

## **Display Standards for Print Media Website**

1. Terms not otherwise defined in these Display 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. The Print Media may not be misleading.
3. With the display of any portion of Licensed Listings, Vendor must clearly and conspicuously identify the name of the brokerage firm under which the applicable Broker Subscriber operates in a readily visible color and typeface.
4. The display of any Listings shall clearly and conspicuously identify WFR as the source of the Licensed Listings in accordance with subsection 5.b of these Display Standards.
5. Each display or use of Licensed Listings, or any portion of Licensed Listings, shall include the following:
  - a. Conspicuous display of the following: Information deemed reliable but not guaranteed accurate. Buyer to verify all information.
  - b. 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.
  - c. 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.
6. Each display or use of Licensed Listings, or any portion of Licensed Listings, and the Print Media, including all content in the Print Media, 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>, (c) in accordance with the Policies and Procedures, and (d) in a professional manner.
7. Each display or use of Licensed Listings, or any portion of Licensed Listings, shall be only (a) for a purpose which is expressly allowed under each 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 MLS Database.

8. The display or use of Licensed Listings, any portion of Licensed Listings, and the Print Media, including all content included in the Print Media, shall not include any of the following:

a. Any material which infringes the intellectual property rights of WFR or any third party, including any copyrighted materials of WFR.

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. The Seller's(s') and occupant's(s') name(s), phone number(s), and e-mail address(es), if made available by WFR.