

MLS Searches on Broker Websites

Internet Data Exchange (IDX) vs. Virtual Office Website (VOW)



Participant/Designated Brokers have choices regarding the MLS search on their website. The following information will help you decide which is the better choice for your business model. Rev 11/19/2021

Need to Know	IDX	VOW
What is it?	MLS program for displaying listing data on Broker and Agent IDX websites	A website, or portion of a website, that is capable of providing brokerage services similar to those provided by a brick and mortar or traditional brokerage operation.
Type of Information Which May be Displayed	MLS information approved by the ARMLS® IDX Policy	All non-confidential property data information
Data includes Pending/Sold listings?	Pending listings participating in the IDX program, Sold listings participating in the IDX program from 2012 forward.	All Pending and Sold listings
Data Access	1 – Via a participant feed (RETS or API) 2 - Purchase from an ARMLS IDX licensed vendor	3 - Via a participant feed (RETS or API) 4 - Purchase from an ARMLS licensed vendor that provides VOW services.
Cost for Data	1 - Up to five (5) feeds for no-charge (Designated Brokers Only), additional feeds @ \$150 per month. Office-listings-only feeds are always free. 2 - Purchase an IDX website from an ARMLS licensed vendor - cost varies	1 - Up to five (5) feeds for no-charge (Designated Brokers Only), additional feeds @ \$150 per month. Office-listings-only feeds are always free. 2 - Purchase an VOW/IDX website from an ARMLS licensed vendor - cost varies
Business Relationship	Business relationship with consumer is optional	Business relationship must be established with Registrant
Registration Requirements	No registration required	"Closed loop" registration which verifies an email address by sending a password to registrant
Record Keeping	No record keeping requirement	VOW operator must maintain records for all Registrants up to 180 days after the password expires
Terms of Use Requirement	No	Yes
Advantages	Consumer can search MLS data with no commitment or registration.	Richer more comprehensive data for the Registrant; registration tends to result in a more serious Buyer
Disadvantages	Less data is available to the consumer.	Registration may eliminate many Buyers who object to registering; Greater compliance and record keeping burden; Greater cost is likely.