

Data Distribution Facility Quick Reference Guide

Access the Data Distribution Facility

Click on the Access the Data Distribution Facility Button on your Board/Association Home page on REALTOR Link®. Or by going to the following URL tools.realtorlink.ca.

Depending on what permissions are set by the Board/Association or Brokerage owner, your access to the components of DDF™ may be limited.

Permissions

The Data Distribution Facility is a permission based system. There are three levels of permissions which are; Board/Association; Brokerage Owner and Salesperson. Below are the permission levels of each component of DDF™.

National Shared Pool/National Franchisor Pool – Every Board/Association is opted in to this component. Brokerage owners decide if they want to participate in the National Pools.

Member Website Feeds – Boards/Associations must decide first if they want to allow their Brokerage Owners to be able to create Member Website Feeds. Brokerage Owners decide if they want to participate and if they will allow their own salespeople to create Member Website Feeds.

Third Party Distribution – Boards/Associations must decide first if they want to allow their Brokerage Owners to be able to distribute listings to Third Party Destinations. If allowed, Brokerage Owners decide if they want to participate and if they will allow their own salespeople to be able to participate in decisions on what Third party destination receives listings.

Data Distribution Facility Brokerage Owner Permissions

The following permissions will decide where your Brokerages listings will be included:

- **National Shared Pool (NSP)** – Your Brokerages listings are shared in the pool and you are allowed to create a data feed to pull participating listings from the pool.
- **Allow my REALTORS® to register for a National Shared Pool (NSP) data feed** – Your salespersons can create a data feed to enable them to display listings from the National Shared Pool on a website.
- **National Franchisor Pool (NFP)** – Your Brokerages listings are available to the National Franchisors who are participating in the National Franchisor Pool.

NOTE* Reference decision matrix for Brokerage Owners with respect to NSP and NFP.

- **Allow my REALTORS® to receive a data feed for their own Member Website Feeds** – You can create a data feed that displays all your listings for your Brokerage. Also, your salespeople can create a data feed that would be populated with their own websites with their own listings.

NOTE* Reference decision matrix for Brokerage Owners with respect to Member Website Feeds.

- **Third Party Destinations** – Allow your Brokerages listings to be distributed to third party websites.

NOTE* Reference decision matrix for Brokerage Owners with respect to 3rd Party Destinations.

Third Party Destination Brokerage Owner Permissions

The following permissions will decide what distribution options you give to your salespeople.

- On – Destinations I choose can receive the brokerages listings.**
- Off – No Destinations will receive the brokerages listings.**

