



PHOTO BASICS

- To enter a photo into the MLS, you must confirm that you and/or your broker either own the copyright to that photo or hold a license or sublicense to use the photo and the ability to sublicense those rights to MLS Now.
- You may not use anyone else's photo in or out of the MLS without their written consent.
- You may report unauthorized use of photos to MLS Now only by following the DMCA (Digital Millennium Copyright Act) instructions.
- These rules can be found under the Help tab in Matrix and searching for DMCA Safe Harbor.
- Up to 35 photos can be added to each listing with a recommended size of 1024 x 768 pixels and less than a 6mb file size.
- If 3+ photos are loaded an automatic Property Panorama virtual tour will be generated and the link added to the Matrix listing.

PRIMARY PHOTO

- Primary photos are required for all Single Family Residential, Condo, and Multi-Family listings, including "Comp Only" listings.
- The Primary Photo of a listing must be of the "Front Exterior Street View" of the property.
- In some cases, an "Alternate View" may be used, such as a waterfront view.
- If an "Alternate View" is used as the "Primary" photo, the "Front Exterior Street View" must be set in the second position in the list of photos.
- The "Primary Photo" must be entered/uploaded within 2 business days of entering the listing.

PHOTO DETAILS

- Photos may only be of the interior and exterior of the subject property.
- No for sale signs, agent contact information, people, persons, or words are permitted to be in the photos.



VIRTUAL STAGING

- Virtual Staging is when a photo editing software is used to create a photo or conceptual rendering of what the interior may look like if it were “staged” or lived in.
- Virtual Staging may only be used for the interior of an existing structure. Virtual Staging may not be used for “To Be Built” or “Under Construction” listings.

DISCLOSURE RULES

- Disclosure of the use of Virtual Staging in photos/renderings is required and must be done in the photo description field.
- Virtual Staging may not be used on exterior photos.
- Please see MLS Now Rules and Regulations Rules 3.6 and 3.7 for additional restrictions

OPTING OUT OF PHOTOS

- A Seller may “Opt-out” of having a photo of the listing in the MLS by completing and signing the “Opt-out of Photo” MLS Now form.
- The form must be sent to the MLS, QA@mlsnow.com, and the Seller Opt-Out of Photo placard must then be upload by the broker/agent within the standard 2 business day requirement.
- The "Seller Opt-Out of Photo" field must be changed from "No" to "Yes" in the listing settings.