

Knowledge is POWER

Designated REALTOR Quarterly
Networking and Information Series



February 2015 DR Meeting MLS Syndication Issues

Mergers & Subsequent Data Licensing Issues:

- Point2agent → ListHub
- Zillow ↔ Trulia
- Listing Data Protections

New Syndication Tools for Brokers:

- New Broker Syndication Options in FlexMLS
- New Broker Dashboard in ListHub
- New Syndication Products: Basic/Free, Pro or ProPlus

Decisions for Brokers

- Where to syndicate
- What latitude will you allow agents to change that decision
- Where will the leads go
- Who is the primary admin of the listings
- What listing data will appear on each listing
- Where will viewers will be redirected for more information
- How will you manage users in your company
- What parameters will you set for automatic syndication of future sites.
- Do you Plan to Upgrade your Account or Prefer Agents Do that Individually, if desired.

Broker Actions:

- Review MLS settings and change if needed
- Register for List Hub 5-7 days before training
- Pick/Attend Training
- After registration is verified, setup brokerage options

Agent Training Information

- Review Syndication at office meeting, materials online at www.berkshirerealtors.net/syndication
- Provide Agent with Training Opportunities, Flyer attached and available at website above

Ongoing DR Events / Training

- What is planned: April 29th Anita Hill Office Policy Manual: May Knowledge is Power Meetings
- What do you need?

Open Discussion

Please thank our host! If you are interested in hosting a session in the future, please let Sandy Carroll know!

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**All Materials Distributed Today and Office Meeting Templates in Word Format and Flyers can be found at:**

[www.berkshirerealtors.net/syndication](http://www.berkshirerealtors.net/syndication)



## February 2015 DR Meeting MLS Syndication Issues

### Mergers & Subsequent Data Licensing Issues:

- Berkshire MLS Negotiating with ListHub to Take Over Syndication Services from Point2Agent
- Amidst Negotiations, Point2Agent is bought out by ListHub, transition put on hold
- Mid February, Berkshire MLS told data and Dashboard transition to take place 2/19/15
- ListHub Announces it will No longer to Send Zillow Data, as of April 2015
- MLS Engagement of LarsonSkinner to negotiate contract with Zillow for direct syndication
- Zillow Announces Trulia sale completed,
- ListHub declares the merger invalidates Trulia data agreement, will stop sending listings on 2/26/15
- Zillow/Trulia file a cease and desist Against ListHub
- Trulia issues the BerkshireMLS a temporary direct syndication license, if interested.
- MLS Board of Directors, with advise from counsel, vote not to enter into temporary agreement and commit to moving the final and full contract forward as soon as possible.
- Wondering MLS reasoning for not executing a termproy license with Trulia?
- “If MLS accepts the temporary license, it means you are saying that the terms are OK. Brokers can make that bad decision, but the MLS Board has a duty to honor the participant wishes and you cannot with this current agreement.”
- <http://www.larsonskinner.com/2015/02/zulia-listhub-manufactured-crisis.html>

### Notes:

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## February 2015 DR Meeting MLS Syndication Issues

### Listing and Data Protections

ListHub has agreements in place with our publishers to provide consistent protections for members' listing data. ListHub worked with the industry, including brokers, MLSs, consultants and others, to identify the core values and expectations that listing content owners have with respect to the use of their listing information when syndicated to a third party website.

Some of the core tenets that exist today in the ListHub Publisher agreements:

- Listing data may only be used for consumer display
- Restrictions on use of listing data for any derivative works or other non- display uses
- Listing data may not be used after it is off-market
- The content owner maintains all Intellectual Property rights
- Publisher must display a set of minimum fields including price, address, broker name, etc.
- Publisher must accept a broker-authorized, MLS-sourced listing as the highest ranking listing feed and cannot overwrite this data with listing data from a third party
- Publisher must route any consumer leads to the email address designated by the broker as the lead email address (certain exceptions exist related to pre-existing agent products)
- Publisher may not re-syndicate or distribute listing data to any third party – Publisher may have rights to power the search on a third party site if authorized in the agreement
- Publisher must update site at least daily
- Publisher must provide notice for any changes to its terms and conditions
- Publisher shall abide by any state laws regarding display of real estate content
- Publisher must provide error logs for any listing that is not accepted, and provide a direct URL for any listing that is accepted
- Publisher must provide search impressions, detail views, and lead data for all listings (most use ListHub's java script tracking technology but a limited few still provide file-based metrics on a daily basis)
- Brokers have right to opt-out at any time (no long-term commitment)
- Publishers must use the currently supported version of the RETS syndication specification

### Notes:

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### New Syndication FlexMLS Tools for Brokers

### Syndication Preferences

| Name                          | Send Listings                       | Terms of Service | When my agents or staff enter listings, I want the export tab to appear as follows:           | Order |
|-------------------------------|-------------------------------------|------------------|-----------------------------------------------------------------------------------------------|-------|
| Syndicate to iBerkshires      | <input checked="" type="checkbox"/> | none             | <input checked="" type="checkbox"/> Syndicate to iBerkshires (Agent can override: Yes ▾)      | ↓     |
| Syndicate to ListHub Partners | <input checked="" type="checkbox"/> | none             | <input checked="" type="checkbox"/> Syndicate to ListHub Partners (Agent can override: Yes ▾) | ↓ ↑   |
| Syndicate to Realtor.com      | <input checked="" type="checkbox"/> | none             | <input checked="" type="checkbox"/> Syndicate to Realtor.com (Agent can override: Yes ▾)      | ↑     |

