



Flexmls & Paragon Photographs and Media FAQs

To remain compliant with MLS rules and regulations, review these frequently asked questions prior to entering your listing or uploading photographs and media in the MLS.

1. Can I remove images from a listing once it's in a finalized status (Closed, Canceled, Expired)?

If the listing is in a finalized status (Closed, Canceled, or Expired), the MLS will not remove any photographs or other historical data, per section 11.8 of the CRMLS Rules and Regulations. All information in the listing is important and necessary for market analysis, appraisals, CMAs, etc., and the photo content helps all MLS users understand the value of the property.

For more information regarding your options as a Listing Agent, Listing Office Manager, or Listing Broker, click [here](#).

2. Can I put a photograph of the property on the MLS with my "For Sale" sign visible?

No. This qualifies as "branding" and is prohibited on the MLS. Violations of this rule will result in the photograph's removal and the CRMLS Compliance department issuing a citation, per section 11.5(e) of the CRMLS Rules and Regulations. Because a branding advertisement occurs concurrently with the publication of the media, this violation does not receive a Warning Notice, and CRMLS will issue a citation with a fine immediately.

3. Does the primary photograph need to be an image of the exterior structure of the property?

No. While at least one (1) photograph must be of a substantial portion of the exterior of the property, it is not required to be posted as the primary photo.

4. Does the exterior photograph need to be an image of the front of the property?

No. So long as the photograph includes a substantial portion of the exterior of the property, other views will satisfy the requirement.

5. I have a land listing but cannot gain access to the property to take a picture. How can I fulfill the photo requirement?

In these cases, you can use parcel maps you have downloaded from public sources that confirm in writing the right of the user to use the image. You may also use an accurate rendering of the property.

6. Are YouTube links allowed in the Unbranded Virtual Tour field?

If the channel is unbranded and the description includes general information regarding the property, yes. If the channel includes agent or brokerage information, logos, photos, or other information tying the channel to yourself or your brokerage, no. Please reference sections 11.5 and 12.5 of the CRMLS Rules and Regulations for further restrictions regarding virtual tours and other media.

7. Can I use images copied from Google or Bing on my listing?

No. By submitting any media to the MLS, the Participant and Subscriber represent and warrant that they own the right to reproduce and display the media or they have procured such rights and all necessary licenses from appropriate parties. If you use any media copied from or supplied by a third-party source, you must support your use with pre-entry written documentation which authorizes the listing agent and broker to use the images on the MLS. Please note that Google and Bing limit the allowed uses of their images to "Non-Commercial" uses, and publication through the MLS is considered a commercial use.

8. What documentation do I need if I am using photographs taken by a photographer?

The listing agent and broker must obtain written documentation which authorizes the use of the images. This documentation may include but is not limited to the C.A.R. PIA (Property Images Agreement) form, or an otherwise acceptable assignment of rights or license agreement. Whichever document you use must provide an irrevocable, unrestricted, transferable, perpetual, royalty-free, and non-exclusive (with right to sublicense) right to the MLS to use, store, reproduce, compile, display and distribute the media as part of its compilation. CRMLS has observed that photographer created license forms rarely provide the necessary license language even where they include reference to the MLS and should be reviewed carefully.

9. My seller provided photographs of the property and wants me to use them on the MLS. Can I do this?

If the listing agent and broker use photographs or media that they did not take themselves, they must obtain written documentation from whomever rightfully holds the required rights or licenses to grant use of the images authorizing the use of the images prior to the use of media. This documentation may include but is not limited to the C.A.R. PIA (Property Images Agreement) form, or an otherwise assignment of rights or exclusive license agreement. Whichever document you use, it must provide an irrevocable, unrestricted, transferable, perpetual, royalty-free, and non-exclusive (with right to sublicense) right to the MLS to use, store, reproduce, compile, display and distribute the media as part of its compilation. You must obtain this from the seller if the seller is the creator of the content.

10. Is a photograph required for listings in the Coming Soon status?

Yes. You must upload at least one (1) photograph that accurately depicts a substantial portion of the exterior structure of the property to the listing within two (2) calendar days from entry.

To learn more about the Coming Soon status, click [here](#).

11. What other listings or statuses are exempt from the photograph requirement?

Only listings Cancelled within five (5) business days and listings entered in the Business Opportunity property type are exempt from the requirement to have at least one (1) exterior photograph.

12. The seller doesn't want any photographs of the property on the listing. How do I remain compliant?

Within two (2) calendar days of entry, provide CRMLS Compliance with written instruction from the seller not to include photographs of the property on the MLS.

For a complete copy of the CRMLS Rules and Regulations, click [here](#).

Click [here](#) to chat live with a Compliance Analyst Monday-Friday, from 8:30am-4pm.



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