

Category - RSS	Comment or Question
RSS	Comment: I agree that RSS should be taken out of the IDX policy
RSS	Comment on Franchisors via Syndication: Point2 and I suspect ListHub will have the technology needed
RSS	Comment: I agree with Bob's thought on a more broad based policy and not to include RSS in social media
RSS	Comment regarding RSS: If it can't be enforced should it be a rule?
RSS	Comment: IF we permit RSS of IDX listings there is no point in even maintaining compliance reviews.
RSS	Comment: I think RSS should be kept out of general IDX policy. If in = chaos...
RSS	Comment: IF we permit RSS of IDX listings there is no point in even maintaining compliance reviews.
RSS	Comment: I think RSS should be kept out of general IDX policy. If in = chaos...
RSS	Comment: Not in favor of proposed IDX changes that open IDX to RSS and all other electronic display. Display on sites other than a Participant's IDX site should require additional opt in and permission from listing broker.
RSS	Comment: I agree, I do not feel RSS is something we can allow into the policy.
RSS	Comment: Since RSS fails the test of much of the rest of IDX policy, it shouldn't be in the policy. The only way I could see it is if the MLS would provide an RSS feed of a broker's listings if/when the broker requested it (so the broker can easily syndicate to other sources at their election).
RSS	Comment: it appears the franchisor and social media pieces could be managed and enforced. (Although "other sites" subject to "participant control" could be open to interpretation.) However, the RSS piece is a nightmare and should not be part of the IDX policy! Not in the spirit of IDX and some semblance of broker control at all.
RSS	Comment: To help educate brokers on the risk of RSS, tell them that RSS also stands for, "Risk of Sellers Suing"
RSS	Question: Regarding RSS, since members use IDX info as content for their auto emails, how does this differ for RSS powered from a member's site? Answer: that information is being sent to a client based on his/her interest in properties. Without restrictions, RSS feeds could include the entire IDX feed and once a subscriber to the RSS feed has the content, the recipient can do whatever they choose with the data.
RSS	Question: should "transport" methods like RSS be left out of policy and focus on display only.
RSS	Comment regarding transport vs. display: Agreed with Chris - need to put our heads back down on transport - not ignore it.
RSS	Comment regarding transport: Can't we just put in a single line stating that methods of distributing data without secure transportation methods is not allowed. We do not have to describe the exact methods since there will be a new one tomorrow
RSS	Comment: Yes. CMLS should take a stand requesting removal of RSS from this policy change.
RSS	Comment: Approving RSS when there is no way to enforce misuse makes no sense. This should be pulled if the current policy is going to pass. There is no way this is going to be resolved to everyone's comfort in the short term...but I think social media display can be.

Category: RSS	Comment or Question
RSS	Comment about RSS: ...an IDX site or a participant or user operating an IDX site may not distribute, provide, or make any portion of the MLS database available to any person or entity. (NAR-18.2.6M) -- Does this rule not make the use of RSS with IDX a violation?
RSS	Comment: makes sense. Scrap the RSS, make sure brokers have control on all or some for franchisors and it looks pretty good.
RSS	So the PAG recommendation is to allow RSS feeds but they must adhere to IDX rules which is impossible?
Category: Franchisor	Comment or Question
Franchisor	Did the PAG discuss any implementation scenarios with the franchises who participated in the PAG discussions?
Franchisor	Comment: MLS would not be able to determine which sites to allow a member to Opt-in. No definition of a Franchise site
Franchisor	Comment on 3 rd Party/Franchisor sites: Third Party sites authorization should be managed through Syndication and not IDX.
Franchisor	Comment: I agree 100% with Bob's position on no all-in /all out....also RSS should be removed from the policy
Franchisor	Comment: Franchise Recommendation is good. Social Media and RSS should be restricted to a broker's own listing.
Franchisor	Comment: It seems like CMLS should issue a notice to NAR in support of rescinding Franchise IDX. Social Media and RSS should be restricted to a broker's own listing(s).
Franchisor	Question/Comment: Won't not going Global opt in for Franchisor create another selective opt out problem? Response – yes it would. Another comment: Brokers who are selecting other 3 rd party sites to syndicate their listings to are not bound by an all or none approach – why should it be different for Franchisors who would be considered 3 rd parties?
Franchisor	Question: We wondered if selective opt out suggested in the 'best solution' would not contradict the DOJ ruling concerning VOW? Answer: Franchisors are 3 rd Parties, not members operating VOWs; each broker should have the choice of which Franchisor sites they wish to have their listings displayed on.
Franchisor	Comment: Personal opinion - Syndication of a broker's listing should be in the hands of the broker, from choosing the syndicator to choosing the individual sites he/she desires the listing to be displayed on.
Franchisor	Comment: I served on the PAG. I think it is clear that the group considered the syndication to Franchisors as an individual OPT-In, not a blanket OPT-IN/OPT OUT. This was confirmed by the vote at the BoD meeting in May, where the motion moved it from Opt Out to Opt In
Franchisor	Comment: Syndication to franchisors will increase the competition to Zillow, Trulia, REALTOR.com, and less rules than REALTOR.com has to deal with.
Franchisor	Comment: Why do you consider the global opt out to be selective? It seems completely backwards - it is when a selective opt out exists that you bring the restriction of fair trade into play as addressed in the VOW/DOJ ruling years past. Question: VOW/DOJ ruling has to do with other Participant sites – in the proposed rules, Franchisors are no different than any other publisher.

