

Broker Tools Series: Listing Distribution Notes

Listing Distribution Overview

- As over 50% of home searches begin online, sending listings to consumer portals can be a critical piece of a marketing strategy.
- Brokers determine where to distribute their listings.
- The MLS does not distribute listings without the broker's permission.
- Sites that you distribute to may syndicate your listings to other sites.

Note: If your brokerage is part of a franchise, your franchise may distribute listings on your behalf.

Internet Data Exchange (IDX)

- Gives broker and agents the ability to display listings on their websites, mobile apps, and audio devices.
- Only authorized way to advertise another broker's active listings without permission.
- Brokers' accounts are automatically "opted in" to IDX feeds.

Distribution Options

Listing Distribution options are available under the Broker Portal. Here, brokers can indicate their preferences for Homes.com, Homesnap, International MLS (benefit of certain local REALTOR associations), Realtor.com, Apartments.com (for rental listings), and Zillow Rentals (for rental listings).

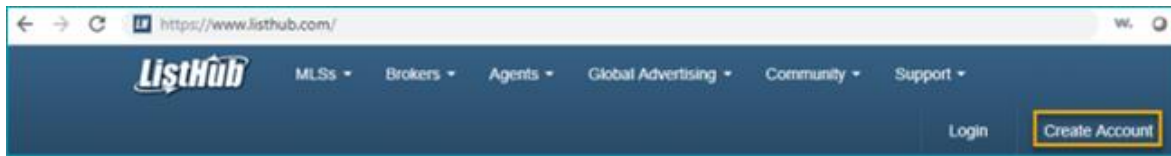
- 1) Login to Stellar Central at www.stellarmls.com.
- 2) Click on "My MLS Account" and then "Listing Distribution".
- 3) Select an individual office, or if you have multiple offices firmed together, select "Change All Offices".
- 4) Use the sliders to determine your preferences for these sites.

ListHub

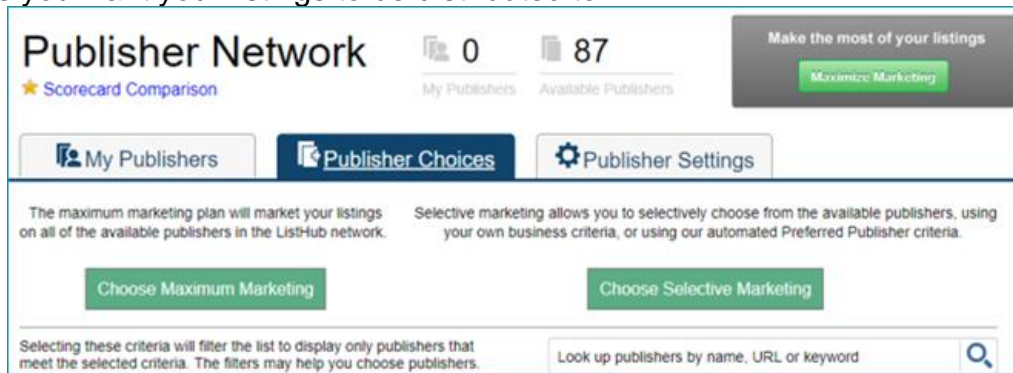
- Dozens of additional distribution options are available through ListHub.
- Access ListHub from Stellar Central or go to ListHub.com. Click "Create Account."



- Walk through the steps to create your account.



Once your account is created, you will want to view the Publisher Choices and select the sites you want your listings to be distributed to.



This is an example of some of the options for Publisher Choices. You can apply multiple filters and select your publishers. These settings will apply to all the listings in your office.

Add Selected		Total Viewing: 63 out of 87					
	Date Selected	Type	Name	Extended Network	Features	Rating	MLS Preferred
<input type="checkbox"/>	N/A		Assist2Sell		Franchise Real Estate Network Direct Rules	★★★★★	
<input type="checkbox"/>	N/A		Century21.com		Franchise Real Estate Network Direct Rules	★★★★☆	
<input type="checkbox"/>	N/A		Redfin.com		Franchise Real Estate Network Direct Rules	★★★★★	
<input type="checkbox"/>	N/A		VRAReady			9 / 11	★★★★★
<input type="checkbox"/>	N/A		Zillow		MLS On	★★★★☆	✓
<input type="checkbox"/>	N/A		HomeFinder.com			10 / 11	★★★★☆
<input type="checkbox"/>	N/A		Homes.com			9 / 11	★★★★☆
<input type="checkbox"/>	N/A		Realtor.com			10 / 11	★★★★☆
<input type="checkbox"/>	N/A		The Real Estate Book			8 / 11	★★★★☆
<input type="checkbox"/>	N/A		HomeLand			10 / 11	★★★★☆
<input type="checkbox"/>	N/A		ApartmentList			8 / 11	★★★★☆
<input type="checkbox"/>	N/A		Bank At You Made			9 / 11	★★★★★

Distribution Options for Individual Listings

For Florida agents and brokers, please note that the majority of the questions here come directly from the Florida Realtors Listing Agreement.

Listing Distribution

Brokers choose where listings are distributed to for the entire office. If your broker has chosen not to send listings to an option below then your listings will not be distributed to them.

Internet Y/N

Third Party Y/N

IDX/VOW Display Comments Y/N

Show Prop Address On Internet Y/N

IDX/VOW AVM Y/N

Distribute To

- Apartments.com
- Homes.com
- HomeSnap
- International MLS
- Realtor.com
- Zillow Rental

The Internet Yes/No field allows the listing agent and seller to completely opt this listing out of Internet distribution. This is the only way to opt out of an Internet Data Exchange. If “no” is selected here, the listing will not display on either an IDX or consumer portals. There is also an option to opt out of a full property address to display on the Internet.

For IDX feeds and Virtual Office Web Sites, there are options to opt out of comment feeds and Automated Valuation Models. Some IDX feeds allow viewers to leave comments about a property, and others have automated models suggesting a price for the property.

Finally, the Distribute To field gives the listing agent and seller options on where the listing is displayed on third party consumer sites.

Keep in mind that on the Broker Authorization portal, the office’s head broker/participant can opt the office in or out of sites such as Realtor.com, Homes.com, Homesnap, International MLS (for certain associations), and Apartments.com (for rental listings), and Zillow Rentals (for rental listings). In this section of a listing, the agent, at the seller’s request, can opt an individual listing out of certain sites.

The opt out always trumps the opt in. If a broker chooses to not send listings to a consumer portal, no listings from that office will go to that site, even if the agent has the box checked here. However, if a broker opts into the site, the agent can opt out of that site for this specific listing here.

IDX In-House Development

- For brokerages with an in-house tech team, MLS Grid and Bridge API are our API solutions.
- Your web developer will need to initiate an agreement with one of these solutions.
- Allows you to pull data to store on your servers and create a custom website.
- We have a comprehensive broker guide on these tools available on [StellarMLS.com>Data Delivery](https://StellarMLS.com/Data-Delivery)

Note: Brokers will need to approve licenses for agents.

IDX Vendors

- If you would like to work with an IDX vendor, select a vendor that works with MLS Grid or Bridge API.
- MLS Grid provides a partial list at www.mlsgrid.com/vendors
- For additional information on this process, go to [StellarMLS.com>Data Delivery](https://StellarMLS.com/Data-Delivery)

Custom Development

- We also have options for custom development
 - Broker Back Office Data Feeds, Virtual Office Websites, Product Development
- To start the process, go to the Data Delivery Tab of stellarmls.com.