

LISTING SYNDICATION: REAL ESTATE OFFICE POLICY TEMPLATE

(DRAFT for Brokers from IRES MLS)

Goal: With the recent revision to CP-21 in Colorado, Commission Position on Office Policy Manuals, "Listing Syndication" is now listed as a suggested topic to be included in an Office Policy Manual. We hope this template will prompt ideas and encourage dialogue that leads to thoughtful decisions for the company.

What is Listing Syndication?

Listing syndication is a method for brokers to authorize distribution of their listings to consumer portals hosted by third parties such as Realtor.com, ColoProperty.com, Homes.com, and many others. Syndication is commonly handled by a listing syndication service such as ListHub, but listings may be provided by other sources such as data feeds from franchises, virtual tour companies and manual entry by individual agents.

Pros and Cons of Listing Syndication

Increased marketing exposure for listings can be a good thing, especially if meaningful leads are derived from those websites, culminating in a successful sale. However, several problems have surfaced as listing syndication continues to evolve. Duplicate listings, outdated information, unauthorized use, re-syndication, unfavorable Terms of Use, and leads being sold back to the Listing Agent or Office are a few issues to consider. *Quantity does not always translate to quality.* With listing syndication, more is not necessarily better and could even increase liability.

Listing Syndication Options:

1. This office currently participates / does not participate with listing syndication.
2. Our office listings are authorized to be supplied to these 3rd party sites for display or syndication: (Check all that apply)
 - Listhub (controlled by the broker/owner)
 - ColoProperty.com®
 - Realtor.com
 - Virtual Tour company: _____
 - Franchise (Direct listing data feed)
 - Individual Brokers/Agents may / may not enter listings manually
 - Other (specify) _____

Important Note: Permission must be granted in writing from the Managing Broker/Owner if an agent/broker desires to expand listing distribution beyond those checked above. Our intent is to minimize the potential negative impacts of listing syndication, not to limit innovative marketing. (See Cons listed above.)