Business Hub OS

RE/MAX RESULTS · LEAD SYSTEM SETUP

Kenny MLS Checklist

What we need to turn on live listing search for REBA, and what happens next.

Prepared for Kenny Lewandowski
RE/MAX Results · Andover, MN
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01 The route we settled

NorthstarMLS now routes IDX through MLS Grid. That is the path, not Trestle. One agreement per website URL, signed by the broker of record.

NorthstarMLS
Your MLS membership

→

MLS Grid Web API
The official IDX feed

→

REBA pilot page
Live listings, your branding

02 What we need from you, Kenny

Four answers unlock the whole setup. Nothing moves until we have these.

- [ ] **Are you the broker of record for RE/MAX Results?** Needed first
  If yes, you sign the MLS Grid agreement and the chain is short. If no, we need the signing broker identified so the agreement goes to the right person.

- [ ] **Is your Ylopo subscription active, and what does your agreement cover?** Needed
  We need to know if Ylopo offers any authorized way for an outside assistant to query listings. We have not found a supported public listing-query API. That is an open question, not a closed one. Your agreement decides it.

- [ ] **The pilot page URL** Needed
  The MLS Grid agreement is filed per website URL. Pick the page REBA will live on and that is the URL we file.

- [ ] **Your Google review link** Needed
  Required to finish the review funnel in your CRM. Paste the link from your Google Business Profile.

03 How broker approval works

Broker Reciprocity means your broker controls the data. The steps are short, but the signatures have to come from the right people.

1. **Broker of record signs** one MLS Grid agreement for the pilot page URL.
2. **Every party that touches the listing data signs** the MLS Grid license. That includes our tech if REBA queries listings.
3. **Written co-brand permission** for how the brokerage is shown on the page.
4. **Brokerage branding stays equal or larger** than any other branding on the page.
5. **Minnesota rule:** brokerage name appears in advertising as the rules require.

Rules, costs, and next steps

04 Display rules that shape the build

These are not optional. They are built into the page template so no one can violate them by accident.

Refresh every 12 hours

Listing data updates at least every 12 hours, per MLS IDX rules.

Listing broker credited

Every listing shows the listing broker attribution.

Clickwrap terms each visit

Visitors accept the MLS terms on each visit to listing pages.

No listings in AI memory

REBA queries live per session. Nothing is stored, trained on, or reused later.

The REBA design rule

If REBA only lives on your Ylopo-hosted page, your Ylopo agreement may cover it. If REBA answers listing questions from outside that page (voice, text, chat), our tech becomes a data-accessing party and MLS Grid licensing plus the published AI Use Addendum are required, not optional. We design for the second case to be safe: live queries only, nothing persisted.

05 Timeline and fees Estimates only

These figures are planning estimates. They are not quotes. We will get a written current quote for our exact vendor setup plus conversational AI use before anyone commits.

Item	Estimate	What it depends on
Setup timeline	3 to 6 weeks	Broker signature, MLS Grid review, vendor onboarding
MLS-billed IDX fee	$9.95 / mo	Billed through NorthstarMLS, subject to current schedule
Vendor pass-through	~$5 / mo	Varies by vendor, confirm in writing
Ylopo	Quote-based	Your current agreement and plan decide this

Wholesale fee schedules are not published. Treat every number above as unresolved until NorthstarMLS and the vendor quote it in writing for this exact use.

Open questions and next steps

06 Open questions we are honest about

- [ ] **Ylopo listing-query route** Unverified
  No supported public listing-query API has been found. That does not prove none exists. We will ask Ylopo directly once you confirm the active agreement.

- [ ] **Written vendor quote** Pending
  Needed for our vendor plus conversational AI use before any signup or agreement acceptance.

- [ ] **No outreach yet** On hold
  No signups, purchases, or data buys have been made for this step. That stays true until you say go.

07 What happens next

1. You answer the four items in Section 02.
2. We confirm the signing broker and check your Ylopo agreement.
3. We request the written quote, then file the broker agreement for the pilot URL.
4. Once MLS Grid approves, we wire live listings into REBA on your page.

Start your free trial at businesshubos.com - or book a call with us and we will walk you through it.

Prepared by Business Hub OS for Kenny Lewandowski, RE/MAX Results. Sources: NorthstarMLS IDX and Broker Reciprocity pages, MLS Grid FAQ and resources (checked October 2026). Timeline and fees are estimates pending a written quote.