

Contents

Syndication Background and General Information	1
REcolorado Syndication Program	2
Office Syndication Settings.....	3
Matrix Marketing Tab and Internet Display Settings	4

Syndication Background and General Information

Where can I get updated syndication information from REcolorado?

Information is available on the [REcolorado Professionals Blog](#) and the [REcolorado Syndication web 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 include Homes.com, realtor.com, Hot Pads, etc.

What is a syndication platform?

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 to 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 with the ability to make informed choices about syndication 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 in April 2015.

Which syndication channels are included in the REcolorado Syndication Program?

Currently, Homes.com, realtor.com, Nextdoor, Apartments.com, and ColoProperty.com are included as syndication choices for all REcolorado subscribers. Subscribers from REALTORS® of Central Colorado can syndicate to Homes.com, ListHub, Mountain Homes Illustrated, Nextdoor, realtor.com, Apartments.com, and ColoProperty.com. Subscribers from Steamboat Springs Board of REALTORS® can syndicate to Homes.com, Mountain Homes Illustrated, Nextdoor, realtor.com, and Apartments.com.

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

With our subscribers' 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 subscribers' 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 whether or not they want to have the listing displayed on the internet, including the office-selected syndication channels, to advertise their listing.

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 decide whether or not to display their listings on the internet, including those syndication sites, when they input their listing in Matrix.

Why aren't there more syndication choices?

We 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. An office's managing broker or participant then determines which syndication channels to make available for their office.

How do I get to the office settings page?

Login to CONNECT and click the Office Syndication Portal Button.

Our How To Document—[Select Office Syndication Channels](#)—is available if you're a managing broker or participant and would like more information about choosing syndication channels for your office.

Matrix Marketing Tab and Internet Display Settings

What is the Marketing tab in Matrix?

On the Marketing tab during listing input in REcolorado Matrix MLS, Internet Marketingsettings allows listing brokers to manage whether and how their listings will be displayed on the Internet, including REcolorado.com, Nestfully, IDX or brokerage websites, and their office's pre-selected syndication channels.

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

These settings determine if your listing will be displayed on REcolorado.com, Nestfully, IDX websites (brokerage sites), and syndication websites. If "Yes" is selected, the listing will display on all of the above-mentioned websites. If there is a special circumstance that calls for protecting a client's private information, "No" can be selected to prevent the listing from displaying on any sites. The listing will still display within the MLS system.

Alternatively, you may use Internet Display of Address to show or hide the listing address from these websites. If "Yes" is selected, the address will be included with the listing. If "No" is selected, the listing will appear without an associated address.

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

Listing Brokers need to select if their active listings will be displayed on the internet. If you select "Yes" for Internet Entire Listing Display, your active listings will be syndicated. To update an existing listing, please see [How to Change Listing Internet Display and Syndication Settings](#).

How can I have more syndication channels added?

Contact your Managing Broker if you would like to request additional syndication channels for your office. Managing brokers must select channels to make them available for your listings.

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.

Should I syndicate my listings?

As you evaluate whether or not 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 do these sites get?"

Take a look at reports and metrics. REcolorado offers you [Listing Metrics](#) reports that show, among other things, how many leads are being generated from various websites. Take a look at your report and the reports offered by your office's selected syndicators.

As a managing broker, how do I decide where to syndicate my office's listings?

Where you syndicate your office's listings will vary based on what is included in your strategic marketing plan.

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 how you will advertise your listings as you develop your 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.