

PAUL BUNYAN MLS, INC.

Reminders concerning Data Integrity

6/27/2008 (check back often for more entries appearing by date as they occur)

The importance of accurate input and an awareness of where problems can occur during input require your attention during listing entry and listing maintenance.

- **Verify your entry of Listing Agreement Type.** The selections and impact of your entry are listed below:

Exclusive Right to Sell

Exclusive Agency *(does not go to any exports – Realtor.com, IDX, Public Listing Display)*

Exclusive Right to Sell – MLS Entry Only *(does not go to any exports – Realtor.com, IDX, Public Listing Display)*

Exclusive Right to Sell – MLS Limited Service *(does not go to any exports – Realtor.com, IDX, Public Listing Display)*

See Remarks *(this selection should be a temporary use during verification selection only)*

- **Verify your entry selection for IDX Include field.** The selections and impact of your entry are listed below:

Yes *(your listing will be included in the IDX data set export for display on IDX websites)*

No *(your listing will not be included in the IDX data set export and will not be displayed on any IDX websites)*

- **Verify your entry selection for the IDX feature field.** The selections and impact of your entry are listed below:

Yes *(your listing will be included in the export for the IDX data export, Realtor.com and the Public Listing Display.)*

No *(your listing will not be included in the export for Realtor.com and the Public Listing Display, nor will it be exported in the IDX data export even if you have selected IDX Include Yes. Selection No will over-ride the IDX Yes selection.)*

- **Verify the accuracy of your selection for the Construction Origin key word field, and if the Construction Origin is Offsite, then make sure your selections for Offsite Design and Offsite Style are correct.**
- **Water Related key word field and Home Code key word field with water related choices must contain responses for only listings that will transfer a deeded right to a body of water along with the sale of the home.**
- **Virtual Tour Fields – Branded and Unbranded**

Branded – for use with your own listings you email to customers, for use with your own listings on your own website, for display on the public listing display at <http://www.pbbr.com>, and where you wish your own branded Virtual Tour to be displayed, and wish to give the home the exposure your personalized virtual tour may offer – for instance, for listings you send to aggregated data sites.

Unbranded – for use with emailed Realtor Professional view, for listings of other agents you wish to send to your customers, and where you do not wish a branded Virtual Tour displayed, but wish to give the home the exposure a virtual tour may offer.

- **Zip codes missing from zip code field**

If you enter your listings in the desktop program **(which we do not recommend you doing with the desktop 2, or for that matter even desktop 3 at this time)** and upload them to the online, quite often the zip codes are missing. You will need to open the listing online, and then click save, and the zip code field will autofill with this procedure. If the zip code is missing from a listing, it automatically drops the Internet and IDX exports and will not be displayed until the zip code is autofilled with the correct zip code.

- **Purposeful incorrect location entry info:** Please do not enter a listing in the wrong Area, City or County fields incorrectly in order to try to obtain more exposure. The listings do not export correctly.

- **Listing in Multiple MLS databases:**

If you belong to more than one MLS, and enter listings on that out of area MLS system, please make sure that if it is a listing that is already in our database that it is not repeated on that database for export.