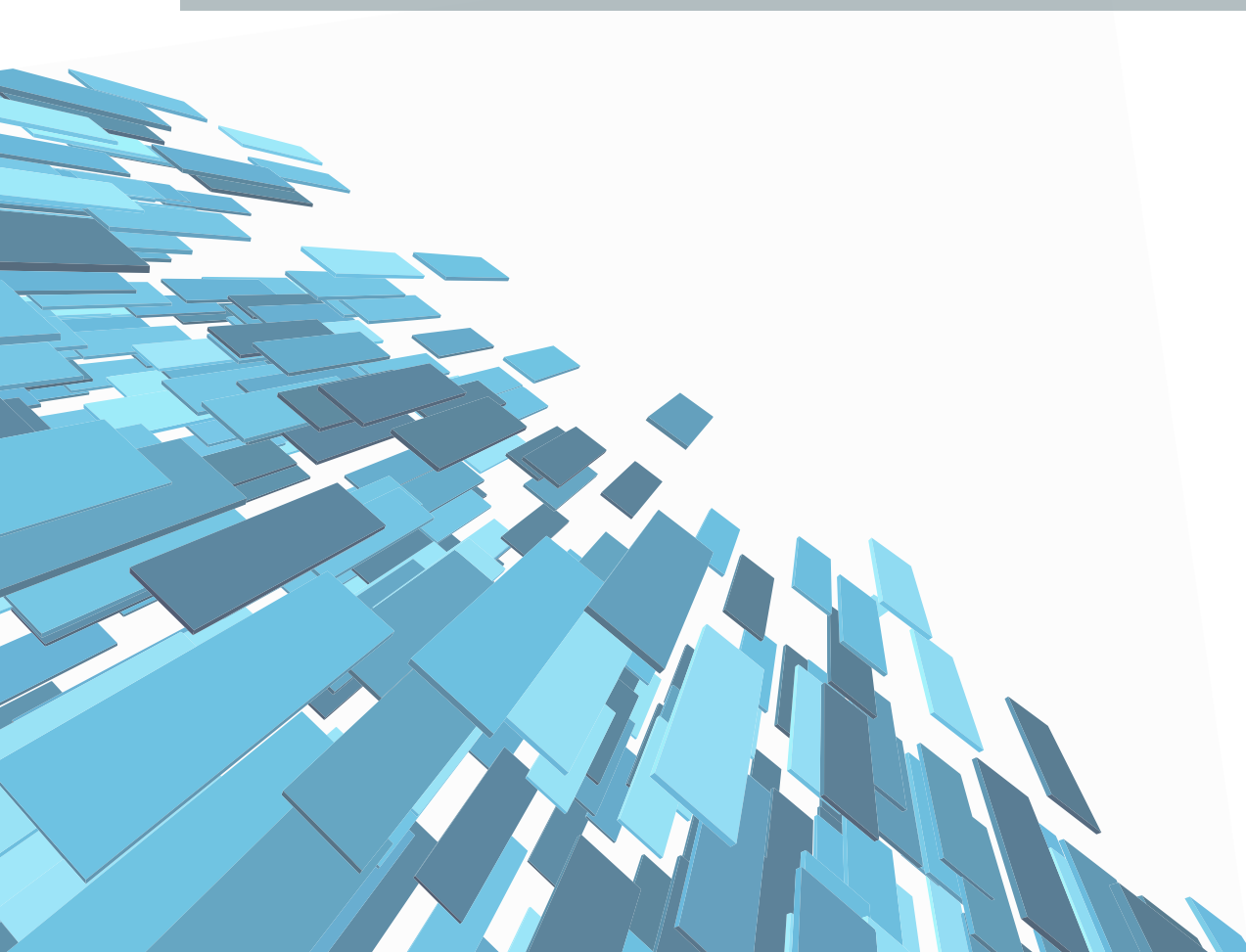
- My salespeople cannot change my destination decisions for their listings.**
- Allow my salespeople to make their own decisions for the destinations I have turned on.**

To exclude specific listings in the National Shared Pool, Franchisor Pool, Member Website Feeds and Third Party Websites

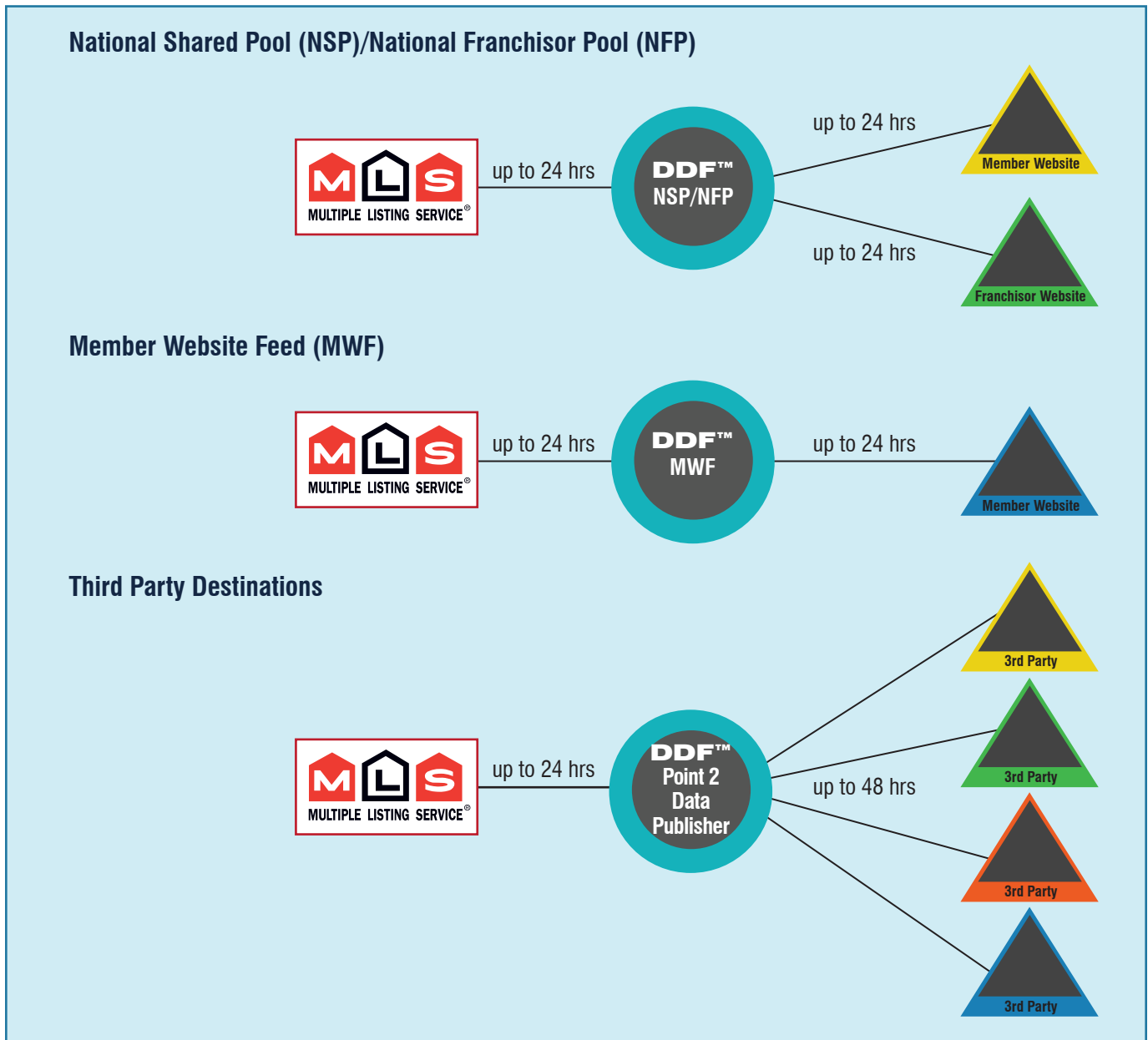
Your MLS® provider may have a data field in the listing input form called “Include Listing in Data Distribution”. To exclude a listing in any data distribution, set the field to “NO”. (Defaults to “YES”, listing will be included in Data Distribution adhering to all Data Distribution permissions set in the dashboard.)

