

IDX Listing Credit Rule Updates

Effective September 1, 2021



Presented by: Ed Zorn

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?

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

873 Beverly Road
Costume, CA 92619

\$660,000 STATUS: ACTIVE ON SITE 8 DAYS ID# P02162246
UPDATED 89 min ago



1 of 30

Description

GORGEOUS ONE STORY HOME WITH GREAT CURB APPEAL ON A QUIET STREET. TONS OF UPGRADES, FRESH PAINT, NEW FLOOR, FRESH BACKYARD WITH A LOT OF POTENTIAL! SPACIOUS OPENING LIVING ROOM, DINING ROOM, LARGE FAMILY ROOM OPENING TO A GREAT SIZE KITCHEN WITH GRANITE, TOP COUNTER AND GOOD SIZE ISLAND. MOVE IN CONDITION.

Exterior Features		Interior Features	
Attached Garage YN	Yes	Common Walls	No Common Walls
Lot Features	D-1 Unit/Acre	Cooling	Central Air
Parking Total	2	Cooling Y/N	Yes
Pool Features	None	F fireplace Features	Cleaning Room, Gas
Pool Private Y/N	No	F fireplace Y/N	Yes
Property Attached Y/N	No	Heating	Central
Sign On Property Y/N	Yes	Heating Y/N	Yes
View	None	Interior Features	All Bedrooms Down, Walk in Closet(s)
View Y/N	No	Main Level Bathrooms	1
		Main Level Bedrooms	1

Now in Person

Tour via Video Chat

Share
 Map
 Favorite

\$660,000

3 BEdS	0.2 ACRES
2 BATHS	0 1/2 BATHS
1,974 SQFT	\$334 /SQFT

Neighborhood: Other (City)

Type: Single-Family Home

Built: 1994

County: Riverside

Area: 240 - Corona

School Ratings & Info

School District: Corona-Norco Unified

Visit [SmartSchools.org](#)

CLIENT CARE SPECIALIST -
CONCERN TEAM

Jennifer Stevens

Contact Jennifer

Property Features	
Additional Parcels Y/N	No
Association Fee	0
Association Y/N	No
Common Interest	None
Community Features	Corbin
Garage Y/N	Yes
Land Lease Y/N	No
Laundry Features	In-Garage
Lease Considered Y/N	No
Levels	One
Listing Agreement	Exclusive Right to Sell
Listing Service	Full Service
Listing Terms	Open To Business Offers

provided courtesy of Mary Nest of Homequest Real Estate

	Senior Community Y/N	No
	Sewer	Public Sewer
	Special Listing Conditions	Standard
	Structure Type	House
	Water Source	Public

Listing provided courtesy of Mary Nest of Homequest Real Estate

\$73 Beverly Road

Corona, CA, 92879

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

Listing Status: **#2,779** Not Prequalified

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 1985 on a lot size of 0.2 acre(s).

SPECTACULAR ONE STORY HOME WITH GREAT CURB APPEAL ON A QUIET STREET! TONS OF UPDATES, FRESH PAINT, NEW FLOOR, HARD SIDING WITH A LOT OF POTENTIAL! SPACIOUS FORMAL LIVING ROOM, DINING ROOM, LARGE COZY KITCHEN WITH A BREAKFAST ROOM WITH BUILT-IN TOP SINKLESS TOP SINKLESS AND GOOD SIZE BUILT-IN HOVE IN CORNER.

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
		MLS Web ID	PW21102740

Features

Room Sizes

Dormer	Family Room	Kitchen	Living Room
Maine Dormer			

Interior

Cooling System	Floors	Heating System	Interior

Homequest Real Estate Broker

EXPERIENCE

- Began: 2 Car Garage, Laundry in Garage
- Land Improvements: Curbs
- Parking: 2 Car Parking
- * 1 Detailed Features

List by: Homequest Real Estate Broker


[illegible]

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

Before

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 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

LANGUAGES



Sara Morgan Realtor
Real Estate Specialist

CALL NOW
999-999-9999

HOME

PROPERTY SEARCH

FEATURED HOMES

CALCULATORS

SELLER'S INFO

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< Featured Properties

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Los Angeles, CA 90001


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Share Save

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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 Email

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

Listing Agent

A

Sung Clayton
Real Estate
sung.clayton@realestate.com

Status:ActiveMLS#12345678

Days on Market:112Type:Single Family Home

Year built:2016

WHY YOU SHOULD HAVE A BUYERS AGENT?

