

# Your Listing. You Decide.



## Syndication Pathways

REcolorado gives brokers the tools to choose where each of their listings is displayed on the Internet. Educate your client and take time to learn about syndication so you can make an informed decision. As you evaluate syndication channels, carefully review contract terms, consider how your listing will be used, and understand if your listing data will be re-syndicated or used to power other sites.

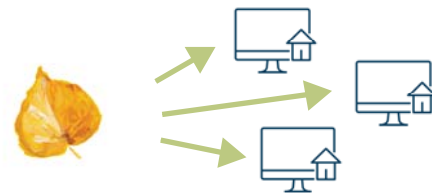
## REcolorado Syndication Program



Office/Brokerage opens syndication channels via the REcolorado Syndication Portal.



Listing is entered into the REcolorado Matrix MLS system.



The Listing Agent selects Syndication channels for the listing. REcolorado sends the listing to the publishers you selected.

## Office, Brokerage, and Franchisor Agreements



Office/Brokerage has an agreement with a publisher (Zillow, Trulia, etc.), syndication platform, or vendor (virtual tour company) that includes listing display.



Listing is entered into the REcolorado Matrix MLS system.



The Brokerage/Office pulls data from REcolorado and sends it to the publisher.



According to the terms of the agreement, the publisher will display the listing and may re-syndicate or use data for reports or other derivative works.

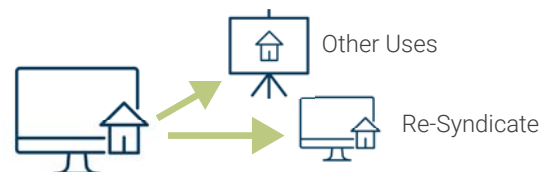
## Individual Entry



Broker enters into an agreement with a publisher.



Broker enters listing data directly into the publisher site.



According to the terms of the agreement, the publisher may re-syndicate or use data for reports or other derivative works.