

IDX and SYNDICATION – What is the Difference?

What is IDX (Internet Data Exchange)?

Internet Data Exchange ("IDX"), also referred to as "Broker Reciprocity," is the next stage in the evolution of MLS as the primary means of enhancing cooperation between REALTORS® to facilitate the purchase and sale of real property. IDX gives MLS Participants the ability to authorize limited electronic display of their listings by other Participants. Under IDX, brokers exchange consent to display each other's listings on participants' websites and using applications for mobile devices that participants control. (*Revised 6.1.12*)

What is Listing Syndication?

Listing syndication is the term that the real estate industry uses when a brokerage advertises their listing (properties being offered for sale) on websites around the internet. Listing syndication is a method of advertising whereby brokers distribute or 'syndicate' active listing information to a wide variety of websites, mobile apps, and print publications to reach diverse consumers searching for properties to buy. These websites are often referred to as "Portals" or "channels".

NKMLS has a third party partner called List Hub, that works with a long list of "partner websites". List Hub obtains a data feed from Flex MLS and distributes listings to the partner websites for display. This action saves valuable time for our brokers and agents by sending your listings to many websites all at once so you don't have to subscribe to multiple