

August 15, 2022

To: RANW MLS Participants

From: RANW MLS

Re: Select your Company option for NAR mandated "Broker Attribution" on IDX and VOW feeds

**RANW MLS will be adding a new Broker Attribution field to all RETS feeds with a RETS refresh to occur on Monday, August 26, 2022.**

RANW MLS has recently added new fields to Paragon for the MLS Company Participant to select for company listings when displaying MLS listings on public websites via IDX/VOW, due to a mandate from NAR referred to as "Broker Attribution".

Along with the current requirement to display the listing firm name in a prominent location on each listing, **NAR has mandated that as of September 1, 2022**, Participants' IDX displays also must identify an email or phone number, provided by listing Company Participant, to be displayed with the listing firm name.

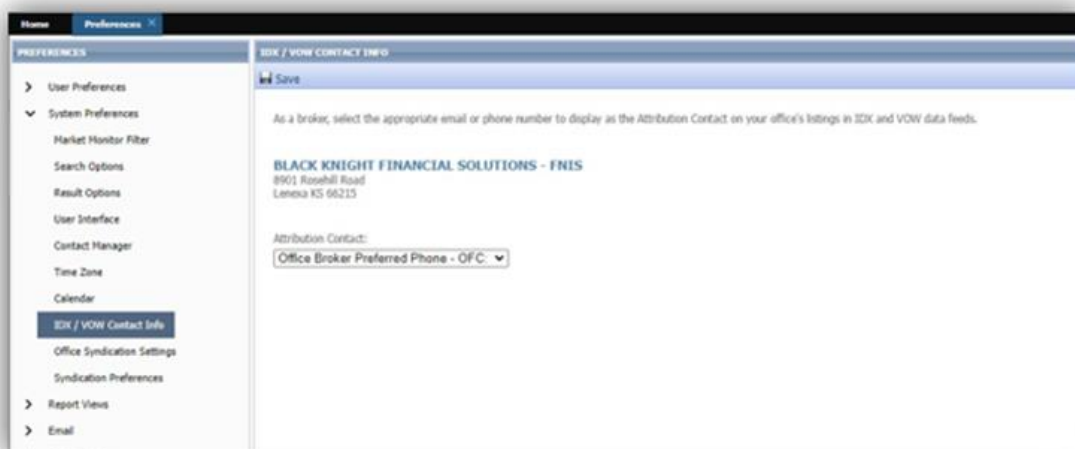
In compliance with the NAR mandate for Broker Attribution, our Paragon MLS System has added these choice options to the Preferences/System tree for "IDX/VOW Contact info" in Paragon. This addition will allow the broker to select a phone number or email address to be displayed on listings that go out in IDX and VOW data feeds.

**What to do now:** RANW MLS Company Broker Participants should now enter their default information into the Paragon Preferences for IDX/VOW Contact information.

**Company listing brokers should choose** if they want their office phone, office email, listing agent phone, or listing agent email to be included in the MLS data sent for display on IDX/VOW public websites.

This selection can be made within Paragon, by the broker or anyone designated by the broker with broker access.

- Select Preferences from the top Paragon Menu
- Under System Preferences, select IDX/VOW Contact Infor
- Select the desired contact info from the drop down menu and Save



The contact information you choose will be included in the IDX/VOW data feeds for each new listing added going forward, and each existing listing when next modified.

**If you do not make a selection**, the default is to provide no contact information.

With this new field there is no pre-selected data; until a member broker makes a selection for the company, the value will be null. Once a value is selected by the broker, the phone number or email address selected will be appended to the Listing fields for outbound RETS feeds.

If your office phone or email needs to be updated in Paragon, please email your request to [ranwmls@ranw.org](mailto:ranwmls@ranw.org)

**Note: Data vendors are being notified of the field addition but will not have access to the Broker Attribution data until a RETS refresh is performed August 26th. Vendors will then be able to program this information to your IDX/VOW websites.**

Please email or call RANW MLS with any questions. Thank you for your Company's Membership in RANW MLS.

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