

Things to Consider When Choosing Syndication Publishers

The following is a list of things to consider when evaluating organizations and websites for display of your listings.

DISPLAY CONSIDERATIONS

- Will I be identified as the listing agent, and will my contact information be prominently displayed? Is the Brokerage information also prominently displayed? Does the publisher identify the source of the listing?
- Will all leads be routed to a designated email address? Is there an additional fee for this?
- Will the publisher display a set of minimum listing information fields, such as price, address, photos, broker name, link to my website, etc?
- Will the publisher change or add to my listing content by adding automated valuations or allow for comments/reviews?
- Will my listings be updated on a timely basis, including price updates and removal of active listing status when the property is taken off the market? Is a date or timestamp displayed?
- Does the publisher have a process for quickly correcting inaccurate listing information?
- Does the publisher display "For Sale By Owner" listings? If yes, are these listings displayed along with my listings?
- Will the publisher allow advertising on my listings? If yes, are those ads of other real estate licensees? And, does the listing display clearly distinguish between the listing content and the advertising?
- Does the publisher accept listings from multiple sources? If yes, do I have control over which sources take precedent? Will the publisher accept an MLS-sourced listing feed as the highest-ranking listing?

LISTING PROTECTION CONSIDERATIONS

- Will the copyright notice on my listings be preserved or displayed?
- Does the publisher have a process to prevent scraping or unauthorized use of their listings?
- How are visitors to the publisher's website able to use my listings? Can they share them via email, post to Facebook, etc.?
- Do the terms of use clearly state my listing information will be used for consumer display only and not for any purpose other than to identify prospective properties consumers may be interested in purchasing?

CONTRACT CONSIDERATIONS

- Have I carefully reviewed the terms of use? Do I have the ability to opt-out at any time? If no, what is the term of the agreement?
- Will the publisher use my listing information for market trend reports, statistics, or other non-display uses?
- Will the publisher provide information and statistics such as search impressions, detail views, and lead information for my listings?
- Will the publisher permanently keep my listing information? If yes, how is it used?
- Will the publisher re-syndicate or distribute my listing information? If yes, will I have the opportunity to pre-authorize re-syndication?