

## IDX Services



### What is IDX?

Rapattoni MLS software offers several industry-leading solutions for IDX, or Internet Data Exchange. The "IDX smart framing" option lets brokers frame a public-view search of MLS listings right in their own Web sites. The interface for setting this up is simple: the broker copies a hyperlink from the MLS, then pastes it to a button or link in his own Web site labeled something like "Search Properties for Sale."

The search engine that displays to the public offers criteria fields that have been specified by the MLS as public-searchable. The broker can customize his search engine by removing or reordering fields, and by changing the colors to blend in with his Web site. Search results display real-time listing data, showing only the information designated as public-viewable. Reciprocal listings (those belonging to another broker who also participates in IDX) display an IDX logo and may identify the name of the listing broker/agent (depending on MLS rules) with the heading "Courtesy of ..."; however, contact information is given only for the broker hosting the Web site. Listings belonging to the hosting broker contain active links to the broker's information.

Rapattoni MLS customers can choose to offer IDX smart framing to their brokers, and also to agents. If agent-level IDX is enabled, brokers can provide links for individual agents to use, as desired.

### IDX Site Examples

The live Web sites linked below contain a Rapattoni MLS smart-framed IDX search. Look for a link on each site for searching listing data (labels vary).

- [!\[\]\(039cd6b2e7148ba5690aa619b922c426\_img.jpg\) Example #1 of Agent Site](#)
- [!\[\]\(8b9db310e3bd56ffa44f3d5130ea99e2\_img.jpg\) Example #2 of Agent Site](#)
  
- [!\[\]\(49f66b396e80c47181c1b6b90370748d\_img.jpg\) Example #1 of Office Site](#)
- [!\[\]\(f186cdc5336a7be142e8eda07f4bdfc8\_img.jpg\) Example #2 of Office Site](#)