

## VOW FAQ's

- **What Is A VOW?** A Virtual Office Website (“VOW”) is a Participant's internet website, or a feature of a Participant's website, through which the Participant is capable of providing real estate brokerage services to consumers with whom the Participant has first established a broker-consumer relationship (as defined by New Jersey or the applicable state's laws and regulations) where the consumer has the opportunity to search MLS listing information, subject to the Participant’s oversight, supervision, and accountability. Furthermore, the NJREC has advised GSMLS that it considers the display of a listing on a VOW to be advertising and, therefore, subject to New Jersey advertising regulations.
- **What Needs To Be Done To Set Up A VOW?** In order to set up a VOW a Participant will need to complete and submit to GSMLS certain required forms. Thereafter, the Participant will be provided with a VOW data feed to be used for the display of listings on the Participant’s VOW. The VOW will need to be operated in accord with (i) GSMLS’ VOW Rules and (ii) New Jersey’s or the applicable state’s laws and regulations.
- **What Data Is Included In The Vow Data Feed?** Data relating to future and current (Active and Under Contract Continue to Show) RES and MUL listings (for which broker consent to advertise has been granted) together with data relating to sold listings will be included in the VOW data feed. Technical information relating to the VOW data feed will be available for those interested in setting up a VOW.
- **How Is Listing Broker Consent To Advertise A Listing On VOW's Granted?** Detailed information relating to the procedure to follow to provide listing broker consent to advertise a listing on VOW's was sent to all GSMLS members in a GSMLS Newsletter. This Newsletter can be accessed using the Resource tab on the member’s section of the GSMLS website.

- **What Does A Participant Have To Do To Receive The GSMLS VOW Data Feed For Use On The Participant's VOW?** A Participant who intends to operate a VOW to display GSMLS Listing Information must first notify GSMLS of his/her intention to establish a VOW. The Participant will then be required to execute a "Participant VOW Agreement" prior to being given access to GSMLS' VOW Data Feed.
- **Can A Subscriber Receive The GSMLS VOW Data Feed For Use On The Subscriber's VOW?** Yes, provided the Subscriber has his/her Participant's permission to do so. A VOW of a Subscriber is subject to his/her Participant's oversight, supervision, and accountability. A Subscriber who intends to operate a VOW to display GSMLS Listing Information must first notify GSMLS of his/her intention to establish a VOW. The Subscriber and his/her Participant will then be required to execute a "Subscriber VOW Agreement" prior to the Subscriber being given access to GSMLS' VOW Data Feed.
- **Can A Participant Use The Services Of A Third Party To Set Up Or Operate A VOW?** Yes. Any such third party is referred to as an "Affiliated VOW Vendor" ("AVV") in GSMLS' VOW Rules, and is an entity or person designated by a Participant to operate a VOW on behalf of the Participant, subject to the Participant's oversight, supervision, accountability, and compliance with GSMLS' VOW Rules and New Jersey or the applicable state's laws and regulations. If a Participant intends to use the services of an AVV to operate a VOW on the Participant's behalf, the Participant will be required to execute a "Request For Authorization Of AVV". If the AVV is authorized by GSMLS, then the AVV will be required to execute an "AVV Access, Confidentiality, and Nondisclosure Agreement" before the AVV is given access to GSMLS' VOW data feed.
- **Where Can I Find The Forms That Will Need To Be Completed?** The various forms referenced above are posted on the member section of the GSMLS website at the same time the system components referenced above are activated.

- **What Will It Cost To Receive A VOW Data Feed?** At present there will be no charge to receive the GSMLS VOW data feed. GSMLS, however, reserves the right to institute a fee if warranted in light of the costs incurred by GSMLS in maintaining its VOW system.
- **What Rules Need To Be Followed To Operate A VOW?** A Participant will need to follow GSMLS' VOW Rules when operating any VOW that displays listings from the GSMLS VOW data feed. GSMLS' VOW Rules have been added as Section 11.6 of GSMLS' Rules and Regulations and are available on the member's section of the GSMLS website.
- **What Laws and Regulations Need To Be Followed To Operate A VOW?** It is the Participant's obligation to ensure that all New Jersey, or the applicable state's, laws and regulations are complied with when operating a VOW; including, but not limited to, all laws and regulations relating to the establishment of a broker-consumer relationship, advertising, and maintaining a physical office location.

**PLEASE NOTE: GSMLS' VOW RULES DO NOT ADDRESS ALL STATUTORY OR REGULATORY OBLIGATIONS THAT MAY BE IMPOSED UPON A PARTICIPANT IN CONNECTION WITH OPERATING A VOW. GSMLS MAY NOT PROVIDE LEGAL ADVICE REGARDING THE OPERATION OF A VOW. A PARTICIPANT SHOULD SEEK THE ADVICE OF HIS/HER OWN LEGAL COUNSEL PRIOR TO OPERATING A VOW.**