

IDX Manual

- Enhance your business website
- Search all MLS data with participating brokerages
- Track leads
- Expand your listing base



Internet Data Exchange or IDX is also referred to as Broker Reciprocity. IDX allows brokerage firms that are in the MLS to display each other's listings on their own Internet websites.

IDX lead tracking tools improve your ability to obtain and maintain first contact with future buyers. If you need help with this process, please call the Florida Realtors® Tech Helpline at **407.587.1450**.

Let's get started.

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About IDX

Internet Data Exchange or IDX is also referred to as Broker Reciprocity. IDX allows brokerage firms that are in the MLS to display each other's listings on their own Internet websites. Here's a list of IDX features and benefits.

1. Free company web pages. You choose a design from among several templates. You customize the templates to suit your marketing goals. Florida Realtors works with your MLS to obtain regular data feeds of all MLS listings.
2. Free company web page using your URL. If the MLS and broker allow, an associate may also have an IDX website.
3. Free "Frameable" listings. This option is well suited to brokerages that have a website and simply want all MLS listings to appear in certain cities on their site.
4. Free data download. A timesaving option for all brokers, particularly those who operate in multiple markets and have well developed websites. We offer data downloads from multiple markets in a uniform data format. Please note that some MLSs do not offer the Data Download from Florida Realtors®.

Florida Realtors gives brokers the ability to decide how and where their listings will be displayed. Do you want property addresses to appear with your listings? Do you want to display listings outside the MLS? When your listings appear on other broker's Web sites, do you want to include your list remarks? How about square footage of the property?

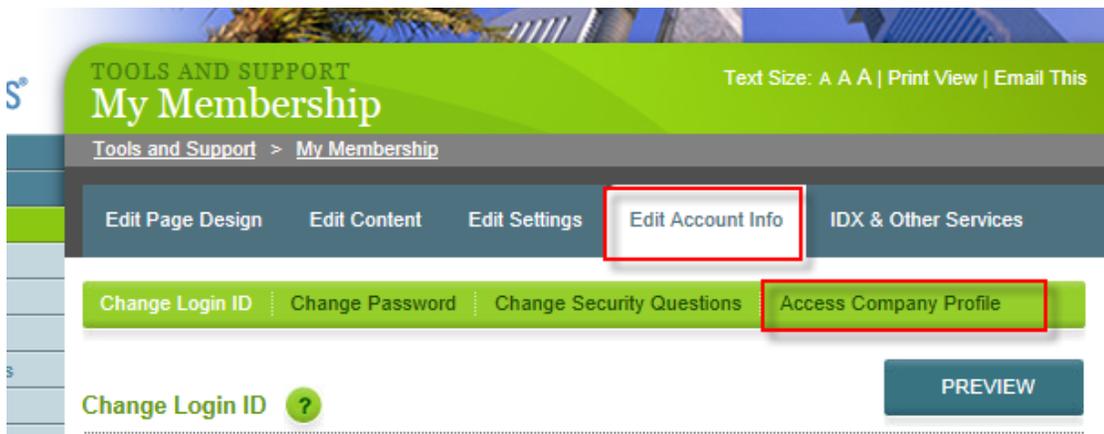
Once your MLS accepts the Florida Realtor's Service, you only have to go to your personal profile page and make a few decisions about how the listings will be presented – both on your company Web page and on your competitors' page.

