

New York State Alliance of Multiple Listing Services

Multiple Listing Rules and Regulations

Section 1.2 Detail on Listings Filed with the Service - A listing agreement or property data form, when filed with the multiple listing service by the listing broker, shall be complete in every detail, which is ascertainable as specified on the property data form. **R (It is the responsibility of the Designated REALTOR® to ensure accuracy at all times.)**

- 3. Photos:** All property types, except vacant land, and all statuses, must include an exterior view of the home as the first photo and it must be submitted at the time the property is made Active in the MLS unless the sellers expressly direct that photographs of their property not appear in MLS compilations. A majority of the main structure according to property type in the first photo has to be of the exterior walls so the public can identify the property if they were looking at it from ground level. An exterior front (street) view of the home (main building, if commercial) is required as one of the photos. (An exception would be a "to be built" property). New Construction may use a comparable rendering or photo. Office, agent, and personal promotion information/signature elements is/are prohibited from being included anywhere on the property photo. **Photos entered into the MLS cannot be reused by another broker without the written consent of the listing broker who originated the photo(s).** Any and all photos submitted cannot contain a watermark or image(s) of any identifiable person — real, animated, computer-generated, or otherwise. Text on a photo is not allowed with the exception of virtually staged photos. If using a text overlay, it should read "This photo is virtually staged". For violations of this section, the MLS may remove the violation and/or fine the Participant.

Note: Photos shall not contain digitally enhanced modifications that alter or misrepresent the condition or appearance of the listed property's structure or grounds (e.g. adding/removing landscaping, changing the color of a wall or removing a structural defect). Images may include virtual staging, which is limited to adding furnishings and wall décor that would otherwise be considered personal property and not conveyed in the sale of the property.

Note: "Courtesy" notices may be sent on any photos that may contain personally identifiable items (in photographs, paintings, license plates, etc.): It's a good idea to remove family photos and items printed with family names due to safety and security reasons.

- 5. Virtual Tour/3D Virtual Tour/Aerial Drone Video Link Fields:** The Virtual Tour/3D Virtual Tour/Aerial Drone Video fields shall contain only a URL link directly to the Virtual Tour for that specific property listing. The URL is not to contain Agent/Company names. A Virtual Tour is defined as a 360-degree tour of a property, or a slide show of static pictures, which may include audio. Visual or audio information regarding the listing agent and/or company including contact information is prohibited. Advertisements are not allowed. Links or framing that show or lead to contact information or advertisements are also prohibited. For violations of this section, the MLS may remove the violation and/or fine the Participant. In addition, a notice will go to the Participant asking him/her to correct the information within Forty-Eight (48) hours or the MLS will remove the tour/video link. **Virtual Tours/3D Virtual Tour/Aerial Drone Videos entered into the MLS cannot be reused by another broker without the consent of the listing broker who originated the tour(s).** Any and all virtual tours submitted cannot contain any persons — real, animated, computer-generated, or otherwise.

- 7. Delayed Showings/Negotiations:** Delayed Showings/Negotiations (DNS notices) are allowed. All listings in the Service that are not immediately available for showing/negotiations must have the owner(s) complete the **required** Delayed Showing/Negotiation Form. This form must be filed as an attachment to the listing AT THE SAME TIME the listing is entered into the MLS and entered individually under the appropriate description. The date(s) and time(s) that the property will be available for showing and/or negotiations **MUST** be put into the PRIVATE & PUBLIC Remarks. Open houses are not to be scheduled during the "No showing" time frame.

Note: The property is to be considered "Active" and days on market will continue to be counted. Once signed, the showing and or negotiations time frame cannot be shortened.

Note: The Do Not Show/Negotiate Form should only be used when it is initially listed. They should use the Change Form to extend these dates and upload as an attachment.

Note: After the showing and or negotiation date(s) have passed, this attachment will remain attached in the MLS. Public and Private Remarks may be edited to remove this information at that time.

If the seller decides, after a property is listed and made active, that they want/need to suspend showings, the Listing Agent must indicate the date that showings will resume in both Public and Private Remarks.

If the seller decides, after it is listed, that they would like to set a date/time for all offers to be in, they can do so by stating so in both the "Public Remarks" and "Private Remarks". The MLS requires nothing else, however, the Listing Agent should reach out to anyone who has seen the property or is scheduled to see the property to inform them of this date.

9. **Address:** The address field requires the house number and street name only. DO NOT put any other information in this space (ex. Bonus, EZ Show, LBEC, ASSUME, etc.). ~~"Bonus" information should be located in the "Private Remarks" section.~~ If there is a directional, such as "N" for north, enter in the Pre or Post directional field. Other directional input should go in the "Directions to Property" section.