

# NEW CRMLS RULE UPDATES

Effective September 1, 2021



# Listing Credit Rule Update (aka Attribution)



# What is Listing Credit? (aka Attribution)

Listing credit, also referred to as “attribution,” refers to IDX displays including the **Listing Broker** and **Listing Agent** contact information.

# Updated IDX Rule regarding Listing Credit (aka Attribution)

As of September 1, 2021,  
CRMLS will update the current Listing Credit rule to read as follows:

**12.16.5 Listing Credit.** All Listing Brokers grant permission for any Advertising Broker to display any listings submitted to the service by the Listing Broker only if the listing display or advertisement is clear so that a reasonable real estate consumer understands:

- a) Who is the Listing Agent & Broker,
- b) Who is the Advertising Broker and
- c) How to contact that Listing Agent or Broker

# Why is CRMLS updating this rule?

## At CRMLS, we focus on consumer transparency

- Consumers are frustrated with the lack of details on listing pages
- Often, consumers think they are calling the Listing Agent, when in fact the listing directs them to the Advertising Broker
- Consumer transparency equals better business for all

# Who benefits from this rule update?

**Quick answer:** the listing agent, the listing broker, and the advertising agent do – along with consumers.

## **Before:**

- A consumer with a question on an IDX listing contacts the advertising agent
- The agent doesn't have the answer, frustrating the consumer
- The consumer breaks off their contact with the advertising agent, leaves the site, and contacts the listing agent directly

## **After:**

- A consumer with a question on an IDX listing contacts whichever agent suits their needs - either advertising or listing
- The consumer can contact the listing agent directly without needing to leave the advertising agent's site
- The consumer can go into the relationship understanding the advertising agent's role

# How Listing Credit (aka Attribution) appeared before 9/1/21

[illegible]

# 873 Beverly Road

Corona, CA, 92719

\$660,000 Bedrooms 3 Bath 2.0 Sq Ft 1,974

**Listing Status:** Pending Sale  
**Price:** \$2,779  
**Real Performance:** +2%

**Single Family Home for sale in Corona, CA for \$660,000 with 3 bedrooms and 2 full baths. This 1,974 square foot home was built in 1981 on a lot size of 0.2 acre(s).**

SERIOUS ONE STORY HOME WITH GREAT CURB APPEAL ON A QUIET STREET TONS OF UPDATES, FRESH PAINT NEW FLOOR, HUGE BACKYARD WITH A LOT OF POTENTIAL, SPACIOUS FORMAL LIVING ROOM, DINING ROOM, LARGE KITCHEN AND BREAKFAST ROOM, BUILT IN STOVE, SINK, DISHWASHER, REFRIG, CUPBOARD, PANTRY, WALK IN CLOSET, LAUNDRY ROOM, HARDWOOD FLOOR, DOUBLE GLASS DOOR, DOUBLE GLASS WINDOW IN BEDROOM.

**Single Family** Active

Price	\$ 660,000	Lot Size	0.2 Acre(s)
Bedrooms	3	Year Built	1984
Full Bath	2	Town/City	Corona
Property Type	Single Family	County/Region	Riverside
		M/L / Web ID	PW2162746

## Features

### Room Sizes

Dormer	Family Room	Kitchen	Living Room

### Interior

Cooling System	H Fireplace	Heating System	Interior

**Homequest Real Estate Broker**

**Details:**

- Baths: 2 Gar: 2 Master: Laundry: In Garage
- \* Full Kitchen Features
- Land Improvements: Curbs
- Parking: 2 Car Parking
- Lot By: Homequest Real Estate Broker

By submitting this form, you agree that Homequest Real Estate Broker will use your contact information to provide you with real estate services and may share your information with other agents in our network. You can opt-out of receiving emails from us at any time by clicking the link below.

☐ I am interested in financing options

**Get more info**

Include this more information about 873 Beverly Road Corona, CA: 92719, MLS# PW2162746

☐ I am interested in financing options

**Get more info**

By submitting this form, you agree that Homequest Real Estate Broker will use your contact information to provide you with real estate services and may share your information with other agents in our network. You can opt-out of receiving emails from us at any time by clicking the link below.

