

## MLS Data Validation and Rules Enforcement.

MLS Data Checker is a powerful web-based software solution that works with TEMPO™, MLXchange™, InnoVia™ or any RETS compliant MLS system to automatically validate the quality and accuracy of your data and enforce the correction of violations.

### How it Works

#### Step 1 - Set up the Rules

MarketLinX sets up the system to work with your existing MLS and membership management systems. The program is configured to find violations according to your MLS policies — regional MLSs can even define different rules for each association. Violations may include:

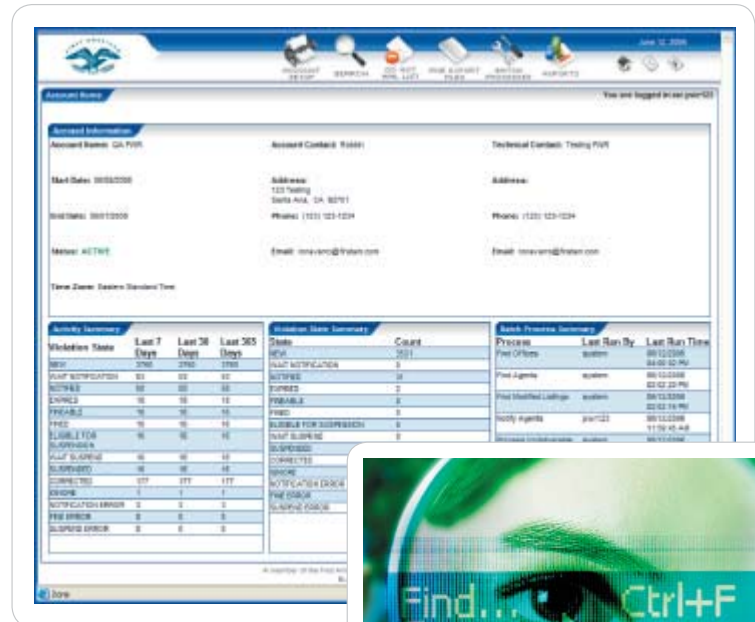
- › Late entry of a new listing
- › Failure to enter a listing in the MLS
- › Entry of a listing by a non-MLS member
- › An active listing without a valid agreement
- › An inaccurate listing status
- › The misuse of list price “excludes”
- › An incorrect property classification
- › The misuse of agent, financial and public remarks
- › The misuse of data with the intent to mislead
- › A duplicate listing by the same broker/agent
- › An inappropriate image or virtual tour link
- › Inaccurate selling information
- › A conditional offer of compensation
- › Late reporting of pending or final sales
- › And much more!

#### Step 2: Identify and Enter

MLS Data Checker identifies new and changed MLS listings using a batch process, and then validates these listings against public records and the MLS-defined rules. Data inaccuracies and rule violations are flagged and brought to the attention of the system administrator. Member-reported violations can be entered manually.

### Benefits

- › Improves the accuracy and completeness of your MLS data
- › Increases your capacity to process fines without adding personnel
- › Increases non-dues revenue; self-funding
- › Fosters more disciplined data entry habits among membership



### Step 3: Review and Notify

MLS Data Checker automatically highlights each infraction for easy review by the system administrator, who then chooses the corrective action required. The program notifies the listing agent or broker of the violation by e-mail, including any information regarding grace periods and potential penalties.

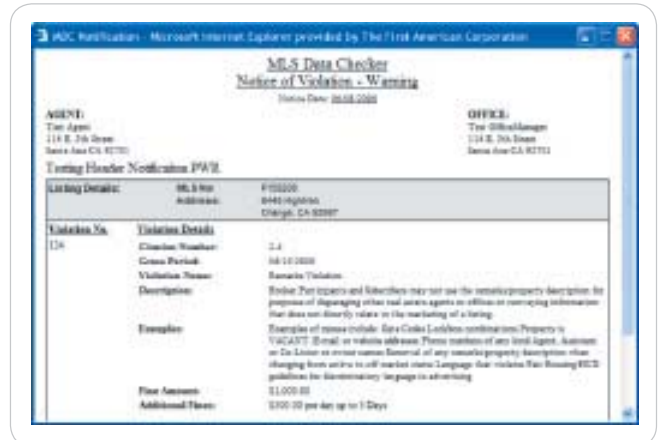
### Step 4: Follow-Up and Fine

The program monitors the status of each listing and tracks all changes in a revision log for easy review and approval by the system administrator. No fines or suspensions result if corrections are made during the grace period. For non-compliant listing agents and brokers, fines are transmitted to the membership management system for delivery by invoice. Repeat offenders can be automatically identified and fined immediately.



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*"MLS Data Checker delivers tremendous benefits to HAR REALTORS.® The system ensures that listing information complies with our most important rules. The system automatically identifies violations - accidental or intentional - and then notifies the agents to correct the problem. Our members, homebuyers and sellers benefit from better information and an improved MLS system. Plus, the system is self-funding; it generates revenue from the fines paid by violators. This technology has become an indispensable tool in the administration of our MLS system." Lorraine Abercrombie, 2006 Chair, Houston Association of REALTORS® BOD*

A member of The First American Corporation (NYSE: FAF) family of companies, MarketLinx is a premier residential real estate information technology vendor that offers a full line of Agent, Broker, MLS and MLS-related products and services. MarketLinx serves some 150 MLS customers across the US and Canada representing about half of the REALTORS® in North America. MarketLinx serves some of the largest real estate organizations in the world, including eight that have more than 20,000 members each. MarketLinx also serves over 1300 broker customers, including both independent companies and brokerages that are part of major franchises.

To learn more about MLS Data Checker, contact your MarketLinx representative or visit [www.marketlinx.com](http://www.marketlinx.com) today.

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