

## Website Data Options

For a member or third party who is interested in obtaining listing data from Navica for a website, there are 4 options:

- ◆ FTP Data Push
- ◆ IDX Data FTP Pull
- ◆ IDX Data Download
- ◆ VOW Data Pull
- ◆ RETS
- ◆ Basic Framing Link

### **FTP Data Push:**

The **FTP Data Push** is an automated process that enables a member office/agent or third party to receive listing data from the MLS. All listing data is sent within the push, based on the settings determined by the MLS staff within the **FTP Utility** that is located in Navica Revolution. The **FTP Data Push** is not an IDX solution; it will not automatically exclude listings belonging to offices that are opted-out to IDX. The push does not send, however, listings that have been selected to be **Excluded From Internet** upon data entry in Navica.

The **FTP Utility** that is provided to the Board/Association allows the MLS staff to select the listing fields and statuses, as well as which offices that they wish to be included in the data push. This utility enables the MLS staff to set up each push separately, so that only the data requested by the third party is sent. The frequency for the data push may be defined as either daily or weekly.

To set up each data push, a signed **FTP Data Push Agreement**, which is provided by SEI, must be signed and submitted to SEI. The data and photos included in the transmission are to be used for a single site only. A signed agreement and monthly fee is required for each site that is receiving the **FTP Push**. The board office should contact SEI for a quote on the monthly fee associated with this push, as well as a copy of the **FTP Data Push Agreement** that is needed to proceed.

### **IDX Data FTP Pull:**

The **IDX Data FTP Pull** is an automated process that enables a member office/agent or third party to retrieve listing data from the MLS. The **IDX Data Pull** is an IDX solution that contains data belonging to IDX participants only. The member office/agent or third party will be provided access to SEI's FTP server so that they may set up their server to automatically log into SEI's and retrieve the needed files. To set up each **IDX Data FTP Pull**, a signed **IDX Data Pull Agreement**, which is provided by SEI, must be signed and submitted to SEI for each site that is receiving the **IDX Pull**. There is a per month fee for each pull. The board office should contact SEI for a quote on the monthly fee associated with this pull, as well as the **IDX Data Pull Agreement** that is needed to proceed.

## **IDX Data Download:**

The **IDX Data Download** enables a member or third party to manually download an IDX compliant data file. In order for a member or third party to retrieve the **IDX Data Download**, the MLS staff will create a username and password for the individual within the Website Admin Tools that accompanies the board public site that is hosted by SEI. The listing data files are updated every 24 hours. There are three photo files that can be downloaded as well. One file includes all IDX photos added to Navica the previous day. The other two photo files are created weekly, and will include all IDX photos added to the Navica system during a two-week time period. The date and time is located beside each file name as well, so that you may determine when the download file was created.

## **VOW Data Pull**

The Virtual Office Website data pull provides access to all listing data for a VOW while distinguishing those fields that are only approved for IDX display. This data is updated once every 24 hours and available in tab delimited format.

## **RETS Data Pull**

RETS (Real Estate Transaction Standard) data can be presented in either STANDARD-XML, COMPACT OR COMPACT-DECODED formats. Transactions will be accepted and processed 7 days a week, 24 hours a day with restrictions on the volume of data that can be requested and transmitted during the 'normal' business day. Searchable fields will be limited to those fields that are searchable in Navica Revolution and in some cases may not include all fields searchable in Navica Revolution. There may be data fields only available as System Fields in one of the COMPACT data formats if they do not match a RETS Standard Field.

## **Basic Framing Link**

MLS staff users are able to create a **Basic Framing Link** for a member within the **Website Admin Tools** that accompany the board's public site hosted by SEI. SEI does not charge an additional fee for this **Framing Link**; however, this link is **NOT** customizable. The owner of the link cannot change the layout or colors of the link. In addition, this link does not include additional photos or virtual tour links, and visitors are not able to create an account or save their searches. This link provides basic searching only and all fields are defined by the MLS.

If you should have further questions about any of these Web site Data Options, please contact SEI Customer Support at **1-800-367-8756** (EST and CST) or **1-877-571-8922** (MST and PST) or email at [support@navicamls.net](mailto:support@navicamls.net).

**NAVICA Web Solutions**  
**Sources of "Live" Listing Data**

While the data options described above are often used for maintaining websites, the following services provided by Navica Web Solutions provide the real estate professional with “live” listings data on their website. As of the moment listing data is added to or changed within the Navica MLS system, it is available on our web site solutions. Consider the following offerings:

- ◆ Office and Agent Websites
- ◆ Custom Framing Link

### **Office and Agent Websites**

Unlike the *IDX Data Download*, *FTP Data Pull*, and *FTP Data Push*, a NAVICA **Office/Agent Website** and **Custom Framing Link** (see below) includes live listing data. As soon as any listing activity occurs in Navica Revolution, that activity will automatically filter down to a NAVICA **Website**. Note: Navica websites are also known as NAVICA Web Solutions.

In general websites will often attempt to promote something or someone. In this case it would be an entire office or an individual. NAVICA Websites already incorporate live IDX listing data giving the potential home buyer the ability to search IDX listings in the MLS. IDX listings will only display listing data that is considered viewable by the general public (normally these fields are set by the association or board). Brokers must be “opted-in” to IDX in order to take advantage of this. If the broker is “opted-out” of IDX only his/her listings can be displayed or searched from within their site, this includes agent websites who fall under this broker.

### **Custom Framing Link:**

The **Custom Framing Link** includes the search engine that enables visitors to search IDX properties as defined by the MLS. This option would be suitable for a member who desires searching capability from their current (non-NAVICA) website.

A **Custom Framing Link** will include all additional photos and links for any virtual tours that are attached to a listing in Navica. In addition, the owner of the framing link can customize the colors and layout of the link to match their existing website. Visitors to the **Custom Framing Link** can create an account, save searches, and save listings on the site as well. **Our Listings**, **My Listings** and **New Listings** links are also included. These links give website users (potential clients) the ability to “auto populate” listings. This would be useful in order to highlight the offices listings, agent listings and new listings (homes listed within the last 48 hours).

Any member interested in an **Office/Agent Website** or **Custom Framing Link** should contact System Engineering's IDX Sales Department more information.