



Access Paths for Rental Listings via MLS/IDX/RESO Web API (SF Bay Area)

Background on rental data in MLSs

The Real Estate Standards Organization (RESO) encourages MLSs to adopt the **RESO Web API** so that brokers, vendors and software developers can access standardized MLS data using RESTful interfaces. A recent RESO case study described how Bright MLS and RentSpree collaborated to integrate rental listings into the MLS and identified key data points needed for rentals. In addition to the usual property data (bedrooms, bathrooms, size and location), rental listings often require fields such as **pet-related costs, lease term, move-in costs, parking/amenities, concessions and rental insurance requirements** ¹. Standardizing these fields simplifies integration and helps MLS members service renters ².

Northern California's **NorCal MLS Alliance** (BridgeMLS, Bay East, Contra Costa (CCAR), San Francisco Association of REALTORS (SFAR), BAREIS, MLSListings and MetroList) offers reciprocal data access across MLSs. Vendors requesting combined IDX data must obtain authorization from a "Facilitating MLS" and meet each contributing MLS's licensing requirements ³. The table below focuses on the SF Bay Area MLSs (BridgeMLS, Bay East, CCAR, SFAR, BAREIS and MLSListings) and summarizes how rental data can be accessed through IDX or RESO Web APIs.

Decision matrix - Accessing Bay Area rental listings via MLS/IDX/RESO Web API

MLS (Bay Area)	Access path / Technology	Examples of approved vendors*	Typical rental-specific fields	Licensing requirements & fees	Onboarding ste estimated effor
BridgeMLS (East Bay and NorCal MLS Alliance member)	RESO Web API via Bridge Interactive – BridgeMLS states that members can access MLS data through a RESO Web API using the Bridge Interactive platform and that <i>no fee is required</i> ④ . API credentials are obtained from Bridge Interactive ⑤ .	Bay East/CCAR vendor lists include vendors active in the Alliance: IDX Broker, iHomefinder, Real Geeks, Lofty, MoxiWorks, Placester, Ylopo, BoomTown, Home Junction, Inside Real Estate etc. ⑥ ⑦ . BridgeMLS shares approved vendors with its Alliance partners.	Rental fields follow the RESO Data Dictionary and include price, lease term, deposit, move-in costs, pet restrictions, amenities (parking/ storage), concessions and rental insurance requirements ① .	Data license – NorCal Alliance guidelines state that BridgeMLS requires a data license for anyone handling BridgeMLS IDX data; if vendors are only serving members of other MLSSs, a license may not be required ⑧ . Zenlist notes that BridgeMLS does not charge a data-licensing fee for its platform ⑨ .	Register on Bridge Interactive verify email and request API acc from the MLS NorCal Alliance onboarding ma require a memb request letter a license agreem processing take 6 weeks for so MLSSs (similar to BAREIS ⑩). Eff Medium (some paperwork and membership verification).

MLS (Bay Area)	Access path / Technology	Examples of approved vendors*	Typical rental-specific fields	Licensing requirements & fees	Onboarding ste estimated effor
Bay East Association of REALTORS (Bay East)	IDX feed via Paragon/RESO Web API – Bay East describes IDX as a system allowing consumers to search for Active, Pending and Sold listings (sold data from 1 Jan 2012) ¹² . The feed can be implemented via API; vendors typically use RESO Web API.	Bay East lists many approved IDX vendors: Blueroof360, BoomTown, Home Junction, HomeASAP, iHomefinder, iHOUSEweb, InCom, Inside Real Estate, ListReports, Lofty, MoxiWorks, Placester, PropertyMinder, Real Geeks, RealtyNA, Reliance Network, Sierra Interactive, Terabitz, Ylopo, etc. ¹³ .	Same as above – rental fields include rent amount, lease term, security deposit, pet fees, move-in costs, amenities and insurance requirements ¹ .	Bay East requires a data license for anyone handling Bay East IDX data for its members ¹⁴ . Bay East charges an annual licensing fee once a vendor is approved ¹⁵ ; Zenlist notes that Bay East does not charge a data-licensing fee for Zenlist users ⁹ . Vendors set their own service fees ¹⁶ .	Participants mu download and complete the ID Participant/ Subscriber application and email it to idx@bayeast.o ¹⁷ . Vendors n the approved lis must contact Bay East to estab a Data Access Agreement ¹⁸ . Medium – form approval proces vendor list spee onboarding.

