

South Central WI MLS (SCWMLS) Public Display Rules

- SCWMLS listing information must be updated at least once every 12 hours.
- Only listings in the status of Active, Pending, and Sold can be displayed to the public. Listings in the active substatus of Offer Bump or Offer Show can be displayed as either Active or with an offer flag.
- The name of the local brokerage firm, providing the MLS listing data, must be clearly identified to the public. If co-branded, the identification for the brokerage firm must be larger than that of the third party. **It must be clear by the branding, that the brokerage firm, as listed in the SCWMLS, is the provider of the data.**
- Notification of the following must be clearly made to the public: SCWMLS information is provided exclusively for consumers' personal, non-commercial use and that it may not be used for any purpose other than to identify prospective properties consumers may be interested in purchasing.
- All data included in the data file does not need to be displayed, however, when a listing is displayed in full detail, **the listing office name, and the email or phone number provided by the listing participant must be included.** This information must be in type that is at least as large and of the same darkness as the type used to describe the property, and must be in a prominent location. Minimal displays (e.g. thumbnails, text messages, tweets), are exempt from this requirement, but only when linked directly to a display that includes all required disclosures.
- Display of offer of compensation/commission is optional. If displayed, the following disclaimer must be displayed along with the compensation/commission fields: *"The offer of compensation is made only to Participants of the South Central WI MLS and WIREX datashare."* In addition, per NAR mandate, functionality shall not exist to filter out or restrict listings based on the level of compensation offered to the cooperating broker.
- On each full listing display, one of the following disclaimers must be included: *"This information, provided by seller, listing broker, and other parties, may not have been verified."* **Or** *"Buyer to verify this information as provided by seller, listing broker, & other parties."* **Or** *"Information is supplied by seller and other third parties and has not been verified."*
- On each full listing display, copyright language as follows must be included: *"Copyright (or ©) xxxx South Central Wisconsin MLS Corporation. All rights reserved (where xxxx is the current year)."*
- MLS listing data may not be modified, manipulated, or misrepresented.
- MLS listing data may be augmented with additional data not otherwise prohibited from display so long as the source of the additional data is clearly identified. SCWMLS listings can be co-mingled with listings from other MLSs. Listings from all non-MLS sources must be searched for and displayed separately.
- Public search requests can bring back no more than 500 property matches on one webpage or via one transmission.
- Office and agent rosters are provided for the purpose of linking to listings. It is prohibited to use office and agent contact information for any other purpose.
- The above rules apply to all views, reports, e-mails and other transmissions being provided to the public.
- You as the Vendor are required to execute a new Data Access and Use License for each new client who wishes to include SCWMLS listings via your product.
- If SCWMLS data is included within an alternate or additional website or product offering for this client, you must notify the MLS of this new url or product.
- Vendors must provide, to the SCWMLS, a monthly list of their customers using SCWMLS listings.
- If the contact email for your company changes, please notify the SCWMLS.
- All websites/vendor products are subject to ongoing compliance auditing by the SCWMLS. Changes necessary to cure a violation of MLS Rules must be accomplished within ten calendar days of notice.