Listing Agent

A

Sung Clayton
Real Estate
sung.clayton@realestate.com

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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 left is the CRMLS logo. Below it is a navigation bar with links for Home, News, and Logout, along with a session time of 00:00:00 and a user profile labeled USER. The main content area is divided into several sections:

- CRMLS Additional Products:** A grid of icons for various services including 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.
- Access Your MLS:** A section with a CRMLS Matrix icon.
- CRMLS Contact Info:** A section providing customer care hours (Monday-Friday 8:30 a.m. to 9:00 p.m., Saturday-Sunday 10:00 a.m. to 3:00 p.m.), a phone number (800-925-1525 or 909-859-2040), and a note about assistance with account changes or billing. It also includes the CRMLS Directory, compliance email (compliance@crmls.org), and IDX & Data Licensing email (licensing@crmls.org).
- CRMLS Resources:** A grid of icons for Listing Distribution, Exclude Listings, Listing Toolbox, Education, New Users, CRMLS YouTube, CRMLS Facebook, and CRMLS Instagram.

The **Listing Toolbox** icon, which depicts a clipboard with a checklist and a pencil, is highlighted with a red rectangular box. A red arrow points from this icon to a larger, detailed version of the Listing Toolbox icon located to its right, which also has the text "Listing Toolbox" written below it.

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 (JD), 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 a section titled "Member Settings" with a description: "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." Below this is a search bar with the text "To configure individual agent settings, search for your agent by name, email, or MLS ID here" and a dropdown arrow. Below the search bar is a section titled "Available Settings" with a sub-section "Your IDX Contact Information" containing a dropdown menu with "Select option" (highlighted with a blue box and arrow 2). Below the dropdown is a "Save" button (highlighted with a blue box and arrow 3). On the left sidebar, there are links for "Syndication" and "Member / Office Settings" (highlighted with a blue box and arrow 1). At the bottom of the sidebar is a "QUICK LINKS" section with links for Brokers, Compliance, KnowledgeBase, Marketplace, Education, and Support.

IDX Contact Field Selection

Select option

Select option

Office Phone

Agent Direct Phone

Agent Cell Phone

Agent Email

Agent Home Phone

Agent Voice Mail

Agent Toll Free

Other

Co-Agent Direct Phone

Co-Agent Cell Phone

Co-Agent Home Phone

Co-Agent Voice Mail

Co-Agent Toll Free

Co-Agent Email

Offers Email

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 shows the CRMLS interface. On the left is a sidebar with the CRMLS logo, a user profile for John Doe (JD, B12345 - Broker), and a 'QUICK LINKS' section containing Brokers, Compliance, KnowledgeBase, Marketplace, Education, and Support. The main content area has a 'Member Settings' tab with 'Office Settings' selected. Below this is the 'Office Settings' section with the note 'Settings on this page will determine your office experience.' Under 'Available Settings', there is a section for 'Your IDX Contact Information' featuring a dropdown menu currently set to 'Allow Listing Agent to Select' and a 'Save' button. A callout box on the right, titled 'IDX Contact Field Selection', lists the following options: Select option, Select option, Allow Listing Agent to Select, Office Phone, Agent Direct Phone, Agent Cell Phone, Agent Email, Agent Home Phone, Agent Voice Mail, Agent Toll Free, Other, Co-Agent Direct Phone, Co-Agent Cell Phone, Co-Agent Home Phone, Co-Agent Voice Mail, Co-Agent Toll Free, Co-Agent Email, and Offers Email. Blue arrows indicate the navigation path from the top 'Office Settings' tab to the 'Allow Listing Agent to Select' dropdown and then 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

IDX Contact Field Selection

- Select option
- Select option
- Allow Listing Agent to Select
- Office Phone
- Agent Direct Phone
- Agent Cell Phone
- Agent Email
- Agent Home Phone
- Agent Voice Mail
- Agent Toll Free
- Other
- Co-Agent Direct Phone
- Co-Agent Cell Phone
- Co-Agent Home Phone
- Co-Agent Voice Mail
- Co-Agent Toll Free
- Co-Agent Email
- Offers Email


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

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

IDX Contact Field Selection

Select option

Select option

- Office Phone
- Agent Direct Phone
- Agent Cell Phone
- Agent Email
- Agent Home Phone
- Agent Voice Mail
- Agent Toll Free
- Other
- Co-Agent Direct Phone
- Co-Agent Cell Phone
- Co-Agent Home Phone
- Co-Agent Voice Mail
- Co-Agent Toll Free
- Co-Agent Email
- Offers Email

Any Questions?

CRMLS Support | 800.925.1525

CRMLS Website | CRMLS.org