How To Set Up IDX

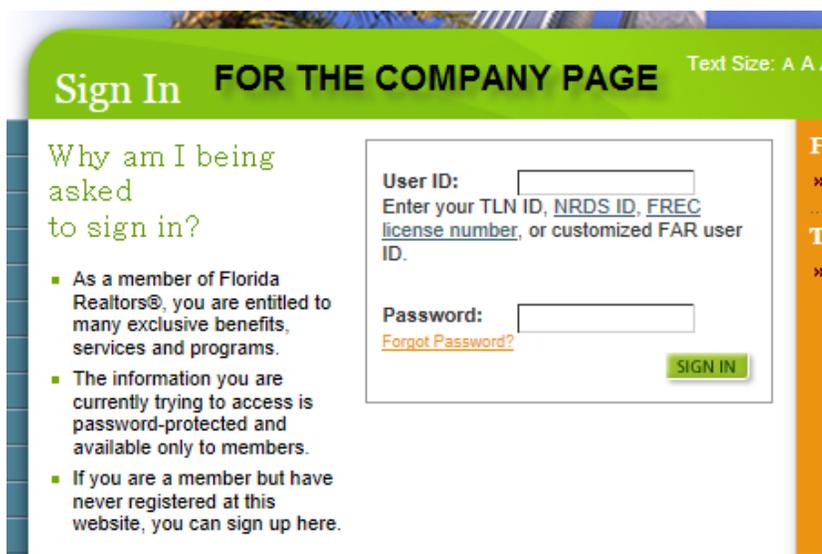
Every Realtor and company has a free resume web page. The Office page will automatically have the search properties IDX button appear if their MLS has signed up with the Florida Realtors IDX service. No further steps are necessary; however, if you are the designated broker, you may set IDX options and rules pertaining to your IDX display. You may also upload your firm logo that will display on your firm Living Network page and on the listings on the IDX search display (if configured accordingly). And, as the Broker, you can elect to allow your agents to have IDX access.

Follow these Instructions:

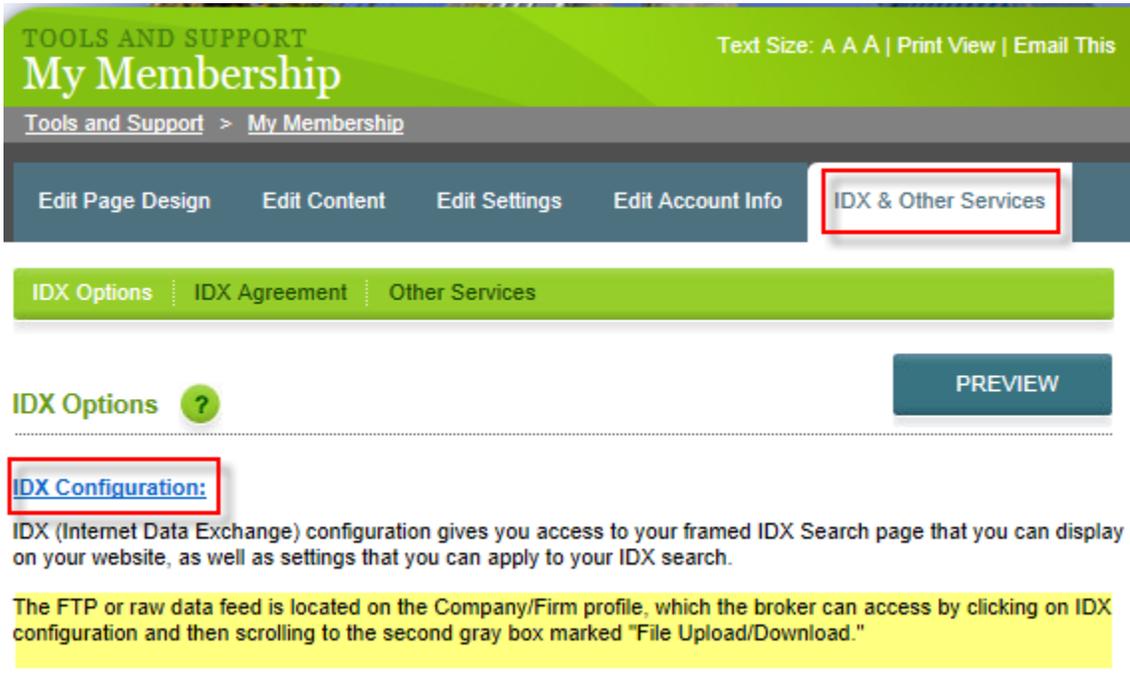
1. Log into www.floridarealtors.org, using your personal information. Click on **“My Membership”** at the top of the home page, which immediately follows your name. This will direct you to the administrative page from which you control your Living Network web page and other services. The list of options will be displayed on dark and light green lines. Your actual page will appear if you click on the **“Preview”** button on the right. At this point you are on your personal page.
2. To access the company page (if you are a broker), click on **“Edit Account Info”** and then click on **“Access Company Profile.”** Enter your firm license (without the CQ or BO), enter your firm password. Answer the security question, if asked. You will see **“You are logged in as a firm”** at the top of the page.



