

April 2009 - Keystone Enhancements – VOW (Virtual Office Website) Fields

Here is a summary of the VOW Fields that have been added to Keystone:

Integral to the VOW policy is the four Seller Opt Out Options. The broker may not globally Opt Out of these four Opt Out options, but an individual seller may elect to Opt Out of one or more of these options. Many brokers and associations have incorporated these options in the listing agreement or have created a separate addendum.

Now you can enter your seller's preferences into Keystone directly. **You are no longer required to send the listing addendum or page of the listing agreement to MRIS.**

In Keystone, the new fields are located under the Contract in the Listing Section. The fields are:

- **Seller Authorizes Listing on Internet** – This is a mandatory field and will default to YES. **By selecting NO, this listing will not appear on any publically accessible Internet sites.** Publically accessible Internet sites include all Broker IDX sites, advertising sites such as HomesDatabase.com and Realtor.com in addition to VOW websites.
- **Seller Authorizes Listing Address on Internet** – This is a mandatory field and will default to YES. **By selecting NO, this listing's address will not appear on any publically accessible Internet sites.** Publically accessible Internet sites include all Broker IDX sites, advertising sites such as HomesDatabase and Realtor.com in addition to VOW websites.
- **Seller Authorizes Automated Valuation of Listing** – This is a mandatory field and will default to YES. By selecting NO, the web site owner must turn off any Automated Valuation Model (AVM) associated with the listing. A value of YES indicates that the web site may have an AVM feature associated with the listing.

An AVM is a product that provides a property valuation at a specific time using information from the subject property and recent sales history.

- **Seller Authorizes Blogging Features** – This will default to YES and be a mandatory field. By choosing NO, the web site owner must turn off any comment or blogging feature used to provide feedback about the property.