

CRMLS Broker Report

Volume 2025 Edition 5

Here are highlights from this month's broker report. To read the report in full, [please click here](#).

New Requirements for Altered Images – What to Know

In compliance with the latest amendments to **California Assembly Bill 723 (CA AB 723)**, CRMLS will implement a new formal rule regarding the inclusion of [digitally enhanced images in listings](#), effective January 1, 2026. While this may sound like a big deal, the good news is that most agents already abide by this rule, and this is more of a formal standardization of common practices.

What do I need to do?

Essentially, the new rule says that if an agent includes a digitally enhanced image, they must also include the original, unedited image next to the enhanced image in the listing. Additionally, the listing must disclose that the enhanced images have been edited.

What counts as a “digitally enhanced” image?

Per the rule, it's any image “that has been altered through the use of photo editing software or artificial intelligence to add, remove, or change elements in the image.” This would most commonly include adding virtual staging or appliances.

Does this include ALL edits to an image?

The rule stipulates that minor aesthetic digital changes, such as tweaking exposure levels, sharpening an image, or other common photo edits do NOT need to be separately indicated.

Is there a penalty for failing to disclose a digitally enhanced image?

No. There is currently no penalty. The CRMLS Rules committee will meet in Q1 of 2026 to discuss this matter further.

If you are concerned about the degree to which an image is altered, err on the side of caution and include original images. Though this rule doesn't go into effect until January 1, we advise you to get into the practice of following it if you aren't already.

2025 Recap

Value Redefined and the Value of Representation

CRMLS's major initiatives this year were all about helping agents showcase just how much value they bring. Starting with [Value Redefined](#), we looked inward, reasserted our core values, and prioritized ways we can help agents navigate the current market. Following that, the [Value of Representation](#) focused on providing materials for agents and brokers to help them communicate the important work they do for clients and potential clients.

The January Wildfires

Fires across SoCal were perhaps the biggest story of the year, and CRMLS acted fast to respond. We compiled a [list of resources](#) and began working with [Property Guardian InsurAble](#) to address the growing concern around fire insurance, and with RentSpree to waive all application fees for an extended period of time. In addition, a new listing status called "[Disaster Relief Rental](#)" was created to designate emergency, temporary rentals. May all those affected by the tragic wildfires be well on their road to recovery.

New Reciprocal Data Access

February saw CRMLS Matrix users gain guest access to reciprocal data from Washington and Oregon's Northwest MLS (NWMLS) and Western Arizona REALTOR® Data Exchange, Inc. (WARDEX), which covers areas surrounding California, Arizona, and Nevada. Later in July, we added Stellar MLS, the largest MLS in Florida. This move further expands our reach by creating a data-sharing network between the three largest MLSs in the nation: CRMLS, Bright MLS, and Stellar MLS. Read more about it in our [press release](#).

CRMLS Responds to New NAR Policy

After careful consideration, CRMLS has decided not to adopt NAR's new Multiple Listing Options for Sellers policy. Instead, we will use our existing tools to meet the policy's aims without adding new listing statuses, etc. To read more about CRMLS's decision, [click here](#).

The Importance of Transparency

CEO Art Carter and VP & General Counsel Ed Zorn sat down to discuss the noise surrounding "seller choice" and why maintaining market transparency is the key to a successful industry. Check out the full video [here](#).

Holiday Closures

The CRMLS office will be closed on the following dates:

- **Wednesday, December 24, from 12-5pm** in observance of Christmas Eve
- **Thursday, December 25**, in observance of Christmas
- **Wednesday, December 31, from 12-5pm** in observance of New Year's Eve
- **Thursday, January 1**, in observance of New Year's Day
- **Monday, January 19**, in observance of Martin Luther King Jr. Day

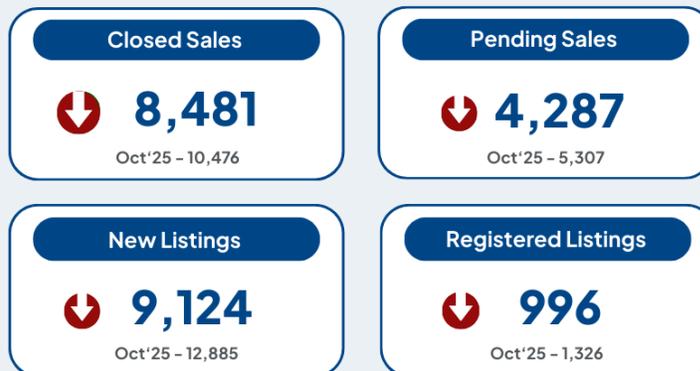
If you require support during those times, please log in to your REcore dashboard and submit a support form. A CRMLS representative will address your inquiry on the next open business day. Additional support resources and answers to frequently asked questions are available [here](#).

We hope you have a festive holiday season.

MLS Stats

November 2025 Market Data

How is The Market Doing?



Source: California Regional Multiple Listing Service (CRMLS)

Compliance

The Email Address Requirement

This month, we're highlighting **CRMLS Rule 12.22 - Required Email Address**.

Per this rule, every MLS participant/subscriber must have a current, accurate, and active email address on file to ensure they can be reached by their AOR/MLS.

Failing to do so may result in a no-warning citation and associated fine under Rule 12.22.

To update your email address, please contact your association for assistance.

- [Rules and Policies](#)
- [Compliance Knowledgebase Library](#)

[View the Broker Report in full to read more!](#)

Enhancements & Products Corner

Introducing MFA: Adding an Extra Layer of Security for Your MLS Platform

See below for what this means and how to prepare

CRMLS is committed to reliability, transparency, and, above all, security of your MLS account. To keep align with modern online safety standards, we are gradually introducing multifactor authentication (MFA) starting January 7, 2026. MFA is a security process that requires two or more verification steps to access your account.

Why we're making this change:

Cybersecurity threats continue to grow, and protecting your account is our top priority. MFA is one of the most effective ways to safeguard your login information and data.

What happens on January 7:

- The gradual MFA rollout for CRMLS users begins
- When you log in to your MLS at some point after January 7, you'll be prompted to set up MFA
- Following the prompt, you will receive a one-time code via email or text, or set up a passkey
- Use your regular login credentials **plus** the additional code to access your account

What you need to do now:

No action is required until January 7. However, we strongly encourage you to log in to your MLS account before the launch date to confirm that your email address and cell phone number are accurate and up to date to receive your one-time code.

If you don't receive a one-time code when attempting to log in:

Please contact CRMLS Customer Care at (909) 825-1525, as they can verify that the email address and mobile number in your account are correct.

Upcoming Product Webinars

[Join our January 2026 webinars to gain insight on products available to you!](#)

Flex

- [Flexmls now features a new Auto Assistant for faster, more accurate listing entry.](#)

Did You Know?

No matter whether you use Matrix, Paragon, or Flexmls, you already have access to a wide range of powerful core products at no extra cost. Explore our [Product Discovery Tool](#) to quickly find the best solutions for your evolving business needs that will keep you ahead in the new year.

We've Got You Covered

Education

CRMLS offers a variety of resources to educate you and your agents. Submit your training request today.

Broker Support

Our support team is available to assist you through our online ticket system or by phone at (909) 859-2043.

Compliance

We keep your listing data safe, clean, and accurate. Click above to chat live with a CRMLS Compliance representative or by phone at (909) 859-2043.



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