

Dear MLS Participant,

As you are probably aware, the Pinellas Realtor® Organization and the West Pasco Board of Realtors® have joined My Florida Regional MLS (MFRMLS). As the conversion date of May 3, 2011 is quickly approaching, it is imperative that we prepare MLS participants and IDX vendors for the transition date of May 3.

MFRMLS offers multiple options for receiving IDX data:

1. A new FREE standard data feed using RETS (Real Estate Transaction Standards) technology, which will include access to an intuitive and easy to use listing download interface called RETS Connector, for your (or your vendor's) use in obtaining just the information that you want to feature on your IDX sites.
2. Agent Web Page through MLXchange: This is a free option available to all MLXchange subscribers. The IDX data is automatically enabled through the "Property Search," "My Listings," and "My Office Listings" tabs or links located within your Agent Web Page.
3. Custom link from MyFloridaHomesMLS.com: MFRMLS' consumer website, www.MyFloridaHomesMLS.com, features a customized link for every subscriber that has already configured their Agent Web Page in MLXchange. Simply embed the custom link in your website and your visitors can search for properties by clicking on the link – no fuss – easy and simple and updated every 15 minutes!

If you or your agent(s) are using option 1 above, you will need to execute a new agreement prior to the May 3, 2011 conversion in order to continue receiving a data feed.

For efficiency and ease of use, My Florida Regional MLS utilizes an online IDX contract system where all IDX Contracts will be requested, signed, and stored. The online portal can be found at - <http://idx.mfrmls.com> (note – there is no 'www.' in this address). *Please note – MFRMLS' IDX contract approval process, while online, is not automatic; additionally both MLS participant and vendor must authorize an agreement in order to complete the process. Please allow up to five (5) business days for processing after all parties have authorized (signed) the agreements.*

MFRMLS will be notifying IDX vendors regarding this change and informing them of the process. On April 5, MFRMLS will have a "test" system available to the Vendors so that they may prepare for this change.

MFRMLS has compiled the following resources to assist you with the transition:

- Please click here for detailed instructions on signing and submitting a new IDX contract: <http://mfrmls.com/documents/idx/IDX-Broker-Checklist.pdf>
- If you build and/or maintain your own website in-house and are interested in obtaining a RETS, or raw data, feed (not for use outside of your office), please contact the IDX Department.

- A list of Frequently Asked Questions can be found here:
<http://www.mfrmls.com/member-support/mls-technology/idx-faqs>
- A link to MFRMLS IDX Rules & Regulations can be found here:
<http://mfrmls.myismart.com/articles/category/mfrmls%E2%80%99-idx-rules-and-regulations>
- For your convenience, please click here to find a copy of the new agreement:
<http://mfrmls.com/documents/idx/IDX-Agreement.pdf>. Please note that this document is for reference only and cannot be used to submit your online agreement.

MFRMLS wants to assist you every step of the way and will work with you to ensure a successful transition to this new IDX solution. If you have any questions or concerns, please contact the IDX Department at 407-218-8607 (toll free 800-686-7451), or via email, idx@mfrmls.com for assistance or additional information.

Thank you.