You may also exclude any listing from any component by accessing the listing details page on the DDF™ dashboard. There you can select where you want to exclude your listing. You can select National Shared Pool/National Franchisor Pool, Third Party destinations and specific Member Website Feeds.

NOTE* Only Brokerage Owners have the ability to exclude listings from the National Shared Pool/ National Franchisor Pool.



Timing Scenarios



CREA Data Upload starts processing data from Board/ Association MLS Systems at 2 a.m. and finishes around 9 a.m.

Before 2 a.m. Boards/Associations upload constantly refreshing files.

At 9 a.m. the following are updated:

- REALTOR.ca
- National Shared Pool/Nation Franchisor Pool Feed
- Member Websites Feeds
- Point2 Publisher Servers

Point2 Publisher servers take the updated listing data from CREA starting between 9 a.m. and 10 a.m. EST, it completes within 2 to 3 hours.

That data is used the same day when publishing to 3rd parties.

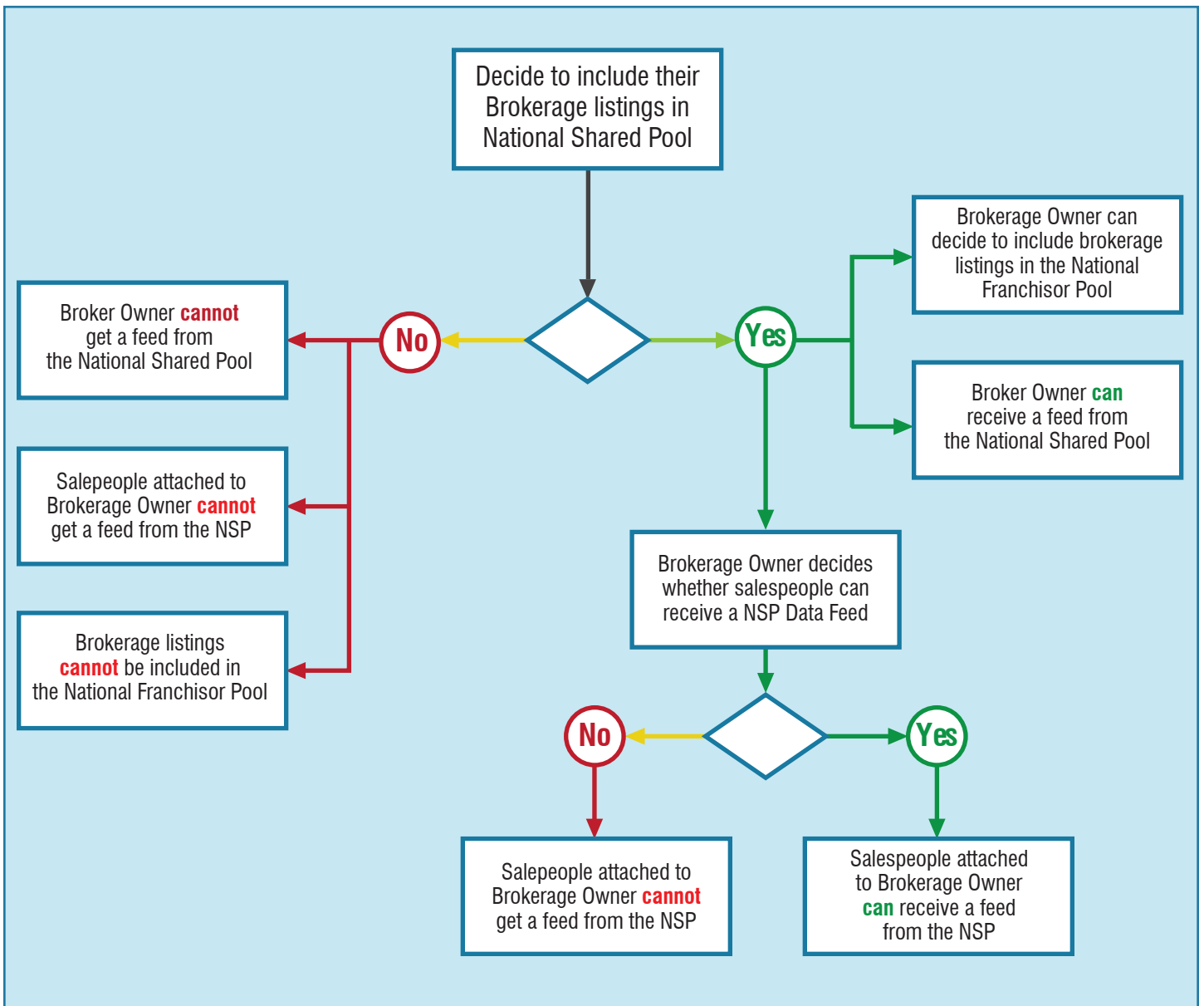
Enter a listing Monday.

On Tuesday the following are updated:

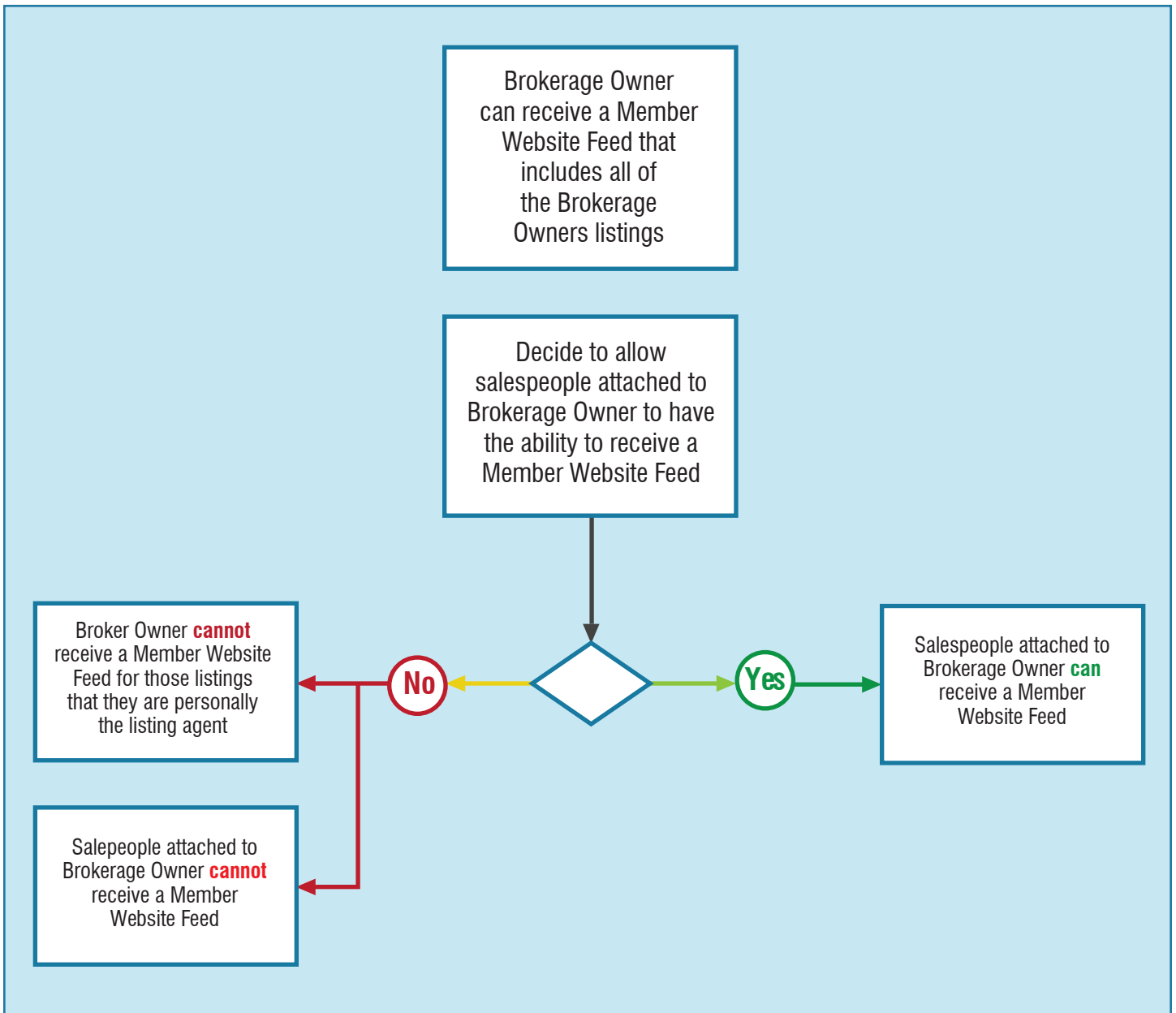
- REALTOR.ca
- Data Feeds for National Shared Pool/National Franchisor Pool and Member Website Feeds
- Point2 Data Publisher

