

New Agent Subscribers

MY WEBSITE



Do I need a Website?

Internet usage of home buyers in the home search process now well exceeds 87%. This is a trend that has risen steadily from 71% in 2003 and shows no signs of declining. New Subscribers should recognize the importance of establishing online identities. Real estate eCommerce, the generation of real estate sales through a Web presence, is an integral part of the professional REALTOR®'s business plan.

How Do I Add Searchable Listings to My Website?

Today most REALTORS® display their own and other Brokers' listings on their Websites through IDX (Internet Data Exchange.) Details of IDX, applicable rules and the displayable data fields contained in the IDX data feed are described in the **ARMLS® IDX Policy**. Any Website that displays the listings of other Brokers is subject to the IDX rules and policies. The policy is available on ARMLS.com under the Technology tab.

If you are working with a Web Developer, please refer him/her to the **IDX Policy**.

Where Do I Get a Website?

Agent Subscribers may purchase an IDX Website from one of the ARMLS® approved vendors. These vendors have signed an agreement with ARMLS® to make MLS data available in a searchable format on the Websites they sell. If you decide to use a vendor who has not signed an agreement with ARMLS®, you may add an MLS search feature to that Website by using one of the free IDX frames that are available on ARMLS.com under the Technology tab. You may also "frame" your company's Website with your Broker's permission.

ARMLS® Product Catalog

Information about ARMLS® approved Website vendors and available free frames are found in the **ARMLS® Product Catalog**, or on ARMLS.com under the Technology tab.