This screen will show:



- To access IDX – look for the option “**IDX and Other Services**” on the far right side of the page. Click on “**IDX Configuration**” beneath the header bars. If this is your first time, read and accept the agreement. You should then see a gray box marked “Configuration Options,” which contains four red links. These are frameable links and represent the search and the active Residential, Commercial, and Rental listings for this office.



- These links are live, and if your company has its own private website, you may place a link – which is unique to your company, on your website. You can use all four links, or a combination, to display a search feature or your own company listings.

Configuration Options
<p>Use my web address for my IDX display click here for more information</p>
<p>Frame my IDX display on my web site (use this URL below to Frame your IDX page) http://fl.living.net/idxfirm/200901</p>
<p>Frame my View My Residential Inventory display on my web site (use this URL below to Frame your View My Residential Inventory page) http://fl.living.net/idxFirmMy/200901</p>
<p>Frame my View My Commercial Inventory display on my web site (use this URL below to Frame your View My Commercial Inventory page) http://fl.living.net/idxFirmMyCommercials/200901</p>
<p>Frame my View My Rental Inventory display on my web site (use this URL below to Frame your View My Rental Inventory page) http://fl.living.net/idxFirmMyRentals/200901</p>

5. You will also see three boxes – followed by the word “**Display.**” These boxes determine what information shows in the headers on the company and agent pages.

Contact Data Display

Display Firm Email and Phone on Firm Page Headers
 Display Firm Email and Phone on Agent Page Headers
 Display Agent Email and Phone on Agent Page Headers

6. Under the last red link should be an underlined feature “**Click here to save IDX Search Preferences.**” This allows you to modify the search feature. You can adjust the primary default language the listings appear in, the type of property types that show in the search, the cities by name or zip code, and the price range. The changes will revert to default settings by clicking on “**Restore Defaults**” button.

Save my IDX Search Preferences
[Click here to save IDX Search Preferences](#)

7. At the bottom of the “**Configuration Options**” box is a small square “**Allow Agent IDX.**” If you check and save this feature, this will place the IDX feature on the personal pages of your agents. They will have their own unique links – for the search and links to display their own personal listings. These links can also be used on other websites they may build.

Options

Allow Agent IDX

8. Continue scrolling down to the next box, marked “**File Download**” to access the FTP or Raw Data Feed – if your firm has access. ***This feed will only show on the company webpage.***

File Download			
Data Download	File Size	MLS	Last Update Date
Data Download	4.6 MB	Northeast Florida MLS	07/03/2012

Note: If you receive the following message when trying to access the FTP or raw data feed, please check with your MLS. They may require additional paperwork for access, or your MLS may not offer the FTP or raw data feed, and may support a RETS feed instead.

