



# Virtual Tour FAQs

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Review these frequently asked questions prior to uploading a Virtual Tour to your listing to ensure you remain compliant with Rule 11.5 of the CRMLS Rules and Policies.

## **1. Are YouTube links allowed in the Unbranded Virtual Tour field?**

Yes, but the channel must be unbranded, and the description may only include general information regarding the property. If the channel includes agent or brokerage information, logos, photos, or other information tying the channel to yourself or your brokerage, no. Please reference sections 11.5 and 12.5 of the CRMLS Rules and Policies for further restrictions regarding virtual tours and other media.

## **2. My virtual tour has my contact information. Where do I add the link to this tour?**

You may add the link to the "Branded Virtual Tour" field. Virtual tours that contain your information, your brokerage's information, or any other agent's contact number may only be added into the "Virtual Tour URL Branded" field.

## **3. Can I be in the virtual tour?**

Yes, so long as that version of the virtual tour is added to the "Branded Virtual Tour" field. Featuring yourself in the video is equivalent to including your photograph, and per Rule 11.5 of the CRMLS Rules and Policies, branding of any kind is prohibited outside of specified fields. If you appear in your virtual tour video, you must use the "Branded Virtual Tour" field.

## **4. Can my voice be in the virtual tour?**

Yes, so long as the audio does not directly reference yourself, your brokerage, or another agent in any way. The dialogue must be related to the listed property.

## **5. Can my virtual tour include animals, people, or anything else not directly related to the property?**

It depends. If the tour includes any subject matter that is not directly part of the property, a few exceptions might apply. First, if there are people in the tour, they must not be identifiable and must not be the focal point of the scene. Animals may be included if they are incidental to the scene, such as horses located on a horse property, but again cannot be the focal point. Note: if children are featured in the tour, the virtual tour will be removed from the MLS and notice of its removal will be sent immediately.

## **6. Do I need prior written authorization to use a virtual tour that was provided by a photographer or photography company or other third party?**

Yes. By submitting any media to the MLS, the Participant and Subscriber represent and warrant that they own the right to reproduce and display the media or they have procured such rights and all necessary licenses from appropriate parties.

**7. Do I need prior written authorization to use a virtual tour that was provided by another agent?**

Yes. By submitting any media to the MLS, the Participant and Subscriber represent and warrant that they own the right to reproduce and display the media or they have procured such rights and all necessary licenses from appropriate parties. In addition, use of media by any subsequent Participant and Subscriber requires prior written authorization from the submitting Participant and Subscriber or other appropriate party with the legal right to grant such authorization.

**8. Will the virtual tour links in my listing go to Zillow/Trulia and other listing distributed sites?**

This is determined by the individual site. Not all listing distributed sites will display the same information in the same manner. As a result, the virtual tours may not be distributed.

**9. Can the public see the virtual tours uploaded to my listing?**

For listing distribution purposes, unless the listing distribution site has elected to display this information, no. Not all listing distribution sites will display the same information in the same manner. As a result, the virtual tours may not be distributed. When it comes to direct access to MLS platforms, the links are only visible to members of CRMLS.

Click [here](#) to review the Photographs and Media FAQs.

Click [here](#) to chat live with a Compliance Analyst Monday-Friday, from 8:30am-4pm.