

# MARIS

## Internet Exposure Options When Entering a Listing

<b>Publish to Internet</b> Yes ▾ ?	<b>Show Address to Public</b> ▾ ?	<b>Permit AVM</b> Yes ▾ ?	<b>Permit Comments</b> Yes ▾ ?
---------------------------------------	--------------------------------------	------------------------------	-----------------------------------

### Where do I find Internet Exposure Options?

These options are in Matrix and accessed on the General tab of the properties listing input form.

### Where do listings publish from Matrix?

- Auto Emails
- MARIS Products (Homesnap, RPR, ShowingTime, et al)
- IDX (Internet Data Exchange) or VOW (Virtual Office Websites) websites created by member brokers
- 3<sup>rd</sup>-party syndicated sites where listings are republished from the MLS data by non-broker companies (IE: Realtor.com)

### Can an agent opt out of a specific IDX, VOW, or 3<sup>rd</sup> party website?

- No. There is no way to choose individual sites to opt in/out of.

### How does each option work if my seller wants to limit exposure online?

#### Publish to Internet

- Selecting “no” will notify sites that they may not display the listing, and subsequently have the listing’s identifying information removed from the feed.
- The listing will still be seen within Matrix and published to auto emails.
- All other options are turned off.

#### Show Address to Public

- Selecting “no” will notify sites that they may not display the listing’s address or map location.
- Many property sites are/becoming parcel centric. Meaning they have public data attached to most parcels within their site. That parcel data then gets triggered to combine with listing data from the MLS as it moves through the market.
  - Listings without a street address may not appear on parcel-centric sites because they cannot be properly placed within the site information.

#### Permit AVM

- An AVM is an Automated Valuation Model or a formula the site uses to determine the value of a home based on public records information.
- This selection applies to IDX and VOW sites only.
- Selecting “no” will notify sites that they may not display the listing with an AVM (or link to an AVM for that listing).

#### Permit Comments

- This selection applies to IDX and VOW sites only.
- Selecting “no” will notify sites that they may not display the listing with the ability for third parties to write comments or reviews in conjunction with the particular listing.

If you have any questions, please contact our support team at [support@marismls.com](mailto:support@marismls.com) or by calling 314-984-9111 option 1.