Category: Franchisor	Comment or Question
Franchisor	Comment: The all or none sounds like the antitrust discussions around IDX initially
Franchisor	Question: Is the PAG opposed to granting in the Franchisor policy an exception for real estate brokerage networks?
Franchisor	Comment on Franchisors: Syndicators will have the technology allowing for the choice you desire
Franchisors	Question: Blog post? Are there anti-trust concerns if brokers can select franchisors for IDX display? If there is not parity, there can be winners and losers. Can John Rees address? Comment: IF Franchisors are simply new 3 rd parties to pick from – why are parity and VOW rules being brought up? This would be an excellent question/answer blog post
Franchisor	Comment on Franchise Options: Third Party sites authorization should be managed through Syndication and not IDX.
Category: Social Media	Comment or Question
Social Media	Comment: Franchise Recommendation is good. Social Media and RSS should be restricted to a broker's own listing.
Social Media	Comment: It seems like CMLS should issue a notice to NAR in support of rescinding Franchise IDX. Social Media and RSS should be restricted to a broker's own listing(s).
Social Media	Comment: Social Media and RSS should be restricted to the brokers' own listings and not others via the IDX feed.
Social Media	Comment on creating a separate "social media yes/no" field: If this is under the IDX rules, I wonder if a broker could selectively opt-in or opt-out.
Social Media	Comment: Also social networking should be limited to Broker's listings..
Social Media	Comment on Social Media: That is what my brokers prefer. They feel they should have control over their own listings.
Social Media	Comment: I agree that social networking should be just broker's listings.
Social Media	Comment: FMLS agrees that social media should be restricted to a broker's own listings
Social Media	Comment: Participants should retain all rights as to how their individual listings are advertised and syndicated to the public. IDX should remain a display of other company listings on company web sites. A permission to display an individual listing on Facebook or Twitter by the non-listing firm should NOT be considered IDX.
Social Media	Tweet Comment: - if a broker only uses their own listings in social media, it doesn't need to be a part of IDX policy.
Social Media	Comment: I agree that RSS & Social Networking should be just brokers listings
Social Media	Question: Does the proposed "Social IDX" policy allow MLS Participants to deliver IDX data automatically to sites like Yahoo? Answer: Sites like Yahoo, Zillow, Realtor.com, etc. are not "social media sites and therefore would not fit into the IDX rules.

Category: IDX Policy	Comment or Question
IDX Policy	Suggestion: Clarify that the link needs to be prominent, e.g. not "white-on-white"
IDX Policy	Suggestion: The phrase, "displays controlled by participants on other websites" should be eliminated.
IDX Policy	Comment: The opportunity to include a photo is not mentioned in "displays of minimal information".
IDX Policy	Comment in response to Broker Posting IDX on other sites such as Yahoo: NO IDX is not syndication.
IDX Policy	Clarification from Zillow: "Zillow posts html to craigslist" Not true, Zillow doesn't resyndicate anywhere except to Yahoo.
IDX Policy	Twitter: and how many IDX sites do you think have anti-scraping today or over the last 5 years? Has scraping been rampant? #cmlsidx
IDX Policy	Comment regarding Broker sending IDX feed to public portal such as Yahoo (from Zillow): I can at least tell you Zillow/Yahoo wouldn't let a broker syndicate another broker's listings. It is against our terms of service to send us listings they don't represent.
IDX Policy	Comment: I agree about the confusion with the suggested policy and their frequent use of the phrase "displays controlled by participants on other websites."
IDX Policy	Question that did not get read – excellent question to post! Can you ask a question to the speakers or to the group as a whole what their working definition of "control" is? The language of the policy appears to go beyond "ability to comply with IDX policy". It suggests some sort of operational control over the subject website/mobile app/whatever. The whole policy turns on this "control" issue -- I'd like to get a sense of what CMLS members think that word means.
IDX Policy	Question: could you define "Participants IDX site", which would allow clear line between the Participant Site and non-Participant Site? With technology, it isn't clear what is meant by "Participant Site" Posted answer - A "Participant" site would be a website hosted on a domain owned and controlled by the broker participant, registered with ICANN.
IDX Policy	Comment: Also, beware of the unintentional consequences that could come with attempts to overly control perishable information in the age of information.
IDX Policy	Comment: "Listing Rights Management" is the key
IDX Policy	Comment: What about a broker that has a Facebook web page as their "website". Same rules should apply.
IDX Policy	Comment about Participant sites: So Rob's comment is valid just visit www.condos.comone broker lots of integration of data from multiple MLS's and FSBO's
IDX Policy	Comment on "Participant's Sites": but that tricky thing is defining that term, since communication technology is fast outpacing "website" paradigm. That's what this IDX policy tries to accomplish, with the "control" terminology. Of course that means defining "control" as well. And so it goes around...
IDX Policy	Comment from one of our legal business partners: I would like to thank NAR for ensuring that we will be fully employed next year ;