



ICHECK – Enhancing the Accuracy of MLS Data

What Is ICHECK?

ICHECK is a software program designed to ensure the accuracy of information contained in the MLS database. The accuracy of listing data is essential. Because of the Internet, listing information is utilized by third party and member websites for transmission to customers and clients, thus, the need to be confident in the integrity of the information. To quote iMap, the creator of the ICHECK program: "The broad – and expanding – public exposure of property listings demands close attention to accuracy."

How Does ICHECK Benefit Members?

- Enhanced accuracy of listing data means more accurate search results;
- Accuracy and timeliness of status change information improves statistics and CMA research;

And most importantly:

ICHECK will help ensure better compliance in listing records with Association specific Rules and Regulations, helping members to avoid penalties and to facilitate better cooperation in listings and transactions.

Why Use ICHECK?

It is virtually impossible to manually check every listing entered into the MLS system, ICHECK automates a large portion of that task, making for faster and better oversight. It provides a near real-time level of quality and control, both in verification of data and rules compliance, and in notification of corrections needed. The REALTOR® Association of Greater Fort Lauderdale reports that after implementing ICHECK, error and violation visibility increased from 30% to 90%.

How Does ICHECK Work?

ICHECK is tailored to the needs of each Association. It reviews information contained in various listing fields and can verify the information based on standards provided by MLS staff. The software is designed to apply Association specific Rules and Regulations against selected data fields where errors and violations commonly occur.

What Types of Items Are Reviewed By ICHECK?

These are just a few of the items monitored by ICHECK:

- Invalid address information
- Agent or Office information in the Remarks Section
- Overdue status changes, including Pending and Sold
- Duplicate listings
- Invalid Tax ID numbers
- Fair Housing violations

Automated Notification Process

In addition to the other functions, ICHECK also automates the notification process. When ICHECK discovers an error or Rules and Regulations violation, an email notification is sent to the member, the member's broker, and to the Association staff. The message identifies the error and warns of any potential fine that may occur if the violation is not corrected. As a result, members are informed of these problems far more quickly and can correct them much faster. To follow up, ICHECK then monitors the listing record and recognizes when that error has been corrected.

In addition, ICHECK is able to provide Association staff with reports on errors that commonly occur, when they are corrected and a summary of offices' and members' violations and corrections. Finally, ICHECK will identify repeat offenders quickly and easily. This not only improves the information in a member's listing record, but it also helps decrease violations and penalties and results in more efficient enforcement of the MLS Rules and Regulations.

ICHECK Provides Value for All Members

ICHECK is a valuable new software tool that will enhance the integrity of the MLS database. It will ensure better compliance with MLS Rules and Regulations will facilitate faster corrections when errors are found, and will allow the Association Staff to provide its members with more accurate and complete listing data. This new tool makes the MLS database better for everyone: the staff, the members and, most importantly, buyers and sellers.