

Terms

Data Feed – a subset of data (MLS listing data) that is sent to or retrieved by a third party on a consistent basis. An IDX data feed is the raw unformatted data and images that are used to build a custom IDX search page on a NTRIS members' web site.

File Transfer Protocol - (FTP) Used to transfer larger files over the Internet more quickly than through standard web pages. NTRIS makes data and images available via FTP for custom IDX searches. FTP data is contained in a single file and must be formatted into a table(s).

Internet Data Exchange – (IDX) A guideline suggested by the NAR for MLS organizations to enable participating brokers to publish multiple listings service (MLS) listings for consumer viewing on their company and privately owned web sites.

Smart Framing - The IDX Smart Framing Pages are a set of web pages enabling users to search and display the listings provided by all IDX program participants. Using smart frames, you have more control over the look and feel of your home search engine, because you are actually framing the data not another web site.

SQL Server – A server used to store data in relational tables. This server has the ability to automate the process of sending a "data feed" to another third party using a SQL Server. SQL Server can send the data in tables so that a contractor does not need to reformat the data feed. This makes building an IDX search much easier for a contractor.

Template Web Site - A web site product where you simply type in contact and personal information, upload any photos (personal or property), type in content, and your site is complete. These are not customized solutions and usually allow you to choose from several different themes, and let you change color schemes, but otherwise can not be altered.

Virtual Office Web Sites – (VOWs) A business model developed by brokers to distinguish their Internet display of real property listings from the display governed by the MLS IDX policies. The feature that a VOW is most known for is the requirement that visitors give specific personal information either by registering and/or by entering an email address and a password prior to accessing MLS listing data.

The concept of a VOW is that by requiring the user to register information, they are transforming the user from a visitor into an actual customer which is essentially equivalent to walking into a physical office.