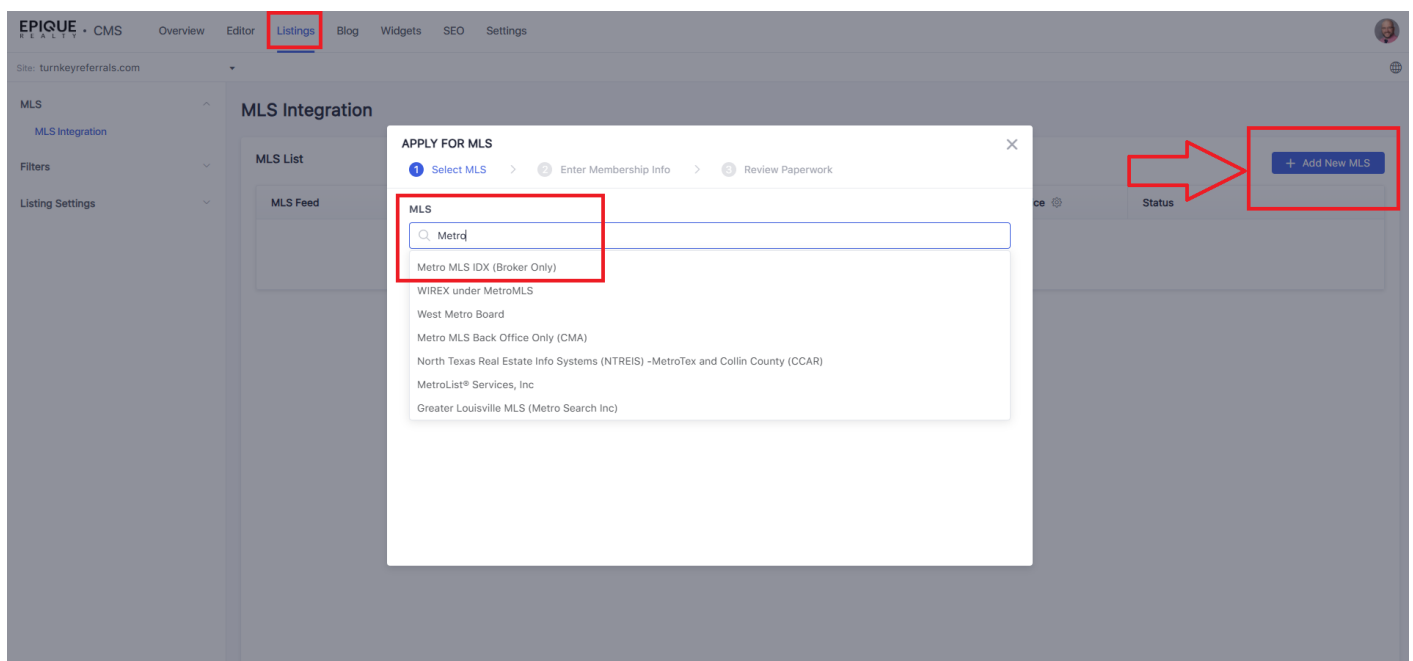


MLS IDX Connection Steps

Due to the strict compliance rules, your site must be upgraded to the Full SEO site in Lofty to have the Metro MLS data feed connected. A custom-compliant template is assigned to the site when you activate your Lofty account. There is no agent charge for this upgrade, as the Full SEO site is an Epique benefit paid for by the brokerage.

In Lofty, click on Website on the top menu, then Listings on the top menu. Click the Add MLS button in the upper right corner. Do a search for Metro MLS and then select the "Metro MLS IDX (Broker Only)" option.



Enter your information on the next screen. It will give you a link to go to <https://metromls.com/application-to-frame-a-website/>, which is what you want to do. You are going to "frame" your site from the broker site. What this means is Metro MLS wants the listing display pages to be 100% identical to the broker standard site we have set up. Lofty knows how to handle this, but this is the proper form to use at this link.

For a screen-by-screen walkthrough, use this link here:

https://scribehov.com/viewer/How_To_Add_Metro_MLS_in_Lofty_CRM_Jjgpo2sYQy2iEk5T_UltA?referrer=workspace

This form will require certain information of the brokerage, the vendor (Lofty), and you the agent. Lofty's information is below. A sample of the form properly filled out is at the end of the link workflow above. It's also located at the bottom of this page for reference. The information in red you need to enter for the broker and vendor/consultant sections. The green section is your agent info.

Vendor Name: Lofty Inc.

Consultant: Myla Landayan, Lofty MLS Administrator

Address: 45 West. Buchanan St. Phoenix, AZ 85003

Telephone number: 855-981-7557

Email Address: mls_support@lofty.com

Vendor Website: <https://lofty.com>

APPLICATION

* - required
Red text is what you need to fill out for the Brokerage and Consultant sections/fields.
Green text is what you need to fill out for your agent sections/fields.

ALL FIELDS NEED TO BE FILLED.

Brokerage Name *

Brokerage Name

Epique Realty

Brokerage Office MLS ID *

met.

met.epique

Approved Brokerage Website URL *

https://website-example.com

https://mke.epiquerealty.com/

Consultant Company Managing Data for Brokerage Website *

CompanyName

Lofty, Inc

Agent Website URL Framing Brokerage Website *

https://website-example.com

Consultant Company Managing Data for Agent Website *

CompanyName

Lofty, Inc

Agent Information

Agent Name *

first

Last

Agent MLS ID *

met.

Agent Contact Information *

Phone Number

Email

Designated Broker Information

Designated Broker Name *

Ben

Gentile

Designated Broker MLS ID *

met.

met.geb3818

Designated Broker Contact Information *

Phone

262-705-1149

Email

wibroker@epiquerealty.com

Consultant Company Managing Data for Brokerage Website

Contact Name *

first

Last

Contact Information *

Phone

855-981-7557

Email

mls_support@lofty.com

Contact Address *

Enter a location

45 W Buchanan St, Phoenix, AZ, 85003

Will the same consultant be managing the data for the agent website? *

Select

YES

Submit

Your Lofty website domain. If using a custom/vanity domain, put that here. If you change your domain after approval, you will need to reapply for this feed per MLS rules.

Your contact information and MLS ID. Make sure this is accurate!

Revision #3
Created 26 September 2025 03:59:19 by Adam
Updated 26 September 2025 05:12:00 by Adam