

INTERNET DISPLAY OPTIONS

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2. This form is my instruction pertaining to the Internet display of the MLS input data for the property located at

3. _____,

4. City of _____, County of _____, State of Minnesota.

5. Listing Contract dated _____, 20_____.

6. EXPLANATIONS AND DEFINITIONS

7. “**IDX site**” means a web site operated by a broker participating in the MLS on which the broker can advertise the
8. listings of other brokers in MLS, subject to certain MLS rules. The consumer visiting an IDX site is not required to
9. register on the site or to have a brokerage relationship with the broker displaying listings on the site.

10. “**Virtual office web site (VOW)**” means a web site operated by a broker participating in the MLS that delivers brokerage
11. services to consumers over the world wide web. Visitors to a VOW are required to register on the site (with their name
12. and a real e-mail address) and enter a brokerage relationship with the broker operating the VOW. The broker operating
13. the VOW can then show the visiting customer/client nearly all of the information available to the broker in MLS. The
14. seller(s) of a listing have the right to opt out of certain kinds of data display under the MLS’s VOW policy. The MLS
15. imposes various other rules and restrictions on VOWs.

16. **Option 1. Listing display on the Internet.**

17. If Seller selects “No,” this listing will not be included in MLS data feeds to Internet web sites that
18. display property listing data, whether intended for advertising the property or providing online
19. brokerage services (e.g., VOWs). Brokers participating in MLS can still disclose the listing to
20. customers/clients via other means, including e-mail, fax, mail, hand delivery and orally.

21. **Option 2. Listing address (house and unit numbers and street name) display on the Internet.**

22. If Seller selects “No,” the address of the property will be hidden on web sites receiving data feeds
23. from MLS that result in Internet listing display, whether intended for advertising the property or
24. providing online brokerage services (e.g., VOWs). Brokers participating in MLS can still disclose the
25. address to customers/clients via other means, including e-mail, fax, mail, hand delivery and orally.

26. **Options 3 and 4 apply only to VOWs:**

27. **Option 3. On VOWs, an automated valuation of the property listing or a link to an automated valuation of it may be displayed adjacent to the listing.**

28. Some VOWs may provide an automated valuation model (AVM) function/service. An AVM uses
29. statistical calculations to estimate the value of a property based upon data from public records, MLS
30. and other sources and incorporating certain assumptions. The accuracy of AVMs has sometimes
31. been criticized because they do not take into consideration all relevant factors in valuing a property.
32. Seller, by selecting “No,” may prohibit display of an automated valuation of his or her listing adjacent
33. to the listing.
34.

35. **Option 4. On VOWs, comments or reviews of the property by persons other than the displaying broker may be displayed with or attached as a link to the listing data of the property.**

36. Some VOWs may provide functionality that permits the customers/clients using the VOW to enter
37. comments or reviews of the listed properties. If “No” is selected, a VOW may not display comments
38. or reviews with the listing or by hyperlink to such comments or reviews. Note that the broker displaying
39. the listing on his or her VOW may add commentary representing his or her professional judgment
40. regarding the listing’s value, etc.
41.

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43. For the property located at _____ ,

44. City of _____ , County of _____ , State of Minnesota.

45. For each option below, the MLS system automatically defaults to "Yes." See page one for definitions and explanations
46. of these options.

47. **Option 1.** Shall the property listing be displayed on the Internet, including sold information? Yes No

48. I understand and acknowledge that if I have selected "No" for Option 1, consumers who conduct
49. searches for listings on the Internet will not see information about the listed property in response to
50. their searches.

51. **If "No" was selected at Option 1, skip Options 2-4 and sign below. If "Yes" was selected for Option 1, continue
52. to Option 2.**

53. **Option 2.** Shall the listing address (house and unit numbers and street name) be displayed on the
54. Internet? Yes No

55. **Options 3 and 4 apply only to virtual office web sites (VOWs).**

56. **Option 3.** On VOWs, shall an automatic valuation of the property listing or a link to an automated valuation be
57. displayed adjacent to the listing? Yes No

58. **Option 4.** On VOWs, shall comments or reviews of the property by persons other than the displaying broker be
59. displayed with or attached as a link to the listing data of the property? Yes No

60. _____ (Seller's Signature) _____ (Date) _____ (Seller's Signature) _____ (Date)