New VOW Fields in the MLS Service

The fields are "Allow Display for VOW", "Allow Display of Address", "Allow AVM Display", and "Allow Consumer Comment". In accordance with the ruling by the DOJ, all of these fields will default to "Yes" for new listings. Existing listings will default to "Yes". All listings will be included in a VOW unless the Seller specifically states that they do not want their property to show on the internet. The VOW policy does not allow for Broker Opt-Out of listings.

A seller may choose to exclude his listing for display in a VOW or may limit how it is viewed or used in the VOW. A broker may not choose to exclude his listings from a VOW. Also, a listing which is not available for VOW display will not be exported from Paragon to any other website, including REALTOR.com and IDX sites.

Allow Display for VOW

- Only a seller may decide whether to allow a listing on a VOW.
- If a listing is excluded from display on a VOW, the listing will not be exported to any other website.
- Notification of a seller's request to opt-out must be provided to the MLS (sample forms can be found in the SWMLS MLS Rules and Regulations).
- The listing agent may still advertise the listing on his own website, but may not use an MLS data feed for that purpose.

Allow Display of Address

• A seller may choose to exclude the property address from display in a VOW and on other websites.

Allow AVM Display

- AVM is short for Automated Valuation Model.
- A VOW may display an automated estimate of the market value of the listing (or hyperlink to such estimate) in immediate conjunction with a listing.

Allow Consumer Comment

• A VOW may allow third-parties to write comments or reviews about particular listings or display a hyperlink to such comments or reviews regarding particular listings.

The seller may choose to disallow consumer content from being connected to his listing.

Important Notes:

- The four fields will be added to the Listing Information screen
- All listings will be updated on with "Yes" in two new fields and populated from Features in the other two new fields.
- If your client chooses not to have his listing available for a VOW website, the listing will not be available on and IDX website, on REALTOR.com, or on any other website which receives data directly from the MLS.
- If you believe that your seller wished to exclude his listing from any of the above display options, you must update your Active listings accordingly.