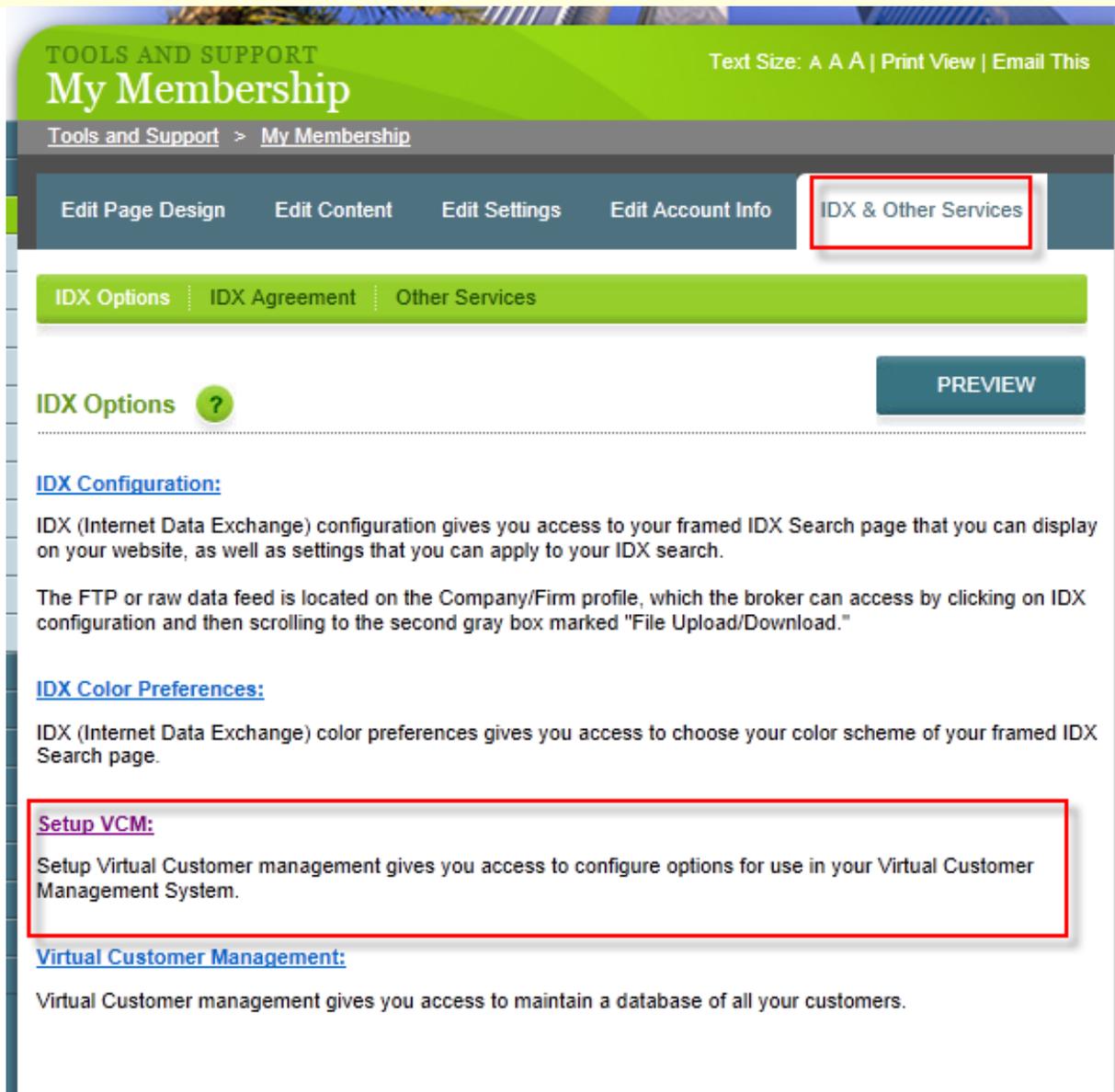
File Download			
Data Download	File Size	MLS	Last Update Date
Data Download	10.9 MB	MIAMI Association of REALTORS®	07/03/2012
Please contact your local board for access to the download files.		Greater Fort Lauderdale Realtors	07/03/2012

VIRTUAL CUSTOMER MANAGEMENT – IDX

Virtual Customer Management or VCM is a form of lead tracking. It is set in three sections, to allow a customer to register with you in order to receive more information, to determine receipt of emails requesting additional information and an Advanced Lead Tracking function if you have a corporate or in house web based database that processes lead information.

To Access the VCM

- Log onto the company page
- Click on IDX & Other Services
- Click on "Setup VCM"



TOOLS AND SUPPORT
My Membership

Text Size: A A A | Print View | Email This

Tools and Support > My Membership

Edit Page Design Edit Content Edit Settings Edit Account Info **IDX & Other Services**

IDX Options | IDX Agreement | Other Services

IDX Options ? PREVIEW

IDX Configuration:
IDX (Internet Data Exchange) configuration gives you access to your framed IDX Search page that you can display on your website, as well as settings that you can apply to your IDX search.
The FTP or raw data feed is located on the Company/Firm profile, which the broker can access by clicking on IDX configuration and then scrolling to the second gray box marked "File Upload/Download."

IDX Color Preferences:
IDX (Internet Data Exchange) color preferences gives you access to choose your color scheme of your framed IDX Search page.

Setup VCM:
Setup Virtual Customer management gives you access to configure options for use in your Virtual Customer Management System.

Virtual Customer Management:
Virtual Customer management gives you access to maintain a database of all your customers.

Virtual Customer Management – IDX

This should be used if you want a customer to register with you in order to receive more information. The customer will use his/her email address and create a password. Customers can then enter their criteria for a property. This will be used for the member to assist with a search for a property.