### Notes:

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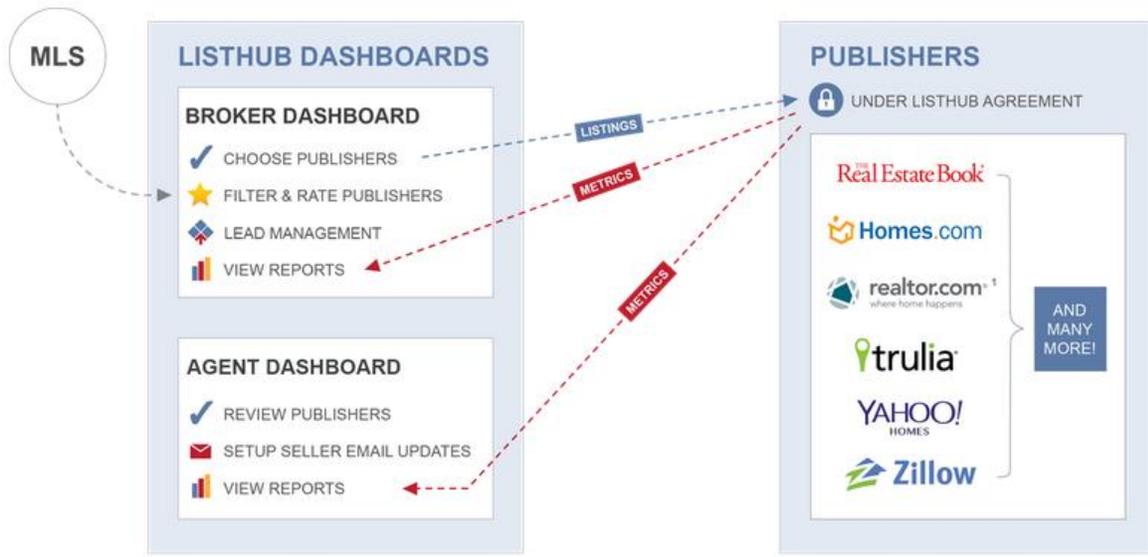
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New Syndication ListHub Tools for Brokers [www.ListHub.com](http://www.ListHub.com)



<sup>1</sup> Realtor.com generally doesn't receive listings via ListHub but does participate in the network as a metrics provider



Notes:

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### New Syndication Products: Basic/Free, Pro or ProPlus

The Basic Package (FREE) provides you with the first step in creating an effective online marketing strategy; A comprehensive platform that gives you control, flexibility, accuracy, and protection for your valuable data. You are able to choose from more than 70 sites to send your listings – including some exclusive options - and you'll have access to the resources you'll need to make informed decisions. You can also rest assured that your listings will be used for only for the purpose you intend - marketing to consumers on the websites you choose.

- **Complete Platform:** Manage all of your settings centrally and effortlessly
- **Broad Exposure:** More than 70 national publisher sites, and dozens of regional and affiliate sites to choose from
- **Lead Management:** Route leads to your agents, or to your centralized lead system – flexible for multi-office and agent exceptions
- **Protection For Your Content:** ListHub works with publishers who agree to specific terms that ensure your listing content is used for consumer display only, keeping your listings safe from misuse, and keeping you in control of your data.
- **Preferred Publisher Program (Exclusive):** For selective marketing, use filters to easily choose sites based on key criteria
- **Publisher Ratings (Exclusive):** Rate the publishers on a 5-star system, and view the ratings and comments from other brokers across the nation
- **The Real Estate Network (Exclusive):** ListHub is the only method for sending your listings to a collection of major franchise websites, including remax.com, coldwellbanker.com, century21.com, and realtyexecutives.com ([Click here to learn more.](#))

The Broker Pro Package is for competitive brokers. If you're trying to recruit more agents, win more listings, and generate more referrals in your market, the Pro Package is for you. In addition to all of the features available in the Basic Package, the Pro Package includes a suite of powerful reports that help to steer and focus your online and offline marketing, doing more with less, and staying ahead of the pack.

- **Multi-Level Reporting:** You'll get comprehensive reports for your whole brokerage, as well as separate reports for each office, giving you an accurate view of your online marketing for making informed decisions
- **Agent Reports:** Your agents will each receive their own marketing overview report, and they will receive a Seller Report for each listing!
- **Seller Client Reports:** Seller reports are branded for the company, display the agent's photo, and include an auto-email function to make client updates consistent and effortless
- **VIP Support:** Finally, the Pro Package gives you and your agents access to the toll free customer support hotline for instant access to help when you need it

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## February 2015 DR Meeting MLS Syndication Issues

### New Syndication Product Pricing (ProPlus and International Not Included Here)

#### Basic

- Your Listings On More Than 70 Websites
- Filters For Easily Choosing Publishers
- Publisher Ratings
- Automatic Daily Updates From The MLS
- Redirect Consumer Traffic To Your Website
- Free Leads Via Phone And Email
- Agent Login
- Online Technical Support
- Lead Management Control
- Publisher Scorecard

[READ MORE](#)

#### Individual Agent

##### Pro

All Of The Benefits Of The Basic Package -  
PLUS:

- Online Marketing Reports For All Of Your Listings
- Seller Reports
- Automatic Email For Seller Reports
- VIP Phone Support
- Custom Branded EMarketing Flyers For Listings Presentations

**PRICING:** \$129.00 Per Year

#### Entire Office Pro

For A Competitive Advantage

All Of The Benefits Of The Basic Package...

PLUS:

- