in part from the Broker Reciprocity Program of the Member MLS’s of the Southwestern Michigan Regional Information Center.

- f. Any search result identifying another BRS’s listing in a brief or “thumbnail” format shall bear the SWMRIC approved icon or the SWMRIC approved thumbnail icon immediately adjacent to the property information to identify the listing as an MLS listing. (See Appendix IV for the SWMRIC approved icons.) A brief or thumbnail display is defined as being no more than 120 characters of listing data text and/or a image of no more than 100 pixels high. The SWMRIC approved icon shall be at least 35 pixels by 35 pixels. 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 image of the listed property, the logo of the listing broker or SWMRIC approved icon, and “buttons” or hot links for a detailed listing display. The provision relating to “contact information or branding” is designed to prevent the web-site-owning BRS’s or BRSA’s contact information, contact links, and branding, and that of its agents, from appearing on other BRS’s listings. “Branding” refers to any marks or language referring to the web-site-owning BRS repeated in the thumbnail display of another BRS’s listing. Any association of such information or branding with the listing data is a violation of this rule.
- g. A search result producing a detailed display of another BRS’s listing shall bear that BRS’s name, Listing Agent’s name, office telephone number, the SWMRIC approved icon, and SWMRIC’s copyright notice immediately following the property information. The copyright notice shall be at least a 10 point font size and appear exactly as follows: “ Copyright nnnn Southwestern Michigan Regional Information Center, LLC. All rights reserved. “ [Where nnnn is the current year.] The copyright symbol can be used in place of the word “ copyright”. MLS interprets any display containing more than 120 characters of listing data text and/or a image of more than 100 pixels high as being a detailed display. The BRS’s name 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, links to, or branding of the MLS Participant who owns the web site or any of it’s 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. The prohibition on branding or contact information within the “body” of the listing data is intended to prevent any possible confusion on the part of the consumer as to the source of the listing.

- h. Any result identifying another BRS’s listing shall include the disclaimer “Information Deemed Reliable But Not Guaranteed.” This disclaimer shall be at least a 10 point font size. You will probably want to display this disclaimer on your own listings as well, unless your legal counsel advises otherwise.
- i. Any Internet web site used for publication of the Broker Reciprocity Database or any portion thereof must be controlled by a BRS or a BRSA and advertised as that BRS’s or BRSA’s Internet web site. In order to participate in Broker Reciprocity™, a site must be marketed and branded or cobranded as a broker’s site.
- j. A BRS, at their option, may give written authorization to their non-principal brokers and sales licensees to use the BR database to populate their own web sites or frame the BR data on the BRS’s web site. If written authorization is obtained by a non-principal broker or sales licensee to use the BR database to populate their web site, the BRS, licensee and any third party vendor shall sign an agreement with the MLS setting forth the permissible uses of the BRS Database, agreeing to comply with the MLS Rules and Regulations governing the BR Database, and agreeing to comply with all state laws and regulations.
- k. A BRS or BRSA 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:
 - 1. Monitoring the web site for signs that a third party is “scraping” data and
 - 2. 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 or BRSA suspects “scraping” of the data has occurred, the suspicion and any evidence must be reported to the MLS immediately for investigation and action.
- l. A BRS or BRSA must make changes to an Internet site necessary to cure a violation of the MLS’s Rules and Regulations within five business days of notice from the MLS of the violation. MLS reserves the right to discontinue the data feed you receive without further notice if you do not comply with this requirement. You may also be subject to fines from the MLS.
- m. 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 MLS Rules and Regulations. This section expressly prohibits distribution of the BR Database or any portion of it for any purpose other than those expressly permitted by the MLS Rules and Regulations. This includes distribution to other BRS's. In other words, a brokerage firm cannot sell access to the Broker Reciprocity™ Data to other brokers or any other businesses, whether or not they are participants in MLS.

- n. No portion of the Broker Reciprocity Database shall be co-mingled with any non-MLS listings on the BRS's or BRSA's Internet web site. If you take listings from consumers but do not put them into an MLS system, they cannot appear on any thumb-nail display or as part of any search results with BR Database data. If the property in question appears in any other MLS, then the property may be co-mingled.

If you serve a market area without an MLS, you must either enter such listings into an MLS in a market that has one, or you must not co-mingle those listing with the BR Database listings.

- o. Any BRS and BRSA using a third party to develop and /or design its web site shall have a written agreement with that third party in the form prescribed by the MLS. MLS requires that third parties gaining access to the BR Database sign the standard contract as approved by the MLS. Providing an MLS password to an unauthorized recipient is a serious violation of the MLS Rules and Regulations punishable by a fine as established by the MLS for each such violation.

Section 5. Technical overview

One method has been designed to provide access to the Broker Reciprocity Data for BRSs. This method is an FTP site. (FTP is Internet lingo. It stands for File Transfer Protocol. It's the way that a client computer - like your PC - downloads a whole file from a host.) In order to use the FTP site, you will need an ID and password assigned by the MLS. To initiate the FTP access, you need to fill out and send to the MLS the Broker Contract. The MLS will verify the necessary information and send you the ID, password, and what's called an FTP address. If you don't understand all of this, that's a sure sign you should be working with a consultant or web design firm to put this data on your site.

At our FTP site there are a number of data and image files available. There are four data files available under the root directory, one for each property category:

Residential - br-res.psv

Vacant Land - br-vl.psv

Multiple Family - br-mf.psv

Commercial/Industrial - br-cin.psv

These files are replaced with a new file each morning, Sunday - Thursday. The data files have had a conversion program run against them to convert all of the data headers from the Maestro system description to plain English descriptions and all of the data fields containing all upper case have been converted to upper/lower case. Both of the above conversions should allow for the data to be used on your web site without further conversions. The data files are in a pipe delimited format. The list of all data fields at the FTP site for each property category for Broker Reciprocity is in Appendix II. Also in Appendix II is another list containing the data fields that can be displayed at your web site for another broker's listing.

There is a directory called Data Definitions containing the following files:

Residential - res.xls	Vacant Land - vl.xls
Mutliple Family - mf.xls	Commercial/Industrial - cin.xls

Each file contains all of the data fields for the indicated property category and the type and length of the data fields.

Images files are available in the root directory as follows:

AllimagesMon.zip	ImagesSun.zip	ImagesMon.zip	ImagesTues.zip
	ImagesWed.zip	ImagesThu.zip	

Every Monday night all of the images for every listing in the Broker Reciprocity database is sent to the FTP site with the file name AllimagesMon.zip. This will allow you to obtain all of the images in one file whenever you start the BR program on your web site or, if in the future, you need to reload all the images at your web site. The other five image files contain all of the new images since the last time the image update file was created and represent the new images pulled nightly Sunday - Thursday. (i.e., The Sunday file contains all the new images since the file was created on Thursday night.) The above five image files will allow you to maintain images at your web site once you download all of the images from the AllimagesMon.zip file.

Access to the FTP site will be available daily from 9 a.m. to 1 a.m. EST.

Section 6. How your brokerage can make the most of Broker Reciprocity

To take full advantage of BR, you **MUST** have a web site that displays BR data. There are several ways to get one; each described more fully below. SWMRIC has identified third parties that are qualified to assist you in developing a web site for your firm. (See Section 7 for details.)

Use your imagination! This is the really important part of Broker Reciprocity. If you can think of a way to provide an innovative service to consumers using BR data, try it out (so long as it doesn't break the rules). Ideas that have been tried on other real estate web sites include:

Gathering consumers' e-mail addresses and property interests and sending them periodic updates on new listings that match their criteria.

Allowing consumers to perform a mortgage payment calculation using the list price for the listing they are looking at.

Allowing consumers to save listings to their "favorites" folders, so they can get back to a favored listings quickly on subsequent visits. (Note that you cannot continue to show consumers a listing after it is sold. If a consumer tries to view a "favorite" listing that has since gone off the market, your site must inform them that the listing is no longer available. That's a good time to suggest that they call your firm to find out what happened to the listing.

6.1 Doing it yourself

If you are a fairly sophisticated designer of web sites, and particularly if you have experience building, maintaining, and accessing databases on the web, you may want to build your own BR web site.

6.2 Working with a web designer

Most brokers do not possess the resources or staff required to perform the tasks identified in the Technical Documentation. If you want the maximum amount of control over how your web site looks and works, you will want to engage a web site design and maintenance firm. They will use the instructions provided in the Technical Documentation to build a web site for you according to your specifications. This could cost you anywhere from one hundred to several thousand dollars per month.

6.3 Preferred Vendors for web sites and web templates

If you don't want to make the financial commitment to have a custom web site built for your firm, you may be able to use a template provided by your local REALTOR® Association through one of the preferred vendors. Templates can be added to an existing web site. For more information about this option, see Section 7.

6.4 Sample sites

Still can't figure out which approach you want? Check out these examples of web sites.

www.edinarealty.com and www.cbburnet.com: These are sites which were built by the firm's in-house information technology staff or an outside consultant.

www.personaltouchrealty.com and www.rmassociatesplus.com: These two web sites belong to Personal Touch Realty and RE/MAX Crossroads, respectfully. They were both

built by Arran Technologies, one of the web site designers that is a Preferred Vendor (See Section 7 for more details.)

www.mavikrealty.com and www.rogerfazendin.com: These two web sites belong to Mavrik Realty and Roger Fazendin Realtors, respectively. They were both built by WolfNet Technologies, Inc., one of the web site designers that is a Preferred Vendor. (See Section 7 for more details.)

www.tittlerealestate.com: This site was built by Tittle Real Estate, a small Red Wing brokerage firm. Tittle did much of the work on this site in-house.

www.21homesearch.com: This site was custom built for Century 21 Premier Group, a multi-office firm concentrated in the eastern metro and Western Wisconsin.

6.5 Questions you should ask web site designers before signing up with them

Your MLS strongly advises you to ask questions, many questions, before signing up with any web site provider, including the template providers identified in Section 7. The questions you ask at the beginning of the process will go a long way toward preventing disputes down the road. Before you contact any web site designer, look at other Broker Reciprocity web sites. Use them as you would imagine a consumer using them. Because your competitors' web sites are available to you 24 hours a day, you have an unusual opportunity to see what they're doing before choosing your own course. If you can't or won't search the web yourself, have a few agents in your office do it. Have them report back to you on features they think are valuable.

Before you begin discussions with a web designer, ask for the web addresses of other brokerage sites they have built. While nothing prevents you working with a designer that has no previous Broker Reciprocity experience, you may find it more economical to work with one who has.

Here are a few important questions to ask web site designers. This list is not exhaustive. Use your business common sense.

What is the set up costs for the web site? Most web site designers will want some kind of up front fee to create your web site. Find out exactly what steps the designer will take during these initial stages.

What is included in the up front fees? Find out if the package you are considering includes the complete design of a custom web site, or if it only includes certain "template" elements. Find out how much control you have over things like the graphic design of your site, the color scheme, etc.

Can I integrate the Broker Reciprocity site with my existing web site? You may already have a web site and a web site designer who has been doing a good job maintaining

it. You may just want to incorporate the Broker Reciprocity piece into that existing site. If you want to keep your existing designer, have him/her contact other designers who have Broker Reciprocity experience and help you select one who is best for you.

What are the maintenance costs and how frequently are they due? Most web site designers will charge you a monthly or quarterly maintenance fee. You should find out what you are receiving for this fee - at a minimum, it should include automatic updates of the Broker Reciprocity listing data on your web site, preferably daily.

Is a hosting fee included, or is it payable separately? Once a designer creates your site, it will have to be “hosted” on a computer connected to the Internet. Your designer may include the cost of hosting in the maintenance fees. Or you may have to make separate arrangements for hosting. **If the designer will host your site, ask for the web address of another site they host. Visit this site and make sure that it loads quickly. Consumers will leave your site if it runs slowly.**

Does the maintenance fee include periodic changes to your site? You will want to change information on your site, things like firm special events, salesperson of the month, etc. Find out how many such changes are included in any maintenance fee, and how much additional changes will cost.

Does the maintenance fee include access to statistics about who is visiting your web site and when? Critical to any marketing plan involving the Internet is an understanding of who is visiting your web site and from where they are being referred. There are software packages available that will track on your web site and provide important answers to these questions. Will your web site designer provide this information to you? Is the cost included in your maintenance?

How much personal interaction will you have with the designer, or is it all online? Any face-to-face? How much? Any phone? How much? If you are accustomed to face-to-face or telephone customer service, you may find it harder to find among web site designers. They are creatures of e-mail. If this is important to you, you’ll want to discuss it with candidate designers in advance.

What is the cost for additional work and features? If you see something on another site your designer has created, he/she should be able to tell you how much it would cost to add it to your own site. **Do not assume that a feature will appear on your site just because it appears on another site your designer created for another broker. The other broker may have paid a premium price for that feature.** The contract you write with the designer should list all the features you want and indicate their price. (If you’re asking for a novel feature, the designer may hesitate to give you a price up-front. This is not unreasonable, and you’ll have to negotiate the best deal you can.)

Discuss changes you will probably have to make. Find out how much they will cost:

Change an agent name

Add a link

Add a banner

Add a web page

Will the vendor display all photos on each listing, or just the main photo?

Will you own the domain name? If you are paying the designer to register your domain name, it's important that the designer commit to registering it in your name. You will be putting this address on all of your marketing materials from here on out. You don't want the designer to take it with him/her if you choose to work with a different designer.

Does the Broker own the site content? You will want to be able to take your web site design with you if you choose another designer down the road. Seek provisions in your contract that will guarantee this. (Note: this is probably only applicable to "custom" site content. If you buy a "template" package, the web site vendor will not relinquish any rights in the template or the search interface to you).

Who is the designer/vendor? Is it a corporation, sole proprietor, LLC? Who will deliver on the promises the salesperson makes if that salesperson leaves? It's important here, as in every business deal, to know whom you are dealing with.

What is vendor's experience web-based databases, real estate web sites, etc., and with whom have they worked? CHECK THESE REFERENCES! If they have built other broker web sites, visit them. Make sure they work, that they look good, and that they are fast (consumers hate slow web sites).

How soon after you sign a contract will your web site be up? It is important to clarify all parties' expectations here.

Where is the designer located and how will you communicate with them?

Ask the designer why they deserve your business. There are many options out there. Make the designer explain why they are the best.

Encourage the designer to contact the MLS. You may encourage the vendor to contact the MLS to talk about what's entailed in a Broker Reciprocity web site if they have any questions. They will provide better cost estimates if they know more about MLS's systems and the MLS rules and regulations for the program.

Section 7. Preferred Vendors for Web Sites and Web Templates

Your local Association and SWMRIC have identified the following vendors who have experience in the real estate industry and can provide services to Brokers and Agents who desire to implement Broker Reciprocity:

1. Arron Technologies
2. I/Net, Inc.
3. Pathfynder Systems
4. WolfNet Technolgies

Each of the above vendors have provided promotional materials on their services which are at the end of this document. While your local Association and SWMRIC have identified the above vendors neither have endorsed any of their products and services and you should approach the purchase of their products and services just like you do for any other business purchases.

Section 8. Frequently asked questions (FAQ)

CAN AGENTS HAVE BR WEB SITES ?

An Agent can have a Broker Reciprocity web site if the following criteria are met:

1. The agent's firm must be participating in the Broker Reciprocity program.
2. The agent must obtain the written authorization of their MLS Participant.(Principal Broker)
3. The agent must sign an Agreement with the MLS to obtain access to the BR Data FTP site and must also sign along with their vendor an Agreement to obtain and use the BR Data.
4. The agent must comply with the State Law regarding advertising listings using their company name as licensed and either the company address or company telephone number on their web site. This could also be referred to as "co-branding" the web site.
5. The Agent can, as another option, frame their firm's BR web site pages. If they use the framing option they will not need to meet the requirement in number 3 above.

WHAT HAPPENS IF SOMEONE ABUSES BR?

The MLS will monitor brokers who develop web sites using the BR Data. It will also monitor other real estate web sites. If the MLS finds that a BRS is misusing data, that broker will be notified of the wrongdoing and required to correct the problem or lose their right to participate in the BR Program.

WHY WOULD I WANT TO ALLOW OTHER BROKERS TO DISPLAY MY LISTINGS ON THEIR WEB SITES?

This is a great question. The answer lies in a desire to strengthen the brokerage industry. Long-term, if real estate brokerages want to compete with other industry segments for the business of Internet consumers, they will need to have web sites that are attractive to consumers. That means having the most data. If you don't want your listings on the Internet at all, then you don't want to participate in Broker Reciprocity. If you currently provide your listing data to one or more local or national web site on the theory that more exposure is better, why wouldn't you want your listings exposed on other brokers' web sites?

WHY WOULD I WANT TO LET OTHER BROKERS DISPLAY MY LISTINGS IF I DON'T HAVE MY OWN WEB SITE?

See the answer to the previous question. The rationale is equally strong in this case. In addition to those arguments, sellers will want to know why your listings do not show up on Broker Reciprocity web sites when the listings of other brokers do.

WHY WOULD I WANT TO DISPLAY OTHER BROKER'S LISTINGS ON MY WEB SITE?

Because by displaying the complete MLS inventory of active listings, you are providing a service to consumers that can help keep them coming to your web site. If you want to be able to sell services on-line, you need a way to keep customers at your site once they get there.

WILL THIS ALLOW BIG BROKERS TO HAVE MORE SUCCESSFUL WEB SITES? WILL THIS MAKE LITTLE BROKERS LOOK LIKE BIG BROKERS?

Brokers will get out of Broker Reciprocity whatever they put into it. Very large brokerages may have more money to put into their web sites. They may spend more marketing dollars to get consumers to visit their sites. But small firms that focus on Internet strategies and marketing may be able to look as "big" on the Internet as their much larger competitors. Broker Reciprocity is designed to make all broker sites more attractive to consumers. The MLS can only give you the tools. What you make with them is up to you.

WILL CONSUMERS CALL THE LISTING AGENT ON LISTINGS BELONGING TO OTHER BRSS?

Maybe. The listing firm's name and agent's name has to appear on any detailed display of data for listings that don't belong to you. (This isn't true with regard to your own listings. See the question below about agent links.) An interested consumer could call the other brokerage and ask for the agent that has the property listed. However, this is a great deal

more difficult than just e-mailing you. This phenomenon is also just as likely to benefit you, as your name appears on your listings on other brokers' web sites.

WHAT DATA WILL CONSUMERS SEE? WHAT PROPERTY TYPES, STATUSES, DATA ELEMENTS, ETC.?

BRSs may only display active listings. They may display any or all of SWMRIC's four property categories. They may display only the listing data approved by SWMRIC for the BR Data Display. See Appendix II for the list of the approved data fields.

HOW DO I KNOW SOME AGENT FROM ANOTHER OFFICE WON'T END UP ADVERTISING MY HOT NEW LISTING AS THEIR OWN?

You don't. But it would be just as much a violation of the MLS Rules under Broker Reciprocity as it is with the current MLS Rules and Regulations. Such an act would also violate the Code of Ethics.

CAN THE CONSUMER LINK DIRECTLY TO THE LISTING AGENT'S E-MAIL?

A BRS can provide linking on its own listings to its agents. It need not do so. This is a matter to be determined between the BRS and their agents.

WHAT KIND OF ADVERTISING FOR OTHER SERVICES OR COMPANIES CAN BROKERS HAVE ON THEIR WEB SITES WITH BR DATA?

Anything that will not violate the MLS's Rules and Regulations or procedures regarding BR. This means that if your firm puts up a web site hosting the BR Data, you may sell advertising space to an automobile dealership on the site. Every page of your web site could have an ad for a different advertiser. Keep in mind the following things: 1) The site still has to be for your real estate firm. 2) The advertising must not jeopardize the goodwill of the MLS or the listing broker; for example, advertising an obscene web site above listing data. This will result in the BR Data Feed to the BRS being terminated. 3) The banner must not mislead consumers. If the banner seems to contradict information about the listing firm or information in the listing data itself, it should be not used.

DO I NEED A WEB SITE?

What do you think? The MLS is providing the greatest flexibility so you can compete in an increasingly complex industry. But the MLS cannot compete for you. You must decide what your own business strategy is and whether Broker Reciprocity and a web site with BR Data would support that strategy.

APPENDIX I.

Drop or Reinstate Broker Reciprocity™ Form

This form permits you to opt in or out of the Broker Reciprocity™ program. If you opt in, you are considered a Broker Reciprocity™ Subscriber (BRS). Becoming a BRS does not cost you anything, and it does not require you to do anything else. It is only if you wish to display BR Data on your web site that you need to take any further steps. See MLS's Broker Reciprocity™: Broker Informational Packet for further details. **This form must be filled out completely and signed by the MLS Participant for your office.**

Office Name: _____ Office ID: _____

MLS Participant Name: _____ Agent ID: _____

E-mail address: _____

(If you are becoming a BRS, you **must** supply an e-mail address here. This address will be MLS's primary means of communicating with you about BR developments.)

Office Street Address: _____

City, ST, ZIP: _____

Office Phone: (____)-_____ Fax: (____) - _____

Should this form apply to any other offices of your company in the MLS? If so, please list all offices to which this form should apply:

CHECK ONE OF THESE TWO (2) BOXES. By so doing, you are agreeing to the understandings indicated next to it.

- MY FIRM IS A BROKER RECIPROCITY™ SUBSCRIBER.** I understand that I am hereby giving every other Broker Reciprocity™ Subscriber (BRS) in the MLS and Southwestern Michigan permission to advertise my active MLS listings on its own web site, subject to the MLS Rules and Regulations. Other BRSs are not obligated to display my listings. I authorize the MLS through SWMRIC to distribute my active listing data to other Broker Reciprocity™ Subscribers (BRS) pursuant to its Rules and Regulations and policies.

- MY FIRM IS NOT A BROKER RECIPROCITY™ SUBSCRIBER.** I understand that this means that other Broker Reciprocity™ Subscribers (BRS) will not be permitted to display my listings on their web sites. I further understand that my firm will receive no benefits under the Broker Reciprocity™ program of the MLS. My firm is not allowed to display the listings of other brokers unless I receive permission from them individually to do so.

I am the MLS Participant for the MLS office whose ID number first appears above. I represent that I have authority to execute this form on behalf of my own office and all other offices listed above (if any).

Signature: _____

APPENDIX II.

Data Fields for FTP Site for Broker Reciprocity

The data fields below are grouped into the general fields for all Categories and then the Category Specific fields:

General:

Category	Lot Dimension
Status	Road Frontage
Area Code	Acres
Area Description	School District
MLS Number	High School
Listing Price	Middle School
County Name	Elementary School
Zip Code	Regular Remarks
Street Number	Additional Remarks
Street Direction	Internet Remarks
Street Name	Open House Date
Municipality	Open House Time
Directions	
Listing Office Code	
Listing Office Name	
Listing Office Telephone	
Listing Agent Code	
Listing Agent Name	
Listing Agent Telephone	
Alternative Agent	
Approximate Age	
Body of Water	
Water Frontage	
Water Front Y/N	

Residential:

Property Type

Room Dimensions:

Kitchen	Level	Master Bedroom	Level
Formal Dining Room	Level	Bedroom 2	Level
Family Room	Level	Bedroom 3	Level
Living Room	Level	Bedroom 4	Level
Recreation	Level	Bedroom 5	Level
Den/Study	Level		
Laundry	Level		
Master Bath	Level		

