

# MLS Data Access Marketing Guide

# Overview

CMLS has developed recommendations for MLSs on the data access information that should be published on their website for access by brokers and their technology vendors. This will help to ensure that brokers and their vendors can easily learn and follow the proper processes to get approved, sign off on licensing, and receive access to MLS data.

These recommendations were developed with input from MLSs, technology vendors, broker participants and RESO. Further information about the data used to develop these recommendations is included in this resource.

## CMLS Recommendations

### Minimum Standards

Every MLS needs to have a publicly accessible web page that provides information on how to obtain data access from that MLS.

At minimum, the page will include:

- Contact information for administrative approval, setup and technical support
- Data transport method (Web API or RETS)
- Links to MLS rules, policies and regulations

### Best Practices

CMLS recommends that MLSs include more information than the minimum identified above. A standardized set of data access information, available online for MLS data consumers (e.g., brokers and technology partners) will reduce MLS administrative and technical support time. It will also minimize confusion and speed the process of proper application and feed setup for these data consumers. We recommend including:

- An MLS's typical timeline for data approvals and setup
- An MLS's RESO certification level
- Links to applicable related information such as:
  - Pricing
  - Data agreements
  - Data models
  - MLS Data Resource Website (*Coming Soon!*)

## CMLS and RESO Data Access Survey Results

CMLS and RESO surveyed 258 professionals from the MLS and technology vendor community in order to develop these recommendations. The survey asked what information on an MLS's website would be most important to make the data access and approval process more efficient.

MLS Data-Access Template Items	% of Respondents Selecting "Important" to "Most Important"
Contact info for data feed approval ( <i>administrative</i> )	93%
Transport method ( <i>Web API, RETS</i> )	93%
Contact for technical support ( <i>after approval</i> )	92%
Links to MLS Rules and Regulations/Data Use Policy/Display Rules	91%
Technical contact for data access ( <i>for approved feed setup</i> )	91%
Explanation of MLS's approval process	89%
Link to data access and licensing agreement	88%
Link to example of data model ( <i>standard and custom field names</i> )	86%
Link to fee structure for vendor/agent/broker	85%
Expected timeline for approvals	84%
RESO Data Dictionary and Web API certification levels	81%