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Syndication Background and General Information

Where can I get updated syndication information from REcolorado?

REcolorado will send subscribers information about syndication via email and information is available on the [REcolorado Professionals Blog](#). You can also find syndication information on our [REcolorado Syndication page](#).

What is syndication?

Listing syndication is a method of distributing listings and listing information to websites, mobile apps, and print publications for the purpose of marketing and/or advertising the listing to customer audiences.

What is a syndication channel/publisher?

A syndication channel or publisher is a public (non-agent/broker) website to which syndicators distribute data. Syndication Channels/Publishers can include Zillow, Homes.com, realtor.com, Hot Pads, etc.

What is a syndication platform?

The most recognized syndication platforms are ListHub and Point2, both owned by Move, Inc. Syndication platforms facilitate the distribution of listings to publisher sites.

What is IDX?

IDX stands for Internet Data Exchange and means the exchange of data for use on websites operated by agents/brokers, when other brokers have given the approval to each other to advertise listings.

Is REcolorado encouraging brokers and agents to syndicate their listings?

REcolorado is encouraging brokers and agents learn as much as possible about syndication so they can make informed decisions based on each individual listing. You may want to consider the following when selecting syndication channels. We've developed a variety of resources to assist you:

- [Syndication Checklist - Things to consider when choosing syndication publishers](#)
- [Syndication Pathways - How listings are syndicated](#)
- [Evaluating Your Syndication Options - Your Listing. You Decide.](#)
- [REcolorado Professionals Blog Syndication Posts](#)

REcolorado Syndication Program

Why does REcolorado have a Syndication Program?

REcolorado wants to provide you the capacity to make listing-by-listing syndication choices so you can more closely control where your listings are advertised online.

When did the REcolorado Syndication Program become available?

The REcolorado Syndication Program launched April 9, 2015.

Which syndication channels are included in the REcolorado Syndication Program?

Currently, Homes.com, realtor.com, the Denver Post, Nextdoor, and the Zillow Group are included as syndication choices for all REcolorado subscribers. Subscribers from REALTORS® of Central Colorado can also syndicate to ListHub, Homes & Land, and Mountain Homes Illustrated. Subscribers from Steamboat Springs Board of REALTORS® can syndicate to Homes & Land and Mountain Homes Illustrated.

Will additional syndication channels be added to the REcolorado Syndication Program?

With our members' best interest as a top priority; we are forming partnerships to add syndication channels/publishers to the REcolorado Syndication Program. Our goal is to

form partnerships that protect our members' data, preserve data accuracy, include fair display rules, keep the listing broker prominent, and limit derivative products.

How does the REcolorado Syndication Program work?

The REcolorado Syndication Program gives offices the ability to make syndication channels available to its brokers and agents. Then, during listing input in Matrix, listing brokers can select the channel(s) they want to use for advertising their listing. They can also choose the date they want their listing to start being syndicated.

Office Syndication Settings

What are Office Syndication Settings?

Managing Brokers can select which syndication channels they want to make available to their offices.

Why do offices/managing brokers need to open syndication channels?

The managing broker owns the listings and therefore is the decision maker as to which syndication channels are available for their listings. Brokers and Agents can make listing-specific syndication decisions when they input their listing in Matrix.

How do I get to the office settings page?

Login to CONNECT and click the Syndication-Office Settings Button.

Our How To Document—[Select Office Syndication Channels](#)—is available if you'd like more information about choosing syndication channels for your office.

Will additional syndication channels/publishers be added to the REcolorado Syndication Program?

With our members' best interest as a top priority; we are forming partnerships that will add syndication channels/publishers. Our goal is to have partnerships that protect our members' data, preserve data accuracy, include fair display rules, keep the listing broker prominent, and limit derivative products.

Matrix Internet Display Tab

What is the new Internet Display tab in Matrix?

The Matrix Internet Display tab contains settings that help listing brokers manage where their listings will be displayed on the Internet and syndicated.

What happens when syndication channels are selected in Matrix?