☐ I am interested in financing options

**Get more info**

# 873 Beverly Rd, Corona, CA 92679

8660,000

[For Sale](#)
[Active](#)
[Single Family](#)
[2 Beds](#)
[2 Full Baths](#)
[1,974 Sq. Ft.](#)
[2 Car Garage](#)
[Updated 2 days ago](#)

[10 Photos](#)
[Map & Location](#)
[Street View](#)

**Gorgeous One Story Home With Great Curb Appeal On A Quiet Street. Tons Of Upgrades, Fresh Paint, New Floor Huge Backyard With A Lot Of Potential, Spacious Formal Living Room, Dining Room, Large Family Room Opens To A Great Size Kitchen With Granite Top Counter and Good Size Island. Move In Condition.**

**Full Property Details for 873 Beverly Rd**

GENERAL	INTERIOR	UTILITIES
Price: \$860,000	Rooms: 10	Rooms: 2
Status: Active	Rooms: 10	Rooms: 2
Type: Single Family	Rooms: 10	Rooms: 2
MLS #: 21-0112702	Rooms: 10	Rooms: 2
Updated: 1/31/2023	Rooms: 10	Rooms: 2
Days on Market: 10 days	Rooms: 10	Rooms: 2
Active: 10 days ago	Rooms: 10	Rooms: 2

**by Mary Nest of Homequest Real Estate**

## Quickly Find Out More

Full Name

Email Address

Mobile Phone Number

☐ Send me property in person

Comments optional

**Submit**

We will never give your information to anyone without your permission. We will use your information to contact you about real estate opportunities and to provide you with information about real estate opportunities. We will never give your information to anyone without your permission. We will use your information to contact you about real estate opportunities and to provide you with information about real estate opportunities.

[View More From This Agent](#)

Or call us at (800) 500-0000

## Get Pre-Approved Today

Be ready to buy your new home with our refinanced target

**guaranteedRate**

**APR 3.75**

**Get Pre-Approved**

## SCHOOL INFORMATION

Elementary: Corona Del Mar Elementary School

Intermediate: Corona Del Mar Intermediate School

High School: Corona Del Mar High School

## COMMUNITY

Community Features: Clubhouse, Pool, Tennis Courts, Walking Trails

## HEATING & COOLING

Heating Type: Central Air

Cooling Type: Central Air

## FINANCIAL CONSIDERATIONS

Property Taxes: \$12,000/yr

HOA Fees: \$0

Insurance: \$1,000/yr

## FINANCIAL CONSIDERATIONS

Property Taxes: \$12,000/yr

HOA Fees: \$0

Insurance: \$1,000/yr

## FINANCIAL CONSIDERATIONS

Property Taxes: \$12,000/yr

HOA Fees: \$0

Insurance: \$1,000/yr




# How Listing Credit (aka Attribution) appears after 9/1/2021

## Before

[Info@saramorganrt.com](mailto:Info@saramorganrt.com)

LANGUAGES



**Sara Morgan Realtor**  
Real Estate Specialist

CALL NOW  
999-999-9999

[HOME](#) [PROPERTY SEARCH](#) [FEATURED HOMES](#) [CALCULATORS](#) [SELLER'S INFO](#) [BUYER'S INFO](#) [BLOG](#) [ABOUT](#) [CONTACT](#)


[< Featured Properties](#)


**123 Main Street**  
Los Angeles, CA 90001

Price: \$1,234,567

[Share](#) [Save](#)

5 Beds • 5 Baths • 6,020 SqFt • 15,721 SqFt Lot [View Larger Photos](#)





**Presented By**  
Sara Morgan Realtor  
DRE# 12345678  
Beau Casa Realty,  
234 Main Street, Suite 190  
Los Angeles, CA 90001

[999-999-9999](tel:999-999-9999) [Email](#)

**Request Info/Showing**

Name

Email

Phone

☐ I would like a showing

I am interested in 1234 Main Street Los Angeles, CA 90001

[Send Info](#)

Status:ActiveMLS#12345678


Days on Market:112Type:Single Family Home

Year built:2016

## After

[Info@saramorganrt.com](mailto:Info@saramorganrt.com)

LANGUAGES



**Sara Morgan Realtor**  
Real Estate Specialist

CALL NOW  
999-999-9999

[HOME](#) [PROPERTY SEARCH](#) [FEATURED HOMES](#) [CALCULATORS](#) [SELLER'S INFO](#) [BUYER'S INFO](#) [BLOG](#) [ABOUT](#) [CONTACT](#)


[< Featured Properties](#)

**123 Main Street**  
Los Angeles, CA 90001

Price: \$1,234,567

[Share](#) [Save](#)