On Wednesday 3rd party websites are updated from the Point2 Data Publisher.

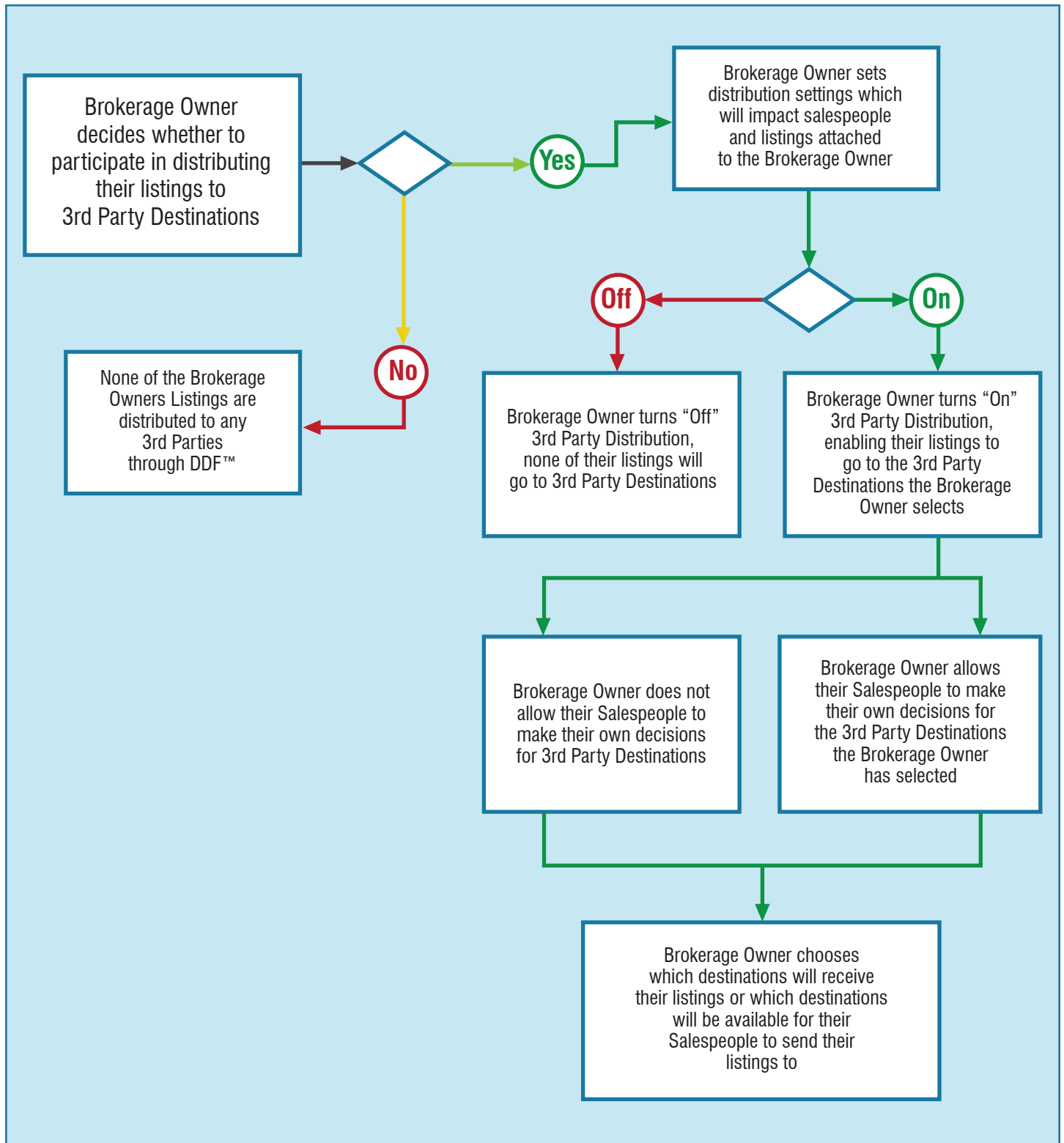
Decision Matrix of Brokerage Owner National Shared Pool (NSP) and National Franchisor Pool (NFP) Decisions