Your listing will be made available in a data feed sent to the syndication channels you select.

What is Internet Display of Listing? And Internet Display of Address?

These settings determine if your listing will be displayed on REcolorado.com and IDX websites. "Yes" should be selected so the listing will display on REcolorado.com and IDX websites. If there is a special circumstance that calls for protecting a client's private information, "No" can be selected.

Why aren't there more syndication choices?

We currently have syndication agreements with the Denver post, Homes.com, realtor.com, Nextdoor, and the Zillow Group for all subscribers, as well as Homes & Land and Mountain Homes Illustrated (SSBR and ROCC), and ListHub (ROCC). We will add channels as we form partnerships that provide data accuracy, include fair display rules, make the listing agent prominent, offer leads to the listing broker, and limit derivative products.

What is the purpose of selecting a date for syndication?

Listing Brokers can display listings locally, on REcolorado.com and IDX websites, before they are displayed on syndication channels, which can offer a competitive advantage. The syndication date field lets the listing broker choose when listings are available to syndication channels.

Are my active listings automatically being syndicated through the REcolorado Syndication Program?

Listing Brokers need to select where each of their active listings will be syndicated. Your active listings will be syndicated. To update an existing listing, please see our [Change Listing Internet Display Syndication Settings How To](#).

How can I have more syndication channel options added in Matrix?

Contact your Managing Broker if syndication channels are not available to you in the Internet Display tab. Managing brokers must open channels to make them available in Matrix.

Can I override my managing broker's decision about which syndication channels are available?

No. The managing broker owns the listings and therefore is the decision maker as to which syndication channels are open. Contact your Managing Broker to request additional syndication channels.

Choosing Where to Syndicate

Where should I syndicate my listings?

There are many choices for where to syndicate your listings. You can decide where to syndicate each individual listing based on your brokerage's advertising strategy, as well as listing and client characteristics.

As you evaluate where to syndicate your listings, understand where you are going to get the best return on your investment. Ask questions like: "where am I getting leads" and "how many unique visitors does the site get?"

Take a look at reports and metrics. REcolorado offers you your [My REcolorado Listing Metrics](#) report that shows, among other things, how many leads are being generated from REcolorado.com. Take a look at your report and the reports offered by your syndicators.

How do I decide where to syndicate my listings?

Where you syndicate your listings will vary based on what is included in your strategic marketing plan and how you choose to market each individual listing. Before you decide how you will syndicate each of your listings, there are many things you should consider.

When deciding whether or not to establish a direct feed to a third-party publisher, there are multiple considerations to keep in mind. REcolorado has developed a [checklist](#) to

help you to know what questions to ask so you can make an educated decision for what is best for your brokerage.

Why do I need to closely control where my listings are going? Isn't more exposure better?

Maximum exposure is no longer considered a best practice of online real estate advertising. The third-party sites that display your listing data can be inaccurate and confusing to customers. It is important to determine where you will advertise each listing as you develop your listing-specific marketing plan. In many cases, a more targeted approach can have great results.

How can I find the Terms and Conditions for a publisher?

When syndicating directly to a third-party publisher, terms will vary by publisher. You will need to contact each respective publisher and/or review their site to get a copy of their terms of use and review them carefully.

What do I do if I find inaccurate or out-of-date listings on a publisher site?

How you correct listing errors on a third-party publisher website depends on how the information was syndicated to that site.

- a) First, find out if your Broker is syndicating to the publisher where you see the outdated or inaccurate information.
- b) If the broker is not syndicating to that site, they should check with their website, virtual tour, and other technology service vendors to see if any of them are syndicating listings, and ask them to stop. Sometimes direct feed agreements with publishers also allow information to be re-syndicated. If your Broker has direct feeds with publishers, contact that publisher to see if the listing information is being re-syndicated to the site displaying the inaccurate information.

How many leads am I getting from REcolorado.com?

Take a look at your [REcolorado Listing Metrics](#) report to understand how many leads you are getting from REcolorado.com and other syndication channels. This report shows you total leads and leads per listing.