5 Beds • 5 Baths • 6,020 SqFt • 15,721 SqFt Lot [View Larger Photos](#)



**Advertising Agent**  
Sara Morgan Realtor  
DRE# 12345678  
Beau Casa Realty,  
234 Main Street, Suite 190  
Los Angeles, CA 90001

[999-999-9999](tel:999-999-9999) [Email](#)

**Listing Agent**



**Sung Clayton**  
Real Estate  
[sung.clayton@realestate.com](mailto:sung.clayton@realestate.com)

**Request Info/Showing**

Name

Email

Phone

☐ I would like a showing

I am interested in 1234 Main Street Los Angeles, CA 90001

[Request info from buyers agent](#)

Status:ActiveMLS#12345678

Days on Market:112Type:Single Family Home

Year built:2016



**Listing Agent**  
Sung Clayton  
Real Estate  
[sung.clayton@realestate.com](mailto:sung.clayton@realestate.com)

**WHY YOU SHOULD HAVE A BUYERS AGENT?**



# How to participate in this initiative

Brokers and agents can access the new dashboard by clicking on the **Listing Toolbox icon** on their MLS dashboards

The screenshot displays the CRMLS dashboard interface. At the top, the CRMLS logo is on the left, and navigation links for Home, News, and Logout are in the center. On the right, the session time is 00:00:00 and the user is identified as USER. Below the navigation bar, there are two main sections: 'CRMLS Additional Products' and 'Access Your MLS'. The 'CRMLS Additional Products' section contains a grid of icons for various services: Builders Update, Cloud CMA, Cloud MLX, Cloud Streams, CRMLS App, CRMLS Connect, eCommission, eProperty Watch, Glide, HomeSnap Pro, Hurdlr, Infosparks, LionDesk, ListHub, MLS-Touch, NAR Member Resources, NewHomeSource, Proxio, RatePlug, Realist, RentSpree, and RPR. The 'Access Your MLS' section features the CRMLS Matrix icon. Below these sections is the 'CRMLS Resources' section, which includes icons for Listing Distribution, Exclude Listings, Listing Toolbox, Education, New Users, CRMLS YouTube, CRMLS Facebook, CRMLS Instagram, Case, and Marketplace. The 'Listing Toolbox' icon, which depicts a clipboard with a checklist and a pencil, is highlighted with a red rectangular border. A red arrow points from this icon to a larger, detailed view of the 'Listing Toolbox' icon, which is also outlined in red and has the text 'Listing Toolbox' written below it.

**CRMLS Additional Products**

- Builders Update
- Cloud CMA
- Cloud MLX
- Cloud Streams
- CRMLS App
- CRMLS Connect
- eCommission
- eProperty Watch
- Glide
- HomeSnap Pro
- Hurdlr
- Infosparks
- LionDesk
- ListHub
- MLS-Touch
- NAR Member Resources
- NewHomeSource
- Proxio
- RatePlug
- Realist
- RentSpree
- RPR

**Access Your MLS**

- CRMLS Matrix

**CRMLS Resources**

- Listing Distribution
- Exclude Listings
- Listing Toolbox**
- Education
- New Users
- CRMLS YouTube
- CRMLS Facebook
- CRMLS Instagram
- Case
- Marketplace

**CRMLS Contact Info**

CRMLS Customer Care  
Monday - Friday 8:30 a.m. to 9:00 p.m.  
Saturday - Sunday 10:00 a.m. to 3:00 p.m.  
Phone: 800-925-1525 or 909-859-2040

**Note:**  
If you need assistance with account changes or billing,  
please contact your Association/Board of REALTORS®

CRMLS Directory  
Compliance: [compliance@crmls.org](mailto:compliance@crmls.org)  
IDX & Data Licensing: [licensing@crmls.org](mailto:licensing@crmls.org)

# Brokers

The “**Member Settings**” page applies to individuals in your brokerage, including yourself. To control IDX contact information settings for individual agents:

**1.** Search for the agent **2.** Assign their contact info **3.** Click “Save.”

The screenshot shows the CRMLS interface. At the top left is the CRMLS logo. Below it is a user profile for John Doe (B12345 - Broker). To the right of the profile are two tabs: "Member Settings" (highlighted with a blue box and arrow 1) and "Office Settings". Below the tabs is the "Member Settings" section, which includes a search bar with the placeholder text "Search by name, email or MLS ID" (indicated by arrow 1). Below the search bar is the "Available Settings" section, which includes a dropdown menu labeled "Your IDX Contact Information" with the placeholder text "Select option" (indicated by arrow 2). Below the dropdown menu is a "Save" button (indicated by arrow 3). The left sidebar contains a "QUICK LINKS" section with links for Brokers, Compliance, KnowledgeBase, Marketplace, Education, and Support. The "Member / Office Settings" link in the sidebar is also highlighted with a blue box and arrow 1.

