

This document is designed to quickly educate you on how to answer IDX / VOW fields in the Showing section of listing input.

**VOW means Virtual Office Website.**

Basically, A VOW can do anything a brick and mortar office can do so they can provide much more information than an IDX site can. This includes the evaluation of sold property. To do so however, they must establish a relationship with the buyer prior to allowing them access to the data. They are also allowed to handle transactions, give advice and so on, just as you might if the buyer was sitting in your office.

The best way to know how to answer the IDX and VOW questions in the MLS is to start by reading and understanding Page 1, Section 6 of the GAR Exclusive Seller Listing Agreement Form F1. The way this section is filled out in your Listing Agreement directs how the IDX / VOW questions should be answered.

<p><b>6. Marketing.</b></p> <p><b>a. Scope:</b> <i>[Select all of the following which shall apply.]</i></p> <p><input type="checkbox"/> <b>No Limitations:</b> Seller authorizes Broker to market and advertise Property for sale in any media of Broker's choosing.</p> <p><input type="checkbox"/> <b>No Internet Marketing:</b> Seller does not wish to have information about the Property displayed on the Internet.</p> <p><input type="checkbox"/> <b>Omit Property Address:</b> Seller does not wish to have the address of the Property identified on the Internet, but does wish to have all other information about the Property displayed on the Internet.</p> <p><input type="checkbox"/> <b>Limit Third Party Commentary:</b> Seller does not wish for third parties to be able to write comments or reviews regarding the listing or display a hyperlink to such reviews on an Internet web site of a broker or affiliated licensee of a broker.</p> <p><b>b. Broker agrees to file this listing with the following Multiple Listing Service(s):</b> _____</p>
---

Sending listings to a VOW works effectively the same as IDX. Rules and Requirements for VOWs are the result of a 2008 settlement between NAR and the Department of Justice.

Based on NAR rules and section 6 of form F1 GAR 2015 the key thing to remember is that you cannot allow something in IDX but restrict it in VOW. The key ones to watch are:

If IDX Opt in = Y / VOW Entire Display must = Y

If Internet Display = Y / VOW Entire Display must = Y

If Internet Address Allowed = Y / VOW Address Allowed must =Y

If IDX Consumer Comment = N / VOW Consumer Comment can = N or Y

If IDX Consumer Comment = Y / VOW Consumer Comment must = Y

If IDX Automated Valuation = N / VOW AVM can = N or Y

If IDX Automated Valuation = Y / VOW AVM must = Y

\*\*\*\*\*

Check out these sites for additional Information:

Definition of a VOW:

[https://en.wikipedia.org/wiki/Virtual\\_Office\\_Website](https://en.wikipedia.org/wiki/Virtual_Office_Website)

NAR - FAQs on the VOW Policy and the Model VOW Rules:

Be sure to see sections 3 and 4

<http://www.realtor.org/sites/default/files/handouts-and-brochures/2009/VOW-policy-and-model-VOW-rules-2009-08-faq.pdf>