Bedrooms basement
Bedrooms lower Level
Bedrooms main Level
Bedrooms upper Level
Total Bedrooms
Full Baths basement
Full Baths lower level
Full Baths main level
Full Baths upper level
Total Full Baths
Half Baths basement
Half Baths lower level
Half Baths main level
Half Baths upper level
Total Half Baths
Total Square Foot
Average Monthly Association Fees
Total Fireplaces
Total Rooms

Feature Groups:

Design	Rooms
Garage	Kitchen
Exterior	Fireplace
Roofing	Additional Items
Windows	Heat Source
Substructure	Heat Type
Lot Description	Air Conditioning
Sewer	Exterior Features
Water	Landscape
Utilities	Pool
Utilities Available	Outbuildings
Water Features	Driveway
	Street Type
	Terms Available

Vacant Land:

Property Type
Mineral Rights

Feature Groups:

Lot Description
Water Features
Street Type
Utilities Available
Terms Available

Multi-Family:

Unit 1 Total Units
Unit 1 Total Rooms
Unit 1 Total Bedrooms
Unit 1 Total Baths
Unit 1 Sq. Ft.
Unit 1 Mo./rent
Unit 2 Total Units
Unit 2 Total Rooms
Unit 2 Total Bedrooms
Unit 2 Total Baths
Unit 2 Sq. Ft.
Unit 2 Mo./rent
Financial Available
Annual Insurance
Annual Maintenance
Annual Utilities
Annual Mgt. Fees
Gross Op Income
Tot Expenses
Net Operating Income
Total # Units
Total # Bldgs.
Total Sq. Ft.
Total # Parking

Unit 3 Total Units
Unit 3 Total Rooms
Unit 3 Total Bedrooms
Unit 3 Total Baths
Unit 3 Sq. Ft.
Unit 3 Mo./rent
Unit 4 Total Units
Unit 4 Total Rooms
Unit 4 Total Bedrooms
Unit 4 Total Baths
Unit 4 Sq. Ft.
Unit 4 Mo./rent

Feature Groups:

Exterior
Roofing
Substructure
Lot Description
Sewer
Water
Utilities
Utilities Available
Water Features
Extras
Owner Pays
Tenant Pays
Unit 1
Unit 2
Unit 3
Unit 4

Driveway
Street Type
Terms Available
Heat Source
Heat Type
Air Conditioning

Commercial - Industrial:

Property Type
Lease Price
Lease Only
Total # Units
Total # Bldgs.
Loading Docks/Wells
Finished Bldg. Levels
Total # Parking
Ground Level OH Doors
Freight Elevators
Passenger Elevators
Ceiling Height
Floor Load
Power/Phase
Power/Voltage
Unit 1 Sq. Ft.
Unit 1 Rent/Month
Unit 1 #/Sq. Ft.
Unit 1 # Baths
Unit 2 Sq. Ft.
Unit 2 Rent/Month
Unit 2 #/Sq. Ft.
Unit 2 # Baths
Unit 3 Sq. Ft.
Unit 3 Rent/Month
Unit 3 #/Sq. Ft.
Unit 3 #Baths
Unit 4 Sq. Ft.
Unit 4 Rent/Month
Unit 4 #/Sq. Ft.
Unit 4 # Baths
Unit 5 Sq. Ft.
Unit 5 Rent/Month
Unit 5 #/Sq. Ft.
Unit 5 # Baths
Yr. Remodeled
Total Sq. Ft.

Total Retail Sq. Ft.
Total Warehouse Sq. Ft.
Total Office Sq. Ft.
Total Other Sq. Ft.
Avail. Sq. Ft.
Avail. Retail Sq. Ft.
Avail. Warehouse Sq. Ft.
Avail. Office Sq. Ft.
Avail. Other Sq. Ft.
Date Avail.
Building Use
Annual Property Insurance
Annual Utilities
Annual Maintenance
Annual Mgt. Fees
Total Expenses
Gross Operating Income
Net Operating Income
Extension District

Business Opportunity:

Business Name
Business Description

Feature Groups:

Class	Tenant Pays All
Ownership	Tenant Pays Unit 1
Business Includes	Tenant Pays Unit 2
Lease Information	Tenant Pays Unit 3
Buy Information	Tenant Pays Unit 4
Substructure	Tenant Pays Unit 5
Exterior	Terms Available
Roofing	Sewer
Below Grade	Water
Water Features	Utilities
Additional Features	Utilities Available
Heat Source	Driveway
Heat Type	Street Type
Air Conditioning	

Appendix III.

