SOMO IDX FAQ

IDX (Internet Data Exchange) is the cooperation that allows Brokerages to display listings on one another's websites. This is referred to as Broker Reciprocity.

How do I get a listing search on MY website?

IDX Options From Flexmls/FBS Solutions

IDX LITE

If cost is a concern, this is a FREE way to get the listing search onto your website. The search will be very familiar you, as it looks just like the quick search function in Flexmls.   You can add the search as a hyperlink or as HTML code.
Get the link: Search for IDX Manager in the Menu search bar. Scroll to the verrrrry bottom of the screen and click on "Retrieve IDX Lite Link".

SMARTFRAME
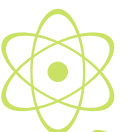
**$349/yr.
agent version**

- Works with DIY platforms such as Wix, Weeble, Squarespace
- Can enable lead capture, which integrates with your Flexmls client portal
- Data is "live" - listing updates made in the MLS appear immediately on your website
- Copy code from Flexmls IDX Manager. Paste anywhere you can use HTML code
- Refundable within 30 days of purchase

WORDPRESS
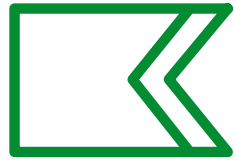
**$499/yr.
agent version**

- Best option for SEO because Google sees the listings as part of the website content
- Includes widget options for market statistics, lead capture, and searches
- Data is "live" - listing updates made in the MLS appear immediately on your website
- If you need to hire a consultant to design your WordPress site, FBS has a vetted 3rd-party list
- Refundable within 30 days of purchase

Get more info and verify current pricing at fbsproducts.com or (866) 320-9977

How do I get a listing search on MY website?

IDX Options From SOMO MLS

RETS

The Real Estate Transaction Standard is a framework used by developers that allows your website to connect to standardized MLS listing data.

API

API, or Application Programming Interface, is a newer real estate technology standard that can handle "live queries" that allow for immediate results. Instead of duplicating the whole MLS database onto a server, specific data can be requested. This makes API more streamlined and ideal for the development of apps.

Types of RETS and API:

IDX - Active listings and public fields.
VOW - A Virtual Office Website establishes a client/agent relationship, allowing more listing data to be included than a public listing search.
Confidential Office - All fields and statuses restricted to associated office. For internal use only.

To apply for a RETS feed or an API key complete the SOMO MLS Data Access Agreement found in the Flexmls Intranet, and submit to your member association. Your association will charge an IDX fee, which varies by association.

A separate RETS/API is required for each separate website you have. They cannot be transferred or shared, even within the same office. A new RETS/API is required any time you have a change in vendor, website name, brokerage, or association. An IDX fee will apply for each new or additional RETS feed or API key.

Contact your association for fee information:

Greater Springfield, Southwest & West Plains
417-833-1226 | support@gsbor.com
Ozark Trails
417-934-0434 | ozarktrailboard@gmail.com

Tri-Lakes
417-338-4555 | julie@tlbor.com
Ozarks
417-282-5263 | ksre@abbmissouri.com
Newton-McDonald Counties
417-456-9699 | shawna.nmcar@gmail.com

Go to the Flexmls Intranet to find SOMO IDX Rules & Regulations