What is the sourceMLS™ badge?

The sourceMLS™ badge is designed to inform the viewer that the listing information has been supplied directly from the Multiple Listing Service (MLS). It also indicates that the web product they are using meets the requirements of the sourceMLS™ program defined by the Council of MLS (CMLS).

Where should the sourceMLS™ badge be displayed?

The sourceMLS™ badge should be displayed prominently in your web products detailed listing reports. Optionally, it can also be displayed in a thumbnail, gallery report where more than one listing is displayed.

Who determines which of my MLS products use the sourceMLS™ badge?

*The **MLS** does. Each vendor that the MLS picks to display the badge will need to sign a sourceMLS**™** trademark sub license agreement with the MLS in order to display the badge (the sub license agreement can be found at sourceMLS.org or by clicking on this link).*

Can the MLS vendor transfer the badge to another site or portal?

No. The MLS is in charge of where the badge is displayed in their suite of products.

Is there anything the MLS has to do for the image from a technology standpoint?

*All the technology behind displaying the badge is handled by the MLSs product vendors. It's a simple HTML <img> tag that does not need any **special plugins** or **javascript** calls. All it needs is a dynamically constructed URL (which vendors are quite comfortable with these days).*

What is the sourceMLS™ dynamic URL?

Your website will use a URL to display the sourceMLS™ badge on HTML listing reports. This dynamic URL is unique to each MLS and vendor product. It requires unique keycodes to work correctly.

How does the keycode system work?

*The dynamic URL will include two (2) unique keycodes that identify the **MLS** (M) and the **Vendor Product** (V). These keycodes are the same for every listing in the product. The URL will also need to include the unique **MLS listing number** (LN) of the property being viewed.*

What is the purpose of using the dynamic URL?

The technology behind the dynamic URL will be used to perform such tasks as:

★ ***Analytics** on badge views in each product including geographic and listing breakdowns*
★ ***Instant validation** by comparing the listing to fresh MLS data to ensure that the listing being viewed is still on the market. If the listing is Off-Market, the badge will not display*

***NOTE**: Analytics are to be presented to the MLS in a login dashboard utility to view listing activity in a simple and clean format. This same dashboard utility could later be passed on to brokers in the MLS as an added value so they can view their listing performance on various products offered by the MLS.*

Can I see an example of the dynamic URL?
Below is an example of an HTML <img> tag using the dynamic URL to display the badge

Below is the breakdown on constructing the URL

http://www.mredllc.com/sourcemls/?ln=[**MLS LISTING NUMBER**]&m=[**MLS KEYCODE**]&v[**VENDOR PRODUCT KEYCODE**]

What type of image is returned by the dynamic URL?
A 100x58 png image of the sourceMLS™ badge is returned by the dynamic URL.

Can we resize the image to better fit our MLS product?
You can resize the image by adding the HEIGHT and WIDTH dimensions to the HTML <img> tag but your product vendor should always keep the aspect ratio of the badge in place so not to distort the image.

What about thumbnail gallery or one-line reports?
*If your MLS product displays the badge in thumbnail gallery or one-line reports, we ask that your vendor include the following in the dynamic URL: **&thumb=y***
Full example below

Does the sourceMLS™ badge have to link to anything?
*Yes. We ask that all vendor products displaying the badge **must** have it link to http://www.sourcemls.org/. This way the viewer will be directed to http://www.sourcemls.org/ if they click on the badge for more information.*

Where do I obtain my MLS and Vendor Product keycodes?
When you sign the trademark licence agreement with CMLS, an MRED representative will contact you to explain the next step (MRED is currently hosting this service for CMLS).

Is there any fee ($) in all this?
*The only foreseeable cost to the MLS would be whatever your vendor may charge for the programming to display the badge. Keep in mind that this is **lo-tech stuff** by design and programming charges should be minimal.*

What if I have further questions?
*Contact · **Chris Lambrou** · Director of Special Projects · **Midwest Real Estate Data** · 630.955.2767 · chris.lambrou@mredllc.com*

SOURCE MLS™

sourceMLS™ FAQ's