Directions:

Use this form to modify your lead tracking information. The Virtual Customer Management area should be used if you want a customer to register with you in order to receive more information. The Basic Lead Tracking area should be used to set up lead tracking via email. The Advanced Lead Tracking area should be used if you have a corporate or in house web based database that processes lead information. To reset all data changes, press the *Start Over* button. After all data modifications are complete, press the *Save Changes* button to finalize your changes.

FLORIDA REALTORS and Real Estate Industry Solutions

Firm E-mail:

VIRTUAL CUSTOMER MANAGEMENT - IDX

These options allow you to establish a more direct relationship with consumers. This option allows consumers to search for properties outside of your MLS. They will be required to complete a "contact information" form. After which, they will have the ability to create profiles of the type of property that they wish to buy or sell. Note: E-mails are automatically sent to you when a new customer signs up for the service and when a customer adds a property to their wish list. Choose who shall receive these e-mails below. If selected, this option will appear on a *More Information* button on the property detail page.

[click here to see "Contact Information" required of consumers](#)

- No Virtual Customer Management**
Disables VCM. If this option is disabled, it is because you have VCM customers. You must change the system status of these customers before this option is enabled.
- Send E-mail to Firm Only**
Enables VCM and sends all e-mails to the firm's e-mail address.
- Send E-mail to Associate when Registered with Associate**
Enables VCM and sends e-mails to the agent's e-mail address when signed up for this service with an agent. Send e-mails to the firm's e-mail address when signed up for this service with a firm.
- Send E-mail to Firm and Associate when Registered with Associate**
Enables VCM and sends e-mails to both the agent's e-mail address and the firm's e-mail address when signed up for this service with an agent. Send e-mails to the firm's e-mail address when signed up for this service with a firm.

Basic Lead Tracking

These options allow consumers to email either your agents, the firm, or both for more information on properties

BASIC LEAD TRACKING (E-mail Only) - IDX

These options allow you to choose who e-mails are addressed to when a customer is interested in a property. No contact information is requested from the customer for this option. If selected, this option will appear on an *E-mail* button on the property detail page.

- No Basic Lead Tracking**
- Send E-mail to Firm Only**
Enables Basic Lead Tracking and sends all lead tracking e-mails to the firm's e-mail address.
- Send E-mail to Associate from Associate Living Network Search**
Enables Basic Lead Tracking and sends lead tracking e-mails to the agent's e-mail address when searching from an agent's Living Network web page. Send lead tracking e-mails to the firm's e-mail address when searching from a firm's Living Network web page or framed search.
- Send E-mail to Firm and Associate from Associate Living Network Search**
Enables Basic Lead Tracking and sends lead tracking e-mails to both the agent's e-mail address and the firm's e-mail address when searching from an agent's Living Network web page. Send lead tracking e-mails to the firm's e-mail address when searching from a firm's Living Network web page or framed search.

Advanced Lead Tracking

These tools are designed for Real Estate companies that already employ in house lead tracking operations. They will forward consumer information in a format that can then be accepted into a company's proprietary database.

ADVANCED LEAD TRACKING

- No Advanced Lead Tracking**
- Redirect Lead to Firm URL** [click here for parameter details](#)
Redirect lead to a company web page to enter contact information. You must enter a complete URL below including the protocol (i.e. http://, https://, ftp://).
- Send Lead Data to Firm URL** [click here for parameter details](#)
Send lead contact information that is entered on The Living Network form to an in-house database. You must enter a complete URL below including the protocol (i.e. http://, https://, ftp://).

URL:

How to Give Associates Access to IDX

Every Realtor Company has a free resume web page that will automatically have the “**Search Properties**” IDX button appear. Brokers may also choose to permit the “search Properties” button to appear on each associate’s free personal web page.

