

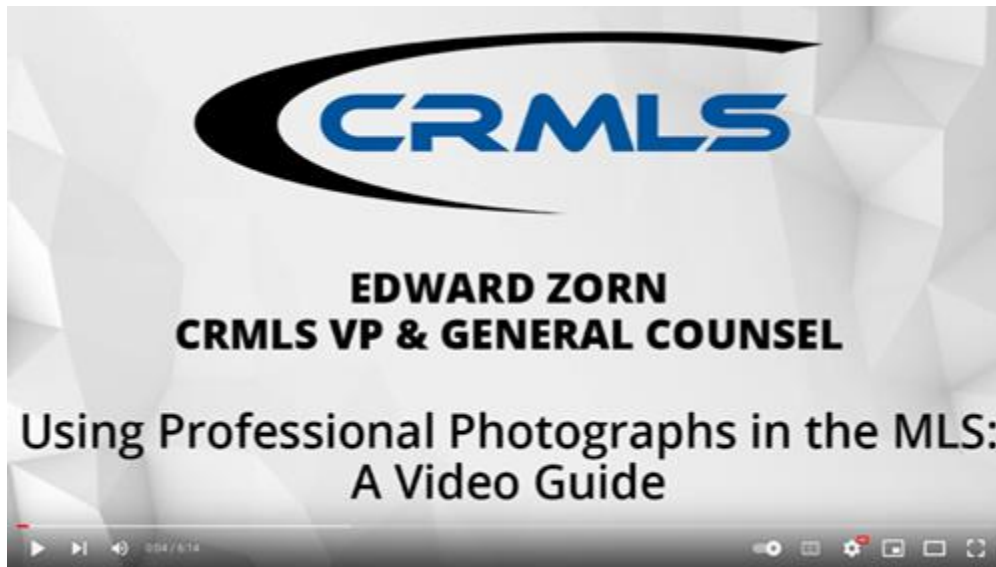


Know the rules about photos you take at open houses and broker opens

Many photos violate MLS advertising rules

In recent months, we have received numerous reports of buyer agents taking photos of listings at open houses and broker opens. Please be aware that, in many cases, **this violates CRMLS Rules.**

We take these issues very seriously. CRMLS's rules on listing media are in place to protect you and your fellow real estate professionals from potentially massive monetary liabilities. Read our [recent blog](#) for a two million dollar example, or watch this video on our media policy:



If you share photos, videos, or any other media from any other broker's open house publicly – including on your social media accounts – you have likely just broken MLS rules. (Privately sharing media with an existing client does not break any rules.)

The [CRMLS Rules](#) include this language in Rule 12.8:

"Advertising of Listing Filed With the MLS. A listing shall not be advertised in any media including the Internet by any Participant or Subscriber, other than the Listing Broker, without the prior consent of the Listing Broker except as provided in Section 12.16 relating to display of listings on the Internet."

This means that you may **only** post property photos of other brokers' listings with their prior consent. You need this consent regardless of how you represent your relationship to the listing. Even if you credit the listing broker or accurately state that you are not the listing broker, nonconsensual listing media still violates MLS rules. (Per [CRMLS policy](#), misrepresenting another broker's open house listing as your own carries a **\$1,500 fine with no warning.**)

Thank you for your continued support.

California Regional MLS

We've Got You Covered

EDUCATION

CRMLS offers a variety of resources to educate you on our products and services. Click above to visit the CRMLS training center.

SUPPORT

If you need MLS support, please click above or call us at (800) 925-1525. Our Customer Care team will be happy to assist.

COMPLIANCE

We keep your listing data safe, clean, and accurate. Click above to chat live with a CRMLS Compliance representative.

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