CRMLS

Member Settings Office Settings

Member Settings

Settings on this page will determine your member experience.

Member settings apply to individuals in your brokerage, including yourself. To choose your office settings, use the "Office Settings" tab.

To configure individual agent settings, search for your agent by name, email, or MLS ID here

Search by name, email or MLS ID

Available Settings

Your IDX Contact Information

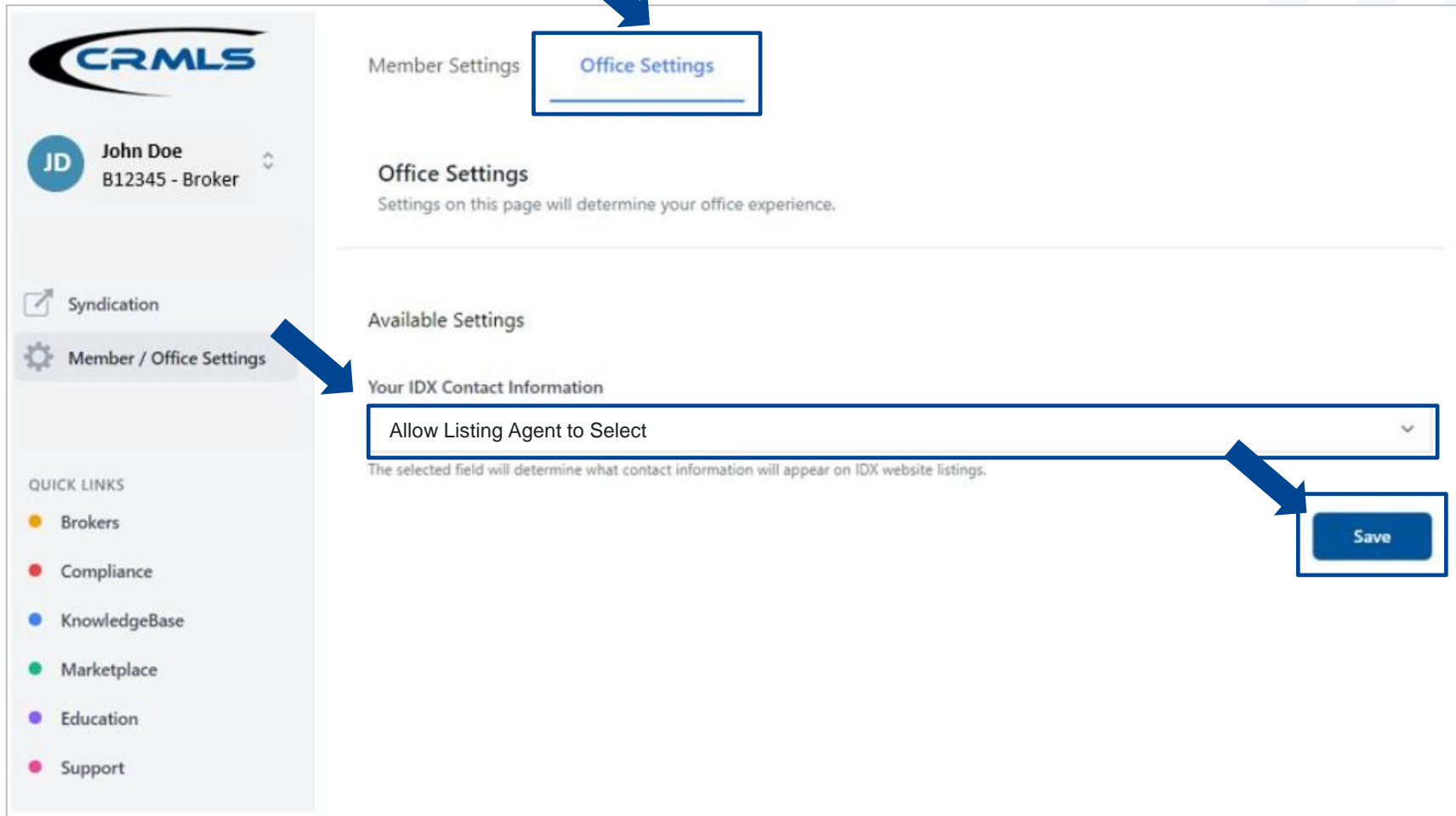
Select option

The selected field will determine what contact information will appear on IDX website listings.