To allow associates to have a “**Search Properties**” button on their free web page:

1. Log into www.florida-realtors.org – using personal log in information
2. Click on “**My Membership**”
3. Click on “**Edit Account Info**”
4. Click on “**Access Company Profile**”
5. This step will take you to the log in screen for the company
6. Once logged in as the firm, click on “**IDX and Other Services**” on the far right
7. Click on “**IDX Configuration**” in the center
8. At the bottom of the gray “**Configuration Options**” box, check to “**Allow Agent IDX**” access

The screenshot shows a web page titled "Configuration Options" with a light gray background. It contains several sections with blue headers and text instructions:

- Use my web address for my IDX display**: Includes a link "click here for more information".
- Frame my IDX display on my web site**: Includes the instruction "(use this URL below to Frame your IDX page)" and the URL "http://fl.living.net/idxfirm/200900".
- Frame my View My Residential Inventory display on my web site**: Includes the instruction "(use this URL below to Frame your View My Residential Inventory page)" and the URL "http://fl.living.net/idxFirmMy/200900".
- Frame my View My Commercial Inventory display on my web site**: Includes the instruction "(use this URL below to Frame your View My Commercial Inventory page)" and the URL "http://fl.living.net/idxFirmMyCommercials/200900".
- Frame my View My Rental Inventory display on my web site**: Includes the instruction "(use this URL below to Frame your View My Rental Inventory page)" and the URL "http://fl.living.net/idxFirmMyRentals/200900".
- Save my IDX Search Preferences**: Includes a link "Click here to save IDX Search Preferences".
- Contact Data Display**: Includes three checkboxes:
 - Display Firm Email and Phone on Firm Page Headers
 - Display Firm Email and Phone on Agent Page Headers
 - Display Agent Email and Phone on Agent Page HeadersA "Save" button is located below these options.
- Options**: A red-bordered box containing a checkbox:
 - Allow Agent IDXA "Save" button is located below this option.

How to Download IDX Property Data Feed for Brokers

Brokers may choose to download a FTP file containing all active listings from the local MLS and the links to multiple photos. This allows companies to store and update the listings in their own private, web-based search mechanisms on their company's site. By choosing the download option, a company may choose its own color schemes, report styles, etc. To download the listing information:

- Log into www.floridarealtors.org – using personal information – click on **“My Membership”**
- Click on **“Edit Account Info”**
- Click on **“Access Company Profile”**
- Enter the firm log in information (firm license and password)
- Once you are logged in as a firm – click on **“IDX and Other Services”**
- Scroll to the second box **“File Download”**
- Right click on **“Data Download”**
- At the menu, select your option. Left click on **“Copy Shortcut”** to make a copy of the link

NOTE: Internet Explorer Browser: Right Click on the Download link, Left click on “copy shortcut” to make a copy
Firefox Browser: Right Click on the Download link, Left click on “copy link location” to make a copy.

File Download			
Data Download	File Size	MLS	Last Update Date
Data Download	4.6 MB	Northeast Florida MLS	07/03/2012

Please note: This link contains the password for access to the information. Providing this to a website company will provide them with the access and data they require, and they should not have to access the Florida Living Network website. The link will look similar to this – FTP (File Transfer Protocol) followed by the corporate license of the firm it connects to, followed by the password – which shows as a series of letters, numbers and characters. The link ends with the corresponding name of the MLS.

ftp://123456:kRW7wqBRm83q@idx.living.net/idx_fl_ftp_down/idx_ftmyersbeach_data.zip

The link will open to provide access to three documents: the MLS Data, the IDX export file layout and a read-me document.

Information on Page Headers

The broker can determine what information shows on the Company page and Agent page headers for the search and the pages that display the listings.

1. Log into the company page
2. Click on **“IDX and Other Services”**
3. Click on **“IDX Configuration”**
4. See the three boxes – all beginning with **“Display”** to make any changes to the information that displays

Configuration Options

Use my web address for my IDX display
[click here for more information](#)

Frame my IDX display on my web site
(use this URL below to Frame your IDX page)
<http://fl.living.net/idxfirm/200900>

Frame my View My Residential Inventory display on my web site
(use this URL below to Frame your View My Residential Inventory page)
<http://fl.living.net/idxFirmMy/200900>

Frame my View My Commercial Inventory display on my web site
(use this URL below to Frame your View My Commercial Inventory page)
<http://fl.living.net/idxFirmMyCommercials/200900>

Frame my View My Rental Inventory display on my web site
(use this URL below to Frame your View My Rental Inventory page)
<http://fl.living.net/idxFirmMyRentals/200900>

Save my IDX Search Preferences
[Click here to save IDX Search Preferences](#)

Contact Data Display

- Display Firm Email and Phone on Firm Page Headers
- Display Firm Email and Phone on Agent Page Headers
- Display Agent Email and Phone on Agent Page Headers

