



Please be advised that CRMLS has modified its IDX listing credit rule.

The newly updated rule has been effective since September 1, 2021 and now reads:

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 Broker,
- b. Who is the Advertising Broker and
- c. How to contact that Listing Broker.

As a result of this rule update, we've added a new listing field titled **IDXContactInfo** to our systems. All IDX websites now need to display the information in this field **in addition to** all the information we currently require them to display.

The modified rule may also require a change in the location and prominence of the listing attribution section of the IDX listing display. The new standard requires that a "reasonable real estate consumer" clearly understands who the Listing Broker is and how to contact that Listing Broker directly from the IDX display.

CRMLS no longer accepts IDX displays that place the listing attribution at the very end, in small font size, or in non-distinguishing colors.

Here are some helpful tips to assist you with a redesign of IDX display to comply with the CRMLS Listing Credit Rule:

1. Listing credit should be near the price, bedroom and bathroom count, or property description.
2. Listing credit should appear in a font size, coloration, and location so that a reasonable real estate consumer will know within three to five seconds of interacting with the listing detail display who the Listing Broker is and how to contact them.
3. If the IDX web design team struggles to determine if the listing attribution section is prominent and clear enough to distinguish between the Listing Broker and the Advertising Broker, it is very likely that the display falls below the standards required by the rule.

CRMLS has provided FAQs on the design subject to assist the IDX vendor community with properly complying with the listing credit standard required by this updated CRMLS rule.

Here are some links you may find helpful:

IDX and Listing Credit FAQs

<https://kb.crmls.org/knowledgebase/idx-and-listing-credit-faqs/>

CRMLS press release on the updated Listing Credit rule

<https://go.crmls.org/crmls-launches-idx-transparency-initiative-to-benefit-real-estate-professionals-and-consumers/>

CRMLS IDX Listing Credit resource center

<https://go.crmls.org/idx-resources/#idx-listing>

If you need additional help or have questions, please contact CRMLS Data Licensing via email at licensing@crmls.org.

As always, 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.

CRMLS Product Spotlight

Down Payment Resource

Connect homebuyers to the down payment help they need.



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