MLS (Bay Area)	Access path / Technology	Examples of approved vendors*	Typical rental-specific fields	Licensing requirements & fees	Onboarding ste estimated effor
Contra Costa Association of REALTORS (CCAR)	RESO Web API / IDX feed via Paragon – CCAR describes several data-feed types: IDX (public display), VOW (virtual office), Broker Back Office (BBO) and Broker-only feeds , with Auto Valuation Model (AVM) feeds also available ¹⁹ . CCAR is RESO Platinum certified and promotes the Web API as the modern transport standard ²⁰ .	CCAR publishes an IDX vendor list that closely mirrors Bay East's, including Blueroof360, BoomTown, Home Junction, iHomefinder, Inside Real Estate, Lofty, MoxiWorks, Placester, Real Geeks, Reliance Network, Sierra Interactive, Terabitz etc. ⁷ .	Rental fields follow RESO Data Dictionary definitions for leases: rent amount, lease term, deposit, pet fees, move-in costs, amenities and insurance requirements ¹ .	NorCal Alliance rules state that CCAR requires a data license with anyone handling CCAR IDX data; if a vendor only serves members of other MLSs, a license may not be required ²¹ . Zenlist indicates CCAR does not charge a licensing fee ⁹ .	CCAR encourag MLS participant work with appro vendors; new vendors must s Data Access Agreement by contacting idx@ccartoday ²² . Estimated effort: Medium vendor selection license signatur

MLS (Bay Area)	Access path / Technology	Examples of approved vendors*	Typical rental-specific fields	Licensing requirements & fees	Onboarding ste estimated effor
San Francisco Association of REALTORS (SFAR)	<p>SFAR WebAPI feed – To request a new data feed, brokers or vendors must complete SFAR's WebAPI onboarding form. After submission, SFAR staff will share a schedule of fees and help complete a Data License Agreement ²³. Applicants are expected to understand RESO standards, JSON and Web APIs ²⁴.</p>	<p>SFAR provides data through the NorCal Alliance; approved vendors include Zenlist, IDX Broker, iHomefinder, Real Geeks and other common IDX vendors (via Bay East/CCAR lists).</p>	<p>SFAR's rental feed uses RESO Data Dictionary fields; SFAR's metadata was updated to include PrivatePicture, PictureCountPublic and PictureCountPrivate fields, enabling members to flag photos as private and control display ²⁵. Rental listings therefore include property details, rent, lease term, deposits and pet restrictions.</p>	<p>Applicants must sign a Data License Agreement. SFAR's support article notes that SFAR will reach out after the onboarding form to explain fees and finalize the agreement ²³; Zenlist notes that SFAR does not charge a data-licensing fee ²⁶. The NorCal Alliance guidelines state that at least one Alliance MLS must have an agreement with the vendor for SFAR to authorize data ²⁷.</p>	<p>Fill out the SFAR Data License Application via provided Typeform link ²⁸. SFAR will then provide the schedule and Data License Agreement. Estimated effort: Medium (application plus license).</p>

MLS (Bay Area)	Access path / Technology	Examples of approved vendors*	Typical rental-specific fields	Licensing requirements & fees	Onboarding ste estimated effor
BAREIS (Bay Area Real Estate Information Services)	IDX feed / RESO Web API – BAREIS participates in the NorCal MLS Alliance. The Alliance's vendor resource document notes that vendors wishing to handle BAREIS IDX data must obtain a data license ³⁰ .	Approved vendors are similar to those used by Bay East and CCAR; major IDX vendors (iHomefinder, IDX Broker, Real Geeks, Lofty, Placester, Ylopo, etc.) support BAREIS data.	Rental fields follow RESO's rental subgroup (rent amount, lease term, deposit, pet fees, amenities, move-in costs, concessions and insurance requirements) ¹ .	BAREIS requires a written request from a BAREIS member before accepting a data-license application. Vendors must pay a non-refundable application fee of \$50 and additional data-license fees (amount provided during application). Processing takes 3– 6 weeks ¹⁰ . Zenlist notes that BAREIS does not charge a licensing fee for Zenlist users	Onboarding: (1) BAREIS member emails a request (including vendor name and service description) to idx@norcalmls.org (2) BAREIS sends application and collects the \$50 (3) BAREIS processes the application if approved, sends data-license agreement; (4) the agreement signed and fees access credentials are issued ¹⁰ . Estimated effort: High – multiple steps and weeks processing.

MLS (Bay Area)	Access path / Technology	Examples of approved vendors*	Typical rental-specific fields	Licensing requirements & fees	Onboarding ste estimated effor
MLSListings (Silicon Valley- Monterey Bay)	RESO Web API / IDX feed – MLSListings supplies data to vendors via IDX or full data feeds. NorCal Alliance guidelines state that MLSListings does not always require a data-license agreement ; the facilitating MLS coordinates authorization ³² .	Approved vendors include Zenlist, IDX Broker, iHomefinder, Real Geeks, Lofty, MoxiWorks and other common vendors. Zenlist's help center notes that MLSListings does not charge a data-licensing fee ³³ .	Rental fields adhere to RESO Data Dictionary definitions (rent amount, lease term, deposit, pet fees, move-in costs, amenities and insurance requirements) ¹ .	Generally requires membership in MLSListings; however, licensing may not be required for IDX. The facilitating MLS will advise if a license is necessary ³² . Zenlist notes there is no data-licensing fee ³³ .	Process: join MLSListings (brokers/agents) then obtain data authorization through the NorCal Alliance or direct from MLSListings (subject to membership). Low to Medium less formal license if using a combined feed.

