



Carolina Multiple Listing Services, Inc.

CHARLOTTE REGIONAL REALTOR® ASSOCIATION

Carolina Data Share (CDS) Program 1/21/2010

Which MLSs participate in CDS? MLSs participating in CDS have invited all other MLSs in the Carolinas to join the program. The MLSs actively involved in the CDS project at this time are: Brunswick County Association of Realtors® (Brunswick, Bladen and Columbus counties); Carolina Multiple Listing Services, Inc. (Charlotte metropolitan area); North Carolina Mountains MLS (Asheville, Brevard, Hendersonville and Waynesville metropolitan area); Triad MLS, Inc. (Greensboro, Winston-Salem, High Point metropolitan area); Triangle MLS, Inc. (Raleigh, Durham, Chapel Hill metropolitan area); and Wilmington Association of Realtors® (Wilmington area).

CDS is not a statewide MLS. MLS Participants and Subscribers do not gain access to any other MLS by virtue of participating in the CDS program. Offers of compensation made by brokers in an MLS listing are only applicable to other brokers who participate in the same MLS.

Additionally, brokers should keep in mind one of the basic principles of the Realtor® Code of Ethics:

“Be knowledgeable and competent in the fields of practice in which you ordinarily engage. Obtain assistance or disclose lack of experience if necessary.”

When working with a lead generated by the display of listings that are outside of your market area, consider referring the lead to a Realtor® from that area or asking for assistance.

Finally, as prohibited by law, CDS Participants and Subscribers must not advertise listings from any state where he or she is not licensed.

Becoming a CDS Participant. Being a CDS Participant means that you give all other CDS Participants permission to display your active listings on their Web sites, according to the CDS rules. In so doing, you obtain permission from all other CDS Participants to display their active listings. You give permission and get permission in the same act. You do not need to have your own Web site.

You do not need to take any action to become a CDS Participant. If your firm participates in the IDX program, you are automatically a participant in CDS. New Participants will be automatically signed up as long as they meet the definition of a CDS Participant.

Opt out of CDS. If you do not want to participate, you must log in to TEMPO™, click on “My Page,” click on the “Office Broker” tab, click on the link for “Office Participation” and select “No” beside “IDX.” You may change your “Office Participation” preferences as often as you like. Changes are applied at midnight daily. If CMLS receives your request to stop sending your listings, your data will stop appearing in the CDS database the next business day.

Put CDS Data on your Web site. To put CDS data on your Web site, take the following four steps.

- a. Sign the CMLS Online Participant/Subscriber Agreement for CDS/VOW Services (<http://www.carolinarealtors.com/files/CMLS%20Online%20Participant%20Subscriber%20Agreement%20CDS%20VOW.pdf>).
- b. Create a Web site. Have your vendor sign the CMLS Online Consultant/AVP Agreement for CDS/VOW Services (<http://www.carolinarealtors.com/files/CMLS%20Consultant%20AVP%20Agreement%20CDS%20VOW%20Services.pdf>).
- c. Incorporate the CDS data into your Web site. Read the information below on choosing a Web site vendor. CDS Participants and Subscribers who build their own Web sites should review the Vendor Implementation Guide for more information.
- d. Obey the CDS rules.

Choose a Web site vendor. This list of CDS/IDX Web site vendors (<http://www.carolinarealtors.com/files/CDS%20Vendor%20List.pdf>) is provided as a convenience for CMLS Subscribers and is not an endorsement of any of these Web site vendors. CMLS is not responsible for services rendered by any Web site vendor, listed or otherwise.

This CDS/IDX Web site list (<http://www.carolinarealtors.com/files/CDS-IDX%20Web%20Site%20List.pdf>) is provided to help you find a vendor that will match your needs. CMLS recommends that you review Web sites from each company to see the various products that are available so you can make an educated decision when selecting a vendor.

Obey the CDS rules. The CDS rules are provided in Section 16 of the "CMLS Rules and Regulations" (<http://www.carolinarealtors.com/files/CMLS%20Rules%20and%20Regulations.pdf>) CDS provides common rules for the display of CDS listing data, which makes it easier for brokerages and vendors to develop Web sites that comply in all the participating MLS markets. Please be sure to read and follow the CDS rules.

Each MLS has different listing statuses for properties that are under a signed purchase agreement but that are still available for showing, backup offers, etc. CDS listing information will display one of two statuses: “Active” or “Conditional.” This should make consumer-based Web sites easier to understand.

Note: some MLSs have unique business rules requiring the display of square footage as a range. When a range is provided, the range must be displayed on the CDS site even

though the actual square footage may be used to facilitate searching. If no range is provided, then the actual square footage may be displayed. Brokers and vendors must be extremely careful to abide by the special circumstances for displaying listing data required by each MLS. A list of fields that are provided but may not be displayed is included with the “CMLS Rules and Regulations” as Appendix A.