Save

# Brokers

The “**Office Settings**” page applies to your entire brokerage. If you want to allow each of your agents to choose their own settings, click on “Allow Listing Agent to Select” and click “Save.”



The screenshot displays the CRMLS user interface. On the left, a sidebar contains the CRMLS logo, a user profile for John Doe (B12345 - Broker), and a menu with 'Syndication' and 'Member / Office Settings' (the latter being selected). Below the menu is a 'QUICK LINKS' section with icons for Brokers, Compliance, KnowledgeBase, Marketplace, Education, and Support. The main content area is titled 'Member Settings' and 'Office Settings', with a note that settings determine the office experience. Under 'Available Settings', the 'Your IDX Contact Information' section features a dropdown menu currently set to 'Allow Listing Agent to Select'. A note below the dropdown states: 'The selected field will determine what contact information will appear on IDX website listings.' A 'Save' button is located at the bottom right of this section. Three blue arrows are overlaid on the image: one points to the 'Office Settings' link in the top navigation bar, another points to the 'Member / Office Settings' menu item in the sidebar, and a third points to the 'Save' button.

CRMLS

Member Settings

Office Settings

Office Settings

Settings on this page will determine your office experience.

Available Settings

Your IDX Contact Information

Allow Listing Agent to Select

The selected field will determine what contact information will appear on IDX website listings.

