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Realtor fined for posting MLS data on his Web site

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The Honolulu Board of Realtors has fined a local Realtor for giving too much of the Multiple Listing Service away on his Web site.

Bryn Kaufman's site, **OahuRE.com**, was cited for displaying more than 100 responses to a search, displaying too many fields in each record, and for failing to "identify the listing firm as the listing broker or as required by state law." He was fined a total of \$500.

Kaufman's Web site allows anyone with an Internet connection to search the MLS, which he receives from the board for \$78 a month. The search includes a number of variables such as price, neighborhood, number of bedrooms and days on the market.

Detailed data on each property includes taxes, school districts and condominium association fees - information that is not found on the Honolulu Board of Realtors' own Web site, **hicentral.com**.

The MLS was created as a place for Realtors to come together to do business, said Rochelle Gregson, the board's CEO.

"It's important that Realtors keep ownership," she said. "What Bryn has done takes it away from individual Realtors."

Noting that the information has been available on his Web site for nearly a year, Kaufman says he feels he's being singled out. Since receiving the citations, he has modified searches to return 100 responses per page, instead of a maximum of 250.

Other local real estate companies, such as Coldwell Banker Pacific Properties and Prudential Locations, also display MLS data on their Web sites, but the information is not as detailed as Kaufman's site.

"There's other violations out there," Kaufman said. "Some of the things they fined me for are being done on other sites."

"You still cannot move away from the original purpose of the MLS, which is to honor it as a place for Realtors to come together to do business," Gregson said.

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