Options

- Allow Agent IDX

How To Add Buttons To Display Property Types

1. Log into www.Floridarealtors.org,
2. Click on **"My Membership"** – which will take you to your personal webpage
3. Click on **"Edit Page Design"**
4. Click on **"Edit Display Options"**
5. Check the boxes to display the **Residential Inventory, IDX Commercial Inventory** and **IDX Rental Inventory** listings
6. Save changes
7. This step will put the buttons for these listings on your Florida Living Network web page

TOOLS AND SUPPORT
My Membership
Text Size: A A A | Print View | Email This

Tools and Support > My Membership

Edit Page Design Edit Content Edit Settings Edit Account Info IDX & Other Services

Edit Page Design Edit Display Options Edit Page Address Edit Social Networks Guidelines

Edit Display Options ? PREVIEW

Items that you may choose to have displayed on your web page. Use your mouse to check the items that you would like to have displayed. Unchecked items will not be displayed.

Display Market Areas (Displays the market areas for which you serve)

Display Residential Inventory (Displays "View My Residential Inventory" button)

Display Commercial Inventory (Displays "Commercial Inventory" button)

Display IDX Commercial Inventory

Display ABigDeal.com Commercial Inventory

Do not display Commercial Inventory

Display Rental Inventory (Displays "Rental Inventory" button)

Display IDX Rental Inventory

Display Living Network Rental Inventory

Do not display Rental Inventory

Display Web Page Counter (Displays how many times your web site has been visited)
- (183 Visits To Your Site)

[Reset Web Page Counter to 0](#) (Resets how many times your web site has been visited to 0)
- (This action cannot be undone)

SAVE CHANGES

How to Modify the IDX Search

Within the “**Configuration Options**” box, you will see the following link, which appears under the four red IDX links.



Clicking on this link will show the Modification Screen for the search feature.

Directions:

Use the settings below to set default search criteria for your IDX Search page. For example, if you want your IDX Search page to only display some of the available cities, highlight only those cities that should appear on your page. You can use the *Ctrl* key or the *Shift* key along with the mouse to make multiple selections. Press the *Save* button when all settings are complete. Press the *Restore Defaults* button to reset all of your IDX Search preferences.

Languages: English [Help](#)

Property Type and Location Information:

Property Type: Single Family Condo\Town Home Mobile Home Vacant Land Commercial Multi-Family Rental

Cities: Choose (optional)
Alachua
Alford
Alligator Point
Aloma
[Display City With Zips](#)

Property Criteria:

Minimum Price: \$0
Maximum Price: None

Languages

You can convert all your listings to a language other than English. This feature works best if your client base is more comfortable in a language other than English, or you plan to use the search feature on a web page to be displayed outside of the United States.

Property Type and Location

You can limit the search to only those property types you deal with. Uncheck those types you do not want in the search, and click the save button. You can also limit the cities by name or zip code available in the search. To make this change, hold down the control key and click on the line marked “choose” (optional) to remove the blue highlighting.

Hold down the control key – keep it held down – while you scroll the list of cities, clicking on those you would like to include. Once your selections have been made, click the Save button and then let up on the control key.

Property Criteria

You can limit the price range for homes in your search.

Note: To return the search to the original settings and remove your changes, click “**Restore Defaults.**”

IDX Listing Rules

In this section, you will set the IDX listing rules. These are rules that will apply to your firm's listings and how they will display on other brokers' IDX displays. For example, you may indicate your wish to display the property address for your listings on other brokers' IDX displays by selecting the **"Display Address"** rule. If you do not select a rule then the rule is off, meaning the property address will not display on other brokers' IDX displays.

To access the rules section:

1. Log into the company page on the Florida Living Network
2. Click on "IDX and other Services"
3. Click on "IDX Configuration"
4. Scroll down until you locate the following three sections
5. Rules for My Listings on Other Sites
6. Rules for Listings on My Site
7. Rules for Other listings on My site Clicking on "Edit" will allow you to add or remove the IDX rules Making these changes will affect what information shows in the listings

Rules for My Listings on Other Sites

Edit *MLS: Northeast Florida MLS*

Current Rules

Directions:

Use this section to set your IDX display rules for your listings. This controls how your firm's listings will appear on your IDX display. These rules will not affect how other firms' listing will appear on your IDX display.

