

# Multiple Listing Service of Elkhart County, Inc.

## Smart Framing Program

January 5, 2012

**What is Smart Framing?** Smart Framing gives the public a way of searching for MLS data on a member's website. The member receives many different links that can be incorporated into their website. Once the links are added, the information is ready to be searched, viewed and printed. Access to the data is real time so if MLS data is updated in the MLS, the public will have access to those changes immediately. With Smart Framing, members get a search engine, photos, property searches, views, reports, and member contact information and so much more!

**What comes with Smart Framing?** The member will receive several different links, such as Search New Listings, Search Residential Listings, Search My Office Listings, Search My Listings etc. that are incorporated into the site. The agent decides what links to use and some customization options are available. Smart Framing is easy and inexpensive to use and all inquiries from the public go directly to the owner of the website.

**Who can use Smart Framing?** Smart Framing is available to all Offices and agents as long as they maintain an active membership. Agents must have permission from their Broker.

**How much does it cost?** Members sign a contract, agree to abide by the IDX rules and pay a \$50.00 one-time set up fee and \$50.00 annually. The contract is available on MLS Docs and on the Board website at [www.ecbor.com](http://www.ecbor.com) under MLS Information> Smart Framing. The \$50 non-refundable set-up fee, \$50.00 annual fee and contract must be received prior to activation.

### How to Activate Smart Framing?

1. Go to [www.ecbor.com](http://www.ecbor.com) – MLS Information – IDX/VOW – Print the Smart Framing Contract. Sign and return to the MLS office with a \$50.00 set-up fee & \$50.00 annual fee. \* Agents will need Broker's signature. The MLS will send out a confirmation email upon receipt.
2. Log in to the MLS and click on Preferences > IDX Smart Framing to Subscribe.
3. The MLS will set up & activate Smart Framing and send the member an email along with the set up guide.
4. The member will need to follow the instructions in the set up guide to activate the Smart Framing tool. Once activated, no additional maintenance will be needed.

Offering MLS data on your website is critical in today's market. We are offering members an easy, cost effective solution to competing in today's marketplace.

Questions? Call or email the MLS office for more information TODAY at 574-875-3283 or [mls@ecbor.com](mailto:mls@ecbor.com).

*Please remember, the MLS does offer a fully customizable IDX solution. The cost is \$150 set-up fee & \$135.00 a quarter. Contact MLS office for more information.*

## Multiple Listing Service of Elkhart County, Inc. Smart Framing Contract

Office Name: \_\_\_\_\_ MLS ID: \_\_\_\_\_

Participant Name: \_\_\_\_\_ Participant MLS ID: \_\_\_\_\_

\*E-mail: \_\_\_\_\_

Subscribing Agent (if applicable): \_\_\_\_\_ Agent MLS ID: \_\_\_\_\_

\*E-mail Address: \_\_\_\_\_

\*ECMLS will use e-mail as the primary communication tool and the e-mail address must be supplied.

Office Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Fax # \_\_\_\_\_ Voice Mail #: \_\_\_\_\_

Are you using a Consultant? \_\_\_\_\_ Yes \_\_\_\_\_ No Name of Consultant: \_\_\_\_\_

Consultant Contact & email: \_\_\_\_\_

\*If yes, please return Consultant Information & Signature form in addition to this form.

ECMLS Listing Data will be displayed on the following website: \_\_\_\_\_

\*Please supply the URL of the website where the BR data will display

Smart Framing is an Internet-based tool that gives members the ability to display listing data from the MLS on their company or individual websites. Smart Framing is set-up in compliance with the NAR and ECMLS policies that govern how data can be displayed on the Internet. A \$50.00 non-refundable set-up fee and \$50.00 annual fee is required along with the signed contract.

By signature below, the subscriber agrees to adhere to all the Smart Framing rules including the requirement to display specific information such as Listing Office name, approved Logo Icon, date & time of last update, and mandatory disclaimers in the reports. Further, the MLS Participant authorizes ECMLS to provide Smart Framing to the agent listed on this form and agrees to accept responsibility for the agent's compliance with the Smart Framing rules. Failure to comply with these rules could result in termination of access for the MLS Participant and/or agent.

Subscriber acknowledges they were made aware of all the IDX options available through the MLS and elected Smart Framing fully understanding Smart Framing is not fully customizable and has limited functionality. The MLS will require a written notice to terminate 30 days in advance.

### Entered into on behalf of Firm by:

\_\_\_\_\_  
Broker Signature

\_\_\_\_\_  
Date Signed

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Agent Signature

\_\_\_\_\_  
Date Signed

\_\_\_\_\_  
Print Name