IDX Listing Credit Rule Updates





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Vice President and General Counsel



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?

<u>Quick answer:</u> 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:

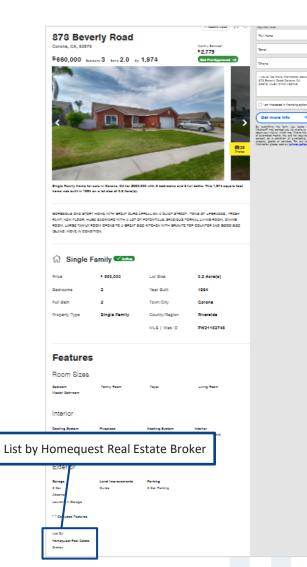
- A consumer with a question on an IDX listing contacts whichever agent suits their needs either <u>advertising</u> or <u>listing</u>
- The consumer can contact the listing agent directly without needing to leave the advertising agent's site
- The consumer can go into the relationship understanding the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

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

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Listing provided courtesy of Mary Nest of Homequest Real Estate





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

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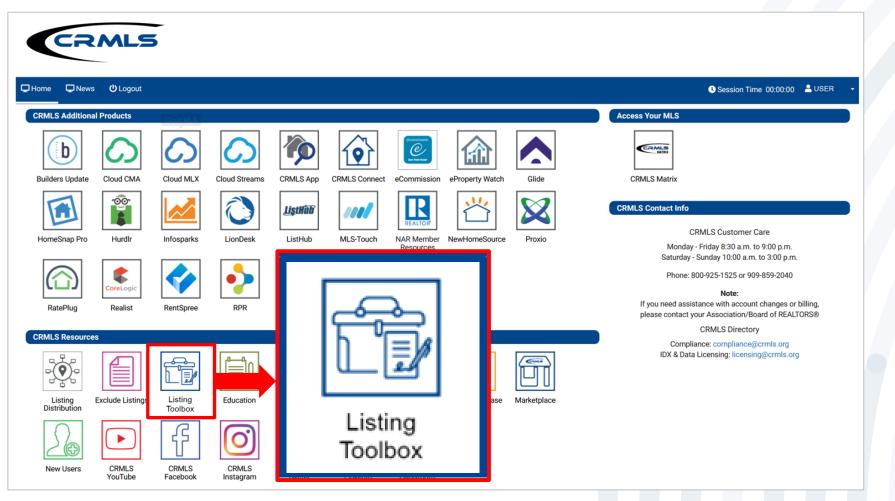
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After

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



Brokers

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

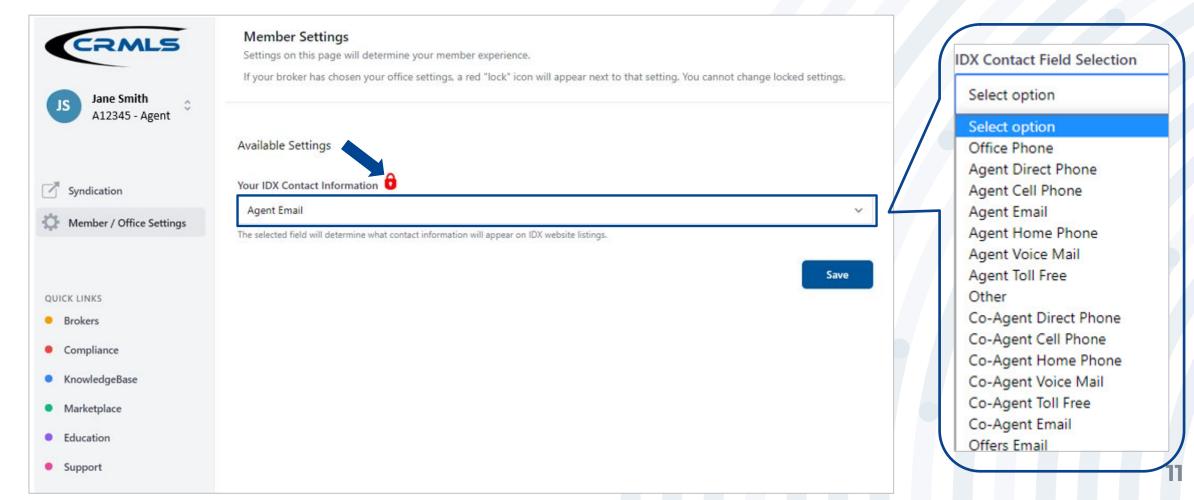
1. Search for the agent 2. Assign their contact info 3. Click "Save."

CRMLS	Member Settings Office Settings	IDX Contact Field Selection
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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."

CRMLS	Member Settings Office Settings		IDX Contact Field Selection Select option
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QUICK LINKS Brokers Compliance	Allow Listing Agent to Select The selected field will determine what contact information will appear on IDX website listings.	Save	Agent Voice Mail Agent Toll Free Other Co-Agent Direct Phone Co-Agent Cell Phone
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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.



Any Questions? CRMLS Support 800.925.1525 CRMLS Website CRMLS.org