Rules for My Listings on My Site

Edit

Current Rules

- Display Property Square Footage Information For My Listings
- Display Property Remarks Information For My Listings
- Display Property Tax Information For My Listings
- Display Property Year Built Information For My Listings

Directions:

This section is used to set your IDX display rules for listings that do not belong to your firm. This controls how other firms' listings will appear on your IDX display. These rules will take effect only if the listing broker has allowed it. For example, if you set the "Display Address" rule, the addresses will show only for those listings whose broker has allowed the addresses to display by using his/her listing rules.

Rules for Other Listings on My Site

Edit

Current Rules

- On My Web Site, Allow Display Of Other Listings Outside of My MLS
- Display Property Address Information For Other Listings
- Display Property Square Footage Information For Other Listings
- Display Property Remarks Information For Other Listings
- Display Property Tax Information For Other Listings
- Display Property Year Built Information For Other Listings

How To Upload a Firm Logo

1. Log into www.floridarealtors.org – using personal log in information
2. Click on **“My Membership”**
3. Click on **“Edit Account Info”**
4. Click on **“Access Company Profile”** – enter the firm information
5. Once you are logged in as a firm – click on the **“Edit Content”** link or **“Edit Office Images”** link and enter the firm’s login information in the space provided
6. The first section is for the firm Logo
7. The Image section allows a photo to be added
8. Any video images will show under the firm image

The screenshot shows the 'My Membership' dashboard. Under 'Edit Office Images', there are two sections:

- Edit Office Logo:** A table with columns 'Image Order', 'Image Description', and 'Delete Image'. It contains one entry: Order 1, Description 'Office Logo', and a 'Delete Image' button.
- Edit Office Images:** A table with columns 'Image Order', 'Image Description', and 'Delete Image'. It contains three entries:
 - Order 1: Image of a building, Description 'Florida Realtors', 'Delete Image' button.
 - Order 2: Image of a dog, Description 'Paws for Patriots', 'Delete Image' button.
 - Order 3: Image of a person, Description 'scholarship', 'Delete Image' button.

Below these sections are fields for 'Upload New Image' (with a 'Browse...' button and an 'UPLOAD' button) and 'YouTube Video' (with a 'You Tube Video Uri:' field and an 'Include my video on my profile' checkbox). A 'SAVE CHANGES' button is at the bottom.



Creating a Corporate Download

This feature allows a creation of a download file of all of your company's IDX listings. This feature was created to combine listings from a primary company and their branch offices. If you have more than one office in your company, you may aggregate all office listings into one or more download files to suit your needs. When you select an office to be included in a download file, the broker associated with that office will receive an email notifying him or her of the request. The broker will need to login to his/her company account and affirmatively accept included status. Once the broker has confirmed acceptance, the office's IDX listings will be automatically added to your download file. Your administrative screen will show you which offices have accepted and which have not accepted your request to include their IDX listings in your download file.

1. Log into the company page and click on "IDX and Other Services"
2. Click on "IDX configuration"
3. Scroll to the section marked "Corporate Downloads"
4. Click on "Create new Download" and follow the steps

Multi-Office Companies: If you have more than one office in your company, you may aggregate all office listings into one or more download files to suit your needs. When you select an office to be included in a download file, the broker associated with that office will receive an e-mail notifying him or her of the request. The broker will need to login to his/her company account and affirmatively accept included status. Once the broker has confirmed acceptance, the office's IDX listings will be automatically added to your download file. Your administrative screen will show you which offices have accepted and which have not accepted your request to include their IDX listings in your download file.



How To Email an IDX Listing

To email an IDX listing to a customer or client, follow these steps:

1. Click on **“My Membership”** which immediately follows your name at the top of the page. This will open the administrative page from which you control your Florida Living Network Web page and other services.
2. Click on the button marked **“Preview”** on the far right
3. This step will show your web page
4. Click on the **“Search Properties”** button to open the search option
5. Enter the MLS ID number for the subject property, or search for a property using other criteria
6. Click search to begin the process
7. Click on the MLS ID number. Another data screen containing detailed information about the property will be displayed
8. Click on the **“Email”** button. This will open an email window with the listing broker’s email address in the **“To”** line
9. Delete the broker address – and insert your client’s email address and any comments you want to add in the message area
10. Click send