Data Fields for Broker Reciprocity Display

Below is a list of the data fields that can be displayed at your web site for other Broker's listings through the Broker Reciprocity program. The data fields are broken down into the General Information for all Categories (Residential, Vacant Land, Multiple Family, Commercial and Industrial) and then the data fields for each specific category.

Category	Listing Office Information
Status	Listing Agent Information
Area	Approximate Age
MLS #	Body of Water Name
Listing Price	Water Frontage
County Name	Waterfront (Yes/No)
Zip Code	Lot Dimension
Address	Acres
Municipality	Open House Date
School District	Open House Time
Internet Remarks	

Residential:

Property Type
Room description with level, but no room dimensions
Number of Bedrooms per level and Total Bedrooms
Number of full Baths per level and Total full Baths
Number of half Baths per level and Total half Baths
Only square footage field to be used is Total Square Foot Field
Total Fireplaces
Total Rooms

Residential Feature Groups (Include all choices marked within each group)

Design
Garage
Exterior
Substructure
Rooms
Kitchen
Additional Items
Exterior Features
Pool
Outbuildings

Vacant Land:

Property Type

Vacant Land Feature Groups (Include all choices marked within each group)

Lot Description
Street Type
Utilities Available

Multiple Family:

Property Type is only 2 - 4 Units
For Unit 1 - 4; Total Units, Total Rooms, Total Bedrooms, Total Baths
Total # of Units
Total # Parking
Total # Buildings

Multiple Family Feature Groups (Include all choices marked within each group)

Exterior
Substructure
Extras
Unit 1
Unit 2
Unit 3
Unit 4

Commercial, Industrial:

Property Type	Avail. Office Sq. Ft.
Lease Price	Avail. Other Sq. Ft.
Lease Only	Date Available
Total Units	Unit 1 Sq. Ft.
Total # Bldgs.	Unit 1 Rent/Month
# Loading Docks/Wells	Unit 1 \$/Sq. Ft.
# Finished Bldg. Levels	Unit 1 # Bath
Total # Parking	Unit 2 Sq. Ft.
Grd. Level OH Doors	Unit 2 Rent/Month
# Freight Elevators	Unit 2 #/Sq. Ft.
# Passenger Elevators	Unit 2 # Bath
Ceiling Height	Unit 3 Sq. Ft.
Floor Load	Unit 3 Rent/Month
Power/Phase	Unit 3 \$/Sq. Ft.
Power/Voltage	Unit 3 # Bath
Year Remodeled	Unit 4 Sq. Ft.
Total Sq. Ft.	Unit 4 Rent/Month
Total Retail Sq. Ft.	Unit 4 \$/Sq. Ft.
Total Warehouse Sq. Ft.	Unit 4 # Bath
Total Office Sq. Ft.	Unit 5 Sq. Ft.
Total Other Sq. Ft.	Unit 5 Rent/Month

Avail. Sq. Ft.
Avail. Retail Sq. Ft.
Avail. Warehouse Sq. Ft.

Unit 5 \$/Sq. Ft.
Unit 5 # Bath
Building Use

Feature Groups: (Include all choices marked within each group)

Class
Business Includes
Lease Information
Buy Information
Substructure
Exterior
Additional Features
Sewer
Water
Utilities

Business Opportunity:

Business Name
Business Description

APPENDIX IV.

SWMRIC Approved Icons

Below are samples of the SWMRIC approved icons that are to be used with Broker Reciprocity data. It signifies to the public that the listing they are viewing is not the listing of the broker whose web site they are on. The icons are available in various sizes in a jpg format at www.mlshelp.com under the Broker Reciprocity link.