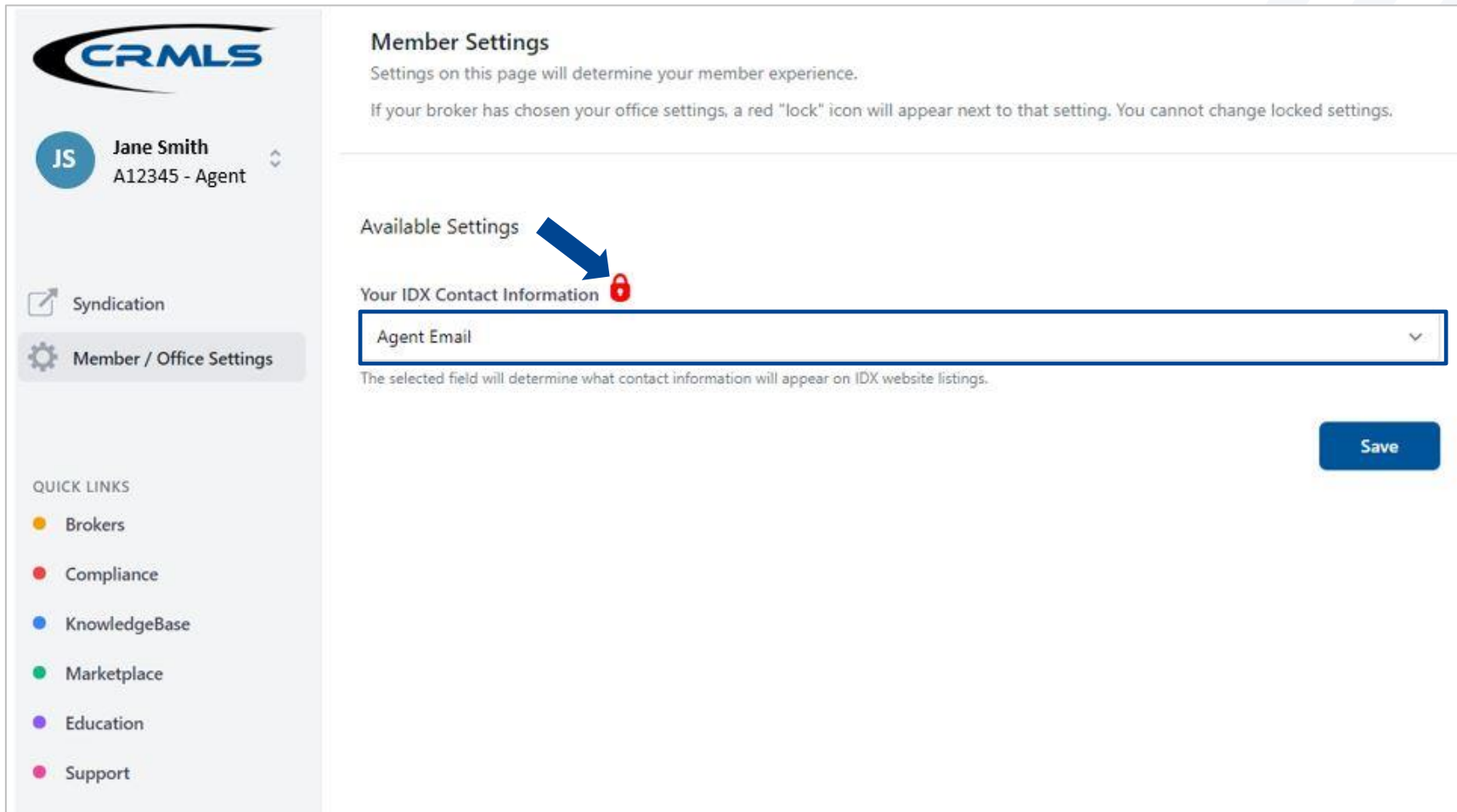
Save

QUICK LINKS

- Brokers
- Compliance
- KnowledgeBase
- Marketplace
- Education
- Support

# Agents

Agents can only access the “**Member Settings**” page. As an agent, you can edit contact information only if your broker has elected to allow you to do so. Otherwise, you will see a **red “lock” icon**.



**CRMLS**

**JS** Jane Smith  
A12345 - Agent

Syndication

Member / Office Settings

QUICK LINKS


- Brokers
- Compliance
- KnowledgeBase
- Marketplace
- Education
- Support

### Member Settings

Settings on this page will determine your member experience.

If your broker has chosen your office settings, a red "lock" icon will appear next to that setting. You cannot change locked settings.

Available Settings

Your IDX Contact Information 

Agent Email

The selected field will determine what contact information will appear on IDX website listings.

Save

# Update to the use of the term “Business Days”



# “Business Days” update

CRMLS is eliminating the use of the term “Business Days” from the Rules, excepting Rule 7.9 (Clear Cooperation). Otherwise, all references to days in the Rules will mean calendar days. Rules that will now reference calendar days include:

**7.8 - Mandatory Delivery of Listing Agreement.** Listings will need to be delivered to the MLS within 2 days of the effective date of the listing agreement. Delivery is accomplished by either entering the listing in the MLS as Active or Coming Soon, or by Registering the listing/submitting an exclusion form.

**7.11 - Change of Listing Information.** This rule requires changes to a listing, such as price or other changes to the original listing agreement, to be made in the MLS within 2 days of the authorized change being received by the Listing Broker.

**7.14 - Property Data forms.** If a property data form is submitted as a means of having a listing entered in the MLS, and the form is returned to the Listing Broker due to being incomplete, the Broker has 2 days to return the corrected form.



# “Business Days” update (cont.)

**7.18.4 - New Construction Listings.** Properties subject to the same public report as any other NCL must be reported to the MLS as “sold”, along with correct selling information, within 2 days of the final closing date.

**7.21 - Multi-Unit Properties.** Sales of portions of Multi-Unit listings must be reported within 2 days of the final closing date.

**8.2 & 7.22 - Providing Written Documentation to the MLS.** The MLS may request documentation for Agents or Brokers, who must provide the documentation within 1 day.

**10.2 (a), (c) & (e) - Reporting of Accepted Offers, Sales and Comps.** When an offer is accepted on a listing, the listing must be changed to AUC or P within 2 days. Sold listings must be changed to Sold within 2 days of final closing date. Comp listings may be entered in the MLS within 2 days of final closing date.

**10.4 - Cancellation of Sales.** Pending sales that are cancelled must be moved to appropriate status within 2 days of the cancellation.

**13.5 & 13.9 - Removal of Lockboxes.** Lockboxes must be removed from a listing property within 1 Day after the final closing date or expiration/cancellation of the listing agreement unless the seller authorizes otherwise.

# “Business Days” update (cont.)

**14.4 - Correcting Violations.** Violations must be corrected within 2 days of a Citation.

**19.8 - Correction of VOW Listings.** False information added to any VOW listing by the VOW Broker must be corrected within 2 days of receipt of notice of the false information sent by the Listing Broker.

**19.25 - Seller’s Instruction to Withhold Listing from the Internet.** Instructions from the seller to withhold their listing from the internet must be provided to the MLS within 2 days of Listing Broker’s receipt of such notice.

# Any Questions?

CRMLS Support | 800.925.1525

CRMLS Website | [CRMLS.org](http://CRMLS.org)

