

Basic Process to Connect MLS to Lofty

In the US, there are around 700 different MLSs, and each has different rules. There is a pretty common set of rules that exist to be aware of.

- If you change brokerages, website providers, domain names, or website products, any of those will require an application and approval process before Lofty can make the connection to your website
- You may only have the MLS connection that you are authorized to have, meaning that you have membership in the MLS
- If you have access to an MLS feed that you aren't a member of, even if the brokerage is a member, you're likely not in compliance with the MLS and risk the brokerage and vendor [Epique and Lofty] of being banned from that MLS

If you are using the standard agent website, you will be prompted in Lofty to verify your MLS membership by selecting your MLS from the list, confirming your MLS ID number, and then you will inherit the data feed from the company website.

If you don't see your MLS board listing in the dropdown menu, it's likely not connected to the company site. I recommend upgrading to the Full SEO site, which is paid for by Epique. This will require you to complete MLS paperwork to obtain MLS connection approval.

The typical connection process is as follows:

- Lofty provides paperwork from your MLS
- You review, fill it out, and sign it
- Your broker reviews and signs it
- Your MLS reviews and approves it
- Lofty makes the connection

This process typically takes a business week to complete. Some MLSs take longer. Some are straightforward, and some are more involved to get a connection established.

SPECIAL MLS WITH SEPARATE INSTRUCTIONS

Some MLSs are a challenge to deal with regarding IDX connections. The MLSs listed below have separate instructions and processes to follow for compliance. If your MLS is listed below, please see that MLS-specific article for a complete walkthrough.

Metro MLS - Milwaukee, Wisconsin

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