

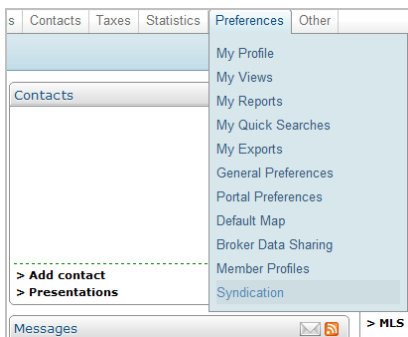
Opt-In / Opt-Out Services

Opt-In and Opt-Out are general terms adopted by MLSs to describe the Participants'/Designated Brokers' ability to decide where their company listings will be distributed. Vendors through an agreement with ARMLS® offer Designated Brokers the ability to publish listing information simultaneously to many Websites. This simultaneous publication is called **syndication**. ARMLS offers syndications on an Opt-In basis.

In general, **Opt-In** services require that the Broker take some **affirmative action to access** a service. **Opt-Out** requires the Broker to take some **affirmative action to disable** access to all or part of the service. Frequently, vendors who syndicate listings allow the Brokers, once opted-In, to opt-out of sending their listings to specific individual Websites by opting-out of those sites.

Designated Brokers may opt-in to syndicate their listings through flexmls® Web. If a Broker later decides to disable sending listings to a particular vendor, he can opt-out through flexmls as well. In addition, once a Broker opts-in, he may also choose to allow his Agents to override. Thus, an Agent may then opt-out individual listings at Edit.

After log-in, go to *Preferences* on the main Menu bar, and then *Syndication*.



In *Syndication Preferences* Brokers can opt-in by checking the box under *Send Listings* associated with each vendor in the *Name* list. Additional selected syndication vendors not represented in the *Name* list can be accessed on the same page by clicking on the link to the registration page on their Website.

Syndication Preferences

Name	Send Listings	Terms of Service	When my agents or staff enter listings, I want the export tab to appear as follows:	Order
<i>IDX</i>	<input checked="" type="checkbox"/>	<i>none</i>	<input checked="" type="checkbox"/> <i>IDX</i> (Agent can override: Yes ▾)	↓
AZ Central/HomeFinder.com	<input checked="" type="checkbox"/>	view	<input checked="" type="checkbox"/> AZ Central/HomeFinder.com (Agent can override: Yes ▾)	↕
Realtor.COM	<input checked="" type="checkbox"/>	view	<input checked="" type="checkbox"/> Realtor.COM (Agent can override: Yes ▾)	↑

Syndication names in *italics* will display under the Listing Export Options section on the Export tab in Listing Maintenance, while all others will appear under Syndication Options on the export tab.

Click the following link for your FREE ListHub Syndication Service:

<http://listhub.net/register?source=ARMLSAZ>

ListHub features:

- Syndication to all ListHub Internet marketing channels
- Branding of all listings with brokerage name
- Redirection of listings to branded landing pages created by ListHub or details page on the brokerage Website.