Decision Matrix of Brokerage Owner Member Website Feed Decisions



Brokerage Owner 3rd Party Destination Decisions



Glossary of Terms

Brokerage Owner	An individual who is identified as the owner of the Brokerage. An agent or brokerage license is not necessary to be a Brokerage Owner.
CREA DDF™	A permission based data distribution facility provided by CREA to facilitate the distribution of its participating members' listing information to National Pool Websites, Franchisor Websites, Member Website Feed and Third Party Websites.
Dashboard	Application used by Board staff, Brokerage Owners, Salespersons and brokers to manage permissions and register destinations.
Destination	Pulls listing data from Data Distribution system and provides real estate search and details services to the public. A Destination may publish agent, IDX, franchise or aggregated listing data.
Franchisor	A company that owns the overall rights and trademarks of the company and enters into franchise agreements with another entity (a franchisee) to allow them to use these rights and trademarks to do business.
Franchisor Website	A Website operated by a Franchisor who has entered into a contract with CREA to receive a data feed provided by the CREA DDF™.
Linkback URL	A URL supplied to publishers to be displayed along with listing summaries or details to redirect users to a central site for more information about that particular listing. Links could be to a franchise site, broker site, agent site or Realtor.ca
Listing Content	The MLS® listing information, including photographs and images, which a Participant chooses to send to National Pool Websites, Franchisor Websites, Member Website Feeds, and Third Party Websites based on data templates that contain a number of fields set by CREA.
Member Feed Website	A Website owned and operated by a Participant that displays just the Participant's own listings, populated using a data feed provided by the Member Website Feed.
National Franchisor Pool	A subset of the National Shared Pool of listings that must be opted into by Brokerage Owners. Franchises are allowed to access this Pool.
National Shared Pool	Participants can contribute their listings to a National Data Pool and receive a feed from that Pool to display all other participants' listings on their websites. Participants can filter the data feed they receive based on objective criteria. Participants can also choose to contribute their listings to a data feed made available for display on participating franchisors' websites.
Organization	Any company or Association involved in organized real estate, including Firms, Franchises, Associations, and Affiliates.
Participants	All Participating Brokerages and Participating Salespersons.
Participating Brokerage	A member brokerage that is actively engaged in providing real estate brokerage services to buyers or sellers in real estate transactions and who consents to display of its listings on websites through the CREA DDF™.
Participating Salesperson	A REALTOR® that is registered with a Participating Brokerage who also chooses to participate in the CREA DDF™ with the consent of his or her brokerage.
Technology Provider	A company that has entered into a data access agreement developed by CREA to operate a National Pool Website or a Member Feed Website on behalf of a Participating Brokerage or Participating Salesperson.
Third Party Destination	An external listing publishing site that is not part of organized real estate, such as Yahoo Real Estate, Trulia or Homezilla. Provides real estate search and details services to the public, also known as Channel or Publisher.