

▶ sourceMLS™ Implementation: overview



- ✓ Simple dynamic URL construction to display the **sourceMLS™** image in an HTML tag.
- ✓ **Automatic validation** against fresh MLS data. If the listing is not currently active on the MLS - the badge will NOT display (for participating MLSs).
- ✓ Data gathered is presented in a simple dashboard layout for MLS/Broker viewing

What you will need? The *MLS Listing Number*, the *MLS Key* and your *Vendor Key*.

Use the following URL in your normal HTML tag to display the sourceMLS™ image:

```

```



The end result is a 100 x 58 PNG image that you can size as needed. You will have to add the MLS LISTING NUMBER, MLS KEY, and YOUR VENDOR KEY to each URL call.

If the listing number provided is not valid – a small 1x1 transparent image will display.

***If the listing is no longer in one of the MLS “active” statuses, an alternate off-market badge will display OR a small 1x1 transparent image will display**



*depending on MLS participation.

If your website includes a one-line, thumbnail or gallery view of many listings and you would like to display the sourceMLS™ image here, use the same URL as above but include “&thumb=y” in the image tag.

```

```



The end result is a 50x by 29x image that you can size as needed. This will allow us to track when the image is called for a one-line, thumbnail, or gallery display versus a full client report.

If you are displaying the image in an MLS system and you have the ability to indicate that the viewer is NOT a client - we ask that you include "&agent=y" in the image tag.

```

```



This will allow us to track viewing of the image by MLS subscriber versus a consumer.



NOTE: Please link all tag displays of the sourceMLS badge to:
<http://www.sourceMLS.org>



CONTACT:
Chris Lambrou - Director of Special Projects/R&D
Midwest Real Estate Data (MRED)
630.955.2767
Chris.lambrou@mredllc.com