IDX vs. VOW: Key Differences

IDX and VOW are both ways of displaying MLS data to potential buyers. Each has its benefits and unique features. We've prepared this guide to help you understand the differences between them.

	IDX	VOW
What does it stand for?	Internet Data Exchange	Virtual Office Website
Who can access listing data?	Anyone	Consumers who are: • clients of a broker, OR in a legal agency relationship with a broker, AND • registered with that broker by providing an email address and getting a password to access the VOW
What data appears in the feed?	All public-facing listing info about Coming Soon, Active, Active Under Contract, and Pending listings, plus Sold listing data from 2012 onward	All listing info for all statuses that would be available to a consumer in a broker-client or legal agency relationship, plus Sold listing data from 2012 onward
What does it cost?	CRMLS does not charge brokers for IDX feeds. IDX vendors charge various amounts to create a website. CRMLS charges IDX vendors $7 per website[1]	Contact licensing@recore.net for info on the cost of obtaining a VOW feed.
Who can apply?	Any CRMLS user	Only brokerages whose websites comply with VOW policy and VOW-compliant vendors serving a broker client
Estimated number in the CRMLS system as of 10/2025	More than 20,000	Under 25

[1]For information on no-cost and low-cost options, please visit go.crmls.org/idx-resources/.

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