

Memo

To: All Matrix MLS® Users
From: Sue Campbell, Data Integrity
Date: April 3, 2014
RE: **MATRIX® NOTICE: Use of Multi Media Links**

Members are reminded that the **Additional Photos** links and **Virtual Tour** links offered for MLS® Listings in Matrix® must go directly to the “Tour” or “Added Photos” fields for the Specific Listing.

These Multi Media links appear in the Matrix Client Portal, Realtor.ca and additional public websites where data has been authorized to go.

The screenshot displays the Matrix Client Portal interface. At the top, there is a header for Sue Campbell with contact information and a 'Help Desk / Data Integrity' link. Below the header, there are navigation options like 'Welcome' and 'Properties', and a search bar. A table of listings is shown with columns for MLS #, Status, Address, Area, Price, List Date, DOM, Bed, Bath, FFA, and Acres. A red circle highlights the Multimedia icon in the listing for 10076879. Below the table, there is a search bar and a 'Back' link. The detailed view of the property at 2155 Horizon Drive # 5, Kelowna, British Columbia V1Z3Z8 is shown, including a price of \$512,000, listing ID 10076435, and various icons for Favourite, Compare, Print, Directions, Financial, and Multimedia. The Multimedia icon is circled in red. Below the icons, there is a section for Property Type, Building Type, Storeys, Title, Land Size, Built in, and Total Parking Spaces.

MLS® #	Status	Address	Area	Price	List Date	DOM	Bed	Bath	FFA	Acres
2396250	Active	976 CENTRAL Avenue	K191	\$225,000	03/31/2014	2	3	2	1907	0.16
10065390	Active	3002 East Kelowna Road	SE	\$2,195,000	05/14/2013	322	5	4	3429	10
10065388	Active	3002 East Kelowna Road	SE	\$2,195,000	05/14/2013	322	5	4	3429	10
10076879	Active	1641 Ethel Street	KN	\$369,000	02/17/2014	45	3	1	1450	0.17
10079232	Active	42 Altura Road	GL	\$799,000	04/01/2014	1	5	5	4640	0.17

2155 Horizon Drive # 5, Kelowna, British Columbia V1Z3Z8

\$512,000
Listing ID: 10076435

Favourite Compare Print Directions Financial **Multimedia**

Property Type: Single Family
Building Type: House
Storeys: 1
Title: Freehold
Land Size: under 1 acre
Built in: 2004
Total Parking Spaces: 3
Any Parking Spaces: 2

Please check that you are using your “Virtual Tour” and “Additional Photos” links correctly -- as set out in OMREB Regulation below:

7.14 Multi Media Links

All multimedia links made available on REALTOR.ca **if** implemented by the OMREB, namely: alternate feature sheet – field 63; virtual tour – field 64; sound bites – field 65; sales brochure – field 66; additional photos – field 67; and Board preferred map service to locate property – field 84, **must be limited to property specific information and advertisement** of private sales is not permitted on those links.

Further, webpages linked directly from REALTOR.ca through multimedia links must not indicate where private sale information can otherwise be located. Webpages linked directly from REALTOR.ca through multimedia links or 'REALTOR® Website' links cannot automatically redirect users to a third party site. In accordance with The Canadian Real Estate Associations' MLS® Technology Council's Policy, **multimedia links are to be limited to their respective fields. This ensures that REALTOR.ca displays information that consumers expect to see on the link they wish to use.** MLS® Systems are member to member cooperative systems and members who participate on REALTOR.ca (which is a member developed and financed site) must respect the member to member facet in all multimedia links provided in association with REALTOR.ca.

Seller contact information must not be displayed on webpages that are linked directly from REALTOR.ca through multimedia links. The listing REALTOR®/brokerage website may be linked directly from REALTOR.ca through the 'REALTOR® Website' link that appears on REALTOR.ca feature sheets, but this specific webpage of the REALTOR®/brokerage website must not display seller contact information. As well, members can include in the General Description – field 27 (known as Internet Remarks in OMREB's MLS® system) a comment to “see my website for further information” without specifying the nature of such additional information.

(Added 17/11/11)

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