*Approved vendor lists are dynamic. The examples listed above come from the most recent IDX vendor lists provided by Bay East and CCAR³⁵ ⁷. Other vendors may be available through each MLS's approved list.

Additional considerations

1. **Data share vs. co-mingling** – The NorCal MLS Alliance allows vendors to combine data from multiple MLSs through **transited feeds** (one feed carrying multiple MLSs' data) or **co-mingling** (vendors combine separate feeds in their database)³⁶. Vendors must decide which option is suitable and obtain authorization from each contributing MLS³⁷.
2. **Compliance and display rules** – The Alliance document lists detailed rules for IDX displays, including requirements to display listing numbers, addresses (unless `InternetAddressDisplayYN` is false), attribution of listing brokers and MLSs, and prohibitions on displaying confidential fields or days-on-market counts³⁸. Vendors must follow these rules or risk losing data access.

3. **Private photos and metadata** – SFAR and the Alliance implemented fields such as **PrivatePicture**, **PictureCountPublic** and **PictureCountPrivate**. Vendors must check these flags before displaying photos; if **PrivatePicture** is set to “NO,” the photo cannot be shown publicly ³⁹.
4. **Vendor effort** – The licensing and onboarding process varies widely. BAREIS requires a member-initiated application, fees and weeks of processing ¹⁰, whereas BridgeMLS offers a quick API credential process with no fee ⁴. Vendors should plan accordingly.

Summary

Accessing rental listings via the MLS/IDX/RESO Web API in the SF Bay Area involves navigating multiple MLSs, each with its own licensing rules and vendor programs. **BridgeMLS** and **MLSListings** have relatively light-weight licensing processes, while **BAREIS** requires a formal application, fees and a multi-week review. **Bay East** and **CCAR** offer robust vendor programs and rely on the RESO Web API for IDX feeds; they require data licenses but may waive fees for certain platforms. **SFAR** requires an onboarding form and Data License Agreement and has implemented privacy-aware photo fields. Vendors seeking combined data across the region can leverage the **NorCal MLS Alliance** to obtain transited feeds, but they must comply with each MLS's rules and licensing requirements. Standardizing rental-specific fields—such as lease term, deposits, pet fees and move-in costs—helps ensure consistency across MLSs and simplifies integration ¹.

¹ ² Getting Rental Listings Into MLSs | RESO - Real Estate Standards Organization

<https://www.reso.org/rental-listings-mls-case-study/>

³ ⁸ ¹⁴ ²¹ ²⁷ ³⁰ ³² ³⁶ ³⁷ ³⁸ Vendor-Resource-for-Combined-IDX-Authorization-2025.pdf

<https://norcalmlsalliance.com/wp-content/uploads/2025/04/Vendor-Resource-for-Combined-IDX-Authorization-2025.pdf>

⁴ ⁵ bridgeMLS - MLS RESO Web API Import Solutions for WordPress

<https://mlsimport.com/bridgemls/>

⁶ ¹² ¹³ ¹⁵ ¹⁶ ¹⁷ ¹⁸ ³⁵ IDX SERVICES - Bay East

<https://bayeast.org/idxservices/>

⁷ ¹⁹ ²⁰ ²² MLS Data Feeds - CCARToday - Contra Costa Association of REALTORS

<https://ccartoday.com/mls-resources-information/mls-data-feeds/>

⁹ ²⁶ ³³ MLS Data License Requirements for Zenlist | Zenlist Help Center

<https://help.zenlist.com/en/articles/10806813-mls-data-license-requirements-for-zenlist>

¹⁰ 3704-vendor-application-process-faq-article.html

<https://bareis.com/root-documents/forms/forms-1/idx-forms/3704-vendor-application-process-faq-article.html>

¹¹ MLS Coverage Areas | bridgeMLS

<https://bridgemls.com/mls-coverage-areas>

²³ ²⁴ ²⁸ Applying for a WebAPI Data Feed : San Francisco Association of REALTORS®

<https://sfar.freshdesk.com/support/solutions/articles/69000796165-applying-for-a-webapi-data-feed>

²⁵ ²⁹ ³⁹ Private Photos in Data Feeds : San Francisco Association of REALTORS®

<https://sfar.freshdesk.com/support/solutions/articles/69000808351-private-photos-in-data-feeds>

³¹ IDX for Bay Area Real Estate Information Services | iHomefinder

<https://www.ihomefinder.com/resources/idx-coverage/bay-area-real-estate-information-services-bareis/>

³⁴ MLS Services – Santa Cruz County Association of REALTORS®
<https://mysccar.org/wpress/mls-services/>