

## Display Page Standards

1. **Definitions.** Terms not otherwise defined in these Display Page Standards shall have the meanings set forth in the license agreement (the "Agreement") entered into between Wasatch Front Regional Multiple Listing Service, Inc. ("WFR") and the applicable vendor ("Vendor").
2. With respect to each Display Website, the IDX Subscriber shall refresh all data displayed from the IDX Listings at least one time every seven (7) days.
3. Display Websites must be accessible to the public, but registration may be required by the IDX Subscriber for access to the IDX Listings. No Display Website may be misleading.
4. Each Display Website must include terms and conditions of use which are substantially in conformance with the terms and conditions included on WFR's website at [www.utahrealestate.com](http://www.utahrealestate.com).
5. No IDX Listings made available to an IDX Subscriber shall be modified by such IDX Subscriber; except that the display of IDX Listings or other data may be augmented with additional data not otherwise prohibited from display so long as the source of the other data is clearly identified. This requirement does not restrict the format of the display of the IDX Listings or display of fewer than all of the IDX Listings or display of fewer than the authorized data fields.
6. IDX Subscribers may exclude Listings from display on Display Websites based solely on objective criteria, including but not limited to factors such as geography, list price, or type of property.
7. With the display of any portion of the IDX Listings, each IDX Subscriber must clearly and conspicuously identify the name of the brokerage firm under which the IDX Subscriber operates in a readily visible color and typeface.
8. The display of each IDX Listing must clearly and conspicuously identify the Broker Subscriber which submitted the particular IDX Listing to WFR in a readily visible color and typeface not smaller than the median used in the display of the IDX Listing data.
9. The display of any IDX Listings shall clearly and conspicuously identify WFR as the source of the Listings in accordance with subsection 1.c of this IDX Policy.
10. Listings obtained from sources other than WFR and other multiple listing services, as multiple listing service is defined in the National Association of Realtors® Handbook on Multiple Listing Policy, may be displayed on Display Websites only if such Listings are searched and displayed on pages separate from pages on which IDX Listings are searched and displayed, and only if the source of the other Listings is clearly and

conspicuously displayed on each page on which the other information is displayed. An example of another source of Listings which must be searched and displayed on pages separate from pages on which IDX Listings are search and displayed is Listings from non-IDX Participating Brokers. Otherwise, no other information not provided by WFR may be displayed

11. The display of any IDX Listings in response to a query from a consumer shall be limited to one hundred (100) Listings per search.

12. IDX Listings may be displayed only by the IDX Participating Brokers' offices that are subscribers to WFR's multiple listing service.

13. Each display or use of the IDX Listings, or any portion of the IDX Listings, shall include the following:

- a. Name of the Listing Broker as shown on the records of the Division of Real Estate of the Utah Department of Commerce.
- b. Conspicuous display of the following: Information deemed reliable but not guaranteed accurate. Buyer to verify all information.
- c. The following notice: The multiple listing information is provided by Wasatch Front Regional Multiple Listing Service, Inc. from a copyrighted compilation of listings. The compilation of listings and each individual listing are © [Current Year] Wasatch Front Regional Multiple Listing Service, Inc., All Rights Reserved.
- d. The following notice: The information provided is for consumers' personal, non-commercial use and may not be used for any purpose other than to identify prospective properties consumers may be interested in purchasing.

14. Each display or use of the IDX Listings, or any portion of the IDX Listings, and each Display Website, including all content included on each Display Website shall be made and maintained strictly (a) in accordance with federal, state, and local laws, regulations, and ordinances, (b) in accordance with the Code of Ethics of the National Association of REALTORS<sup>®</sup>, and (c) in a professional manner.

15. Each display or use of the IDX Listings, or any portion of the IDX Listings, shall be only (a) for a purpose which is expressly allowed under Broker Subscriber's certification or licensure and under the Policies and Procedures, and (b) for the solicitation of prospective purchasers only in conjunction with the Broker Subscriber's ordinary business activities of attempting to locate ready, willing, and able buyers for the properties described in the IDX Database.

16. No display or use of the IDX Listings, or any portion of the IDX Listings, shall be used in connection with sending unsolicited or unauthorized advertising, spam,

promotional materials, or any other form of unsolicited message, whether commercial or otherwise.

17. The display or use of the IDX Listings, any portion of the IDX Listings, and each Display Website, including all content included on each Display Website, shall not include any of the following:

- a. Any material which infringes the intellectual property rights of any third party.
- b. Any material which promotes pornography, violence, or discrimination on the basis of race, sex, religion, nationality, disability, age, or sexual orientation.
- c. Any material which is immoral, unethical, offensive, illegal, or inappropriate for a professional website or other display.
- d. Viruses, worms, "trojan horses", or other similar contaminating or harmful features.
- e. The Seller's(s') and occupant's(s') name(s), phone number(s), and e-mail address(es), if made available by WFR.

18. Each IDX Subscriber shall use reasonable security protection in connection with access to and display of IDX Listings to protect IDX Listing information from misappropriation, data mining, "scraping", and against other unauthorized access, reproduction or use of the IDX Listings database.

19. Each IDX Subscriber shall maintain an audit trail of all consumer activity on each Display Website for a rolling consecutive twelve (12) month period, and shall make such information for a particular Display Website available to WFR upon WFR's request if WFR has reason to believe that the Display Website has caused or permitted a breach in the security of the IDX Listings data or a violation of the Policies and Procedures, including this IDX Policy, relating to use by consumers.

20. No IDX Subscriber may use the terms "MLS", "Multiple Listing Service", or any similar terms,

- a. in any way that is misleading,
- b. in any trade name, trademark, domain name, uniform resource locator, email addresses or telephone number, unless the context clearly indicates that the use is not in connection with a multiple listing service or the advertising, marketing, and sale of real estate, and except to identify a multiple listing service as the source of listings being displayed, or the Subscriber as a subscriber to or participant in a multiple listing service,

c. to state, suggest, or imply that the IDX Subscriber is or operates a multiple listing service, unless IDX Subscriber in fact operates a multiple listing service,

d. to state, suggest, or imply that a multiple listing service provides services to the public, including advertising listings to the public, or that the Subscriber grants access to the public to a multiple listing service, except that Subscriber may (a) refer to the display of IDX Listings on [www.utahrealestate.com](http://www.utahrealestate.com), or any replacement website, or similar websites operated by other multiple listing services, (b) state that Subscriber may include listings in a multiple listing service, (c) state that the listing will be available for advertising as an IDX Listing, and (d) otherwise identify the services Subscriber may provide as a result of Subscriber's participation in a multiple listing service.

In addition, no IDX Subscriber shall allow or cause any third party under IDX Subscriber's direction or control to take any action, or fail to take any action, on behalf of IDX Subscriber that may violate the terms of this Section 20 of these Display Page Standards. For purposes of illustration, the 2004 Handbook on Multiple Listing Policy of the National Association of REALTORS<sup>®</sup> defines a multiple listing service as the following:

1. a facility for the orderly correlation and dissemination of listing information among participants so that they may better serve their clients and customers and the public,

2. a means by which authorized participants make blanket unilateral offers of compensation to other participants,

3. a means by which information is accumulated and disseminated to enable authorized participants to prepare appraisals and other valuations of real property, and

4. a means by which participants engaging in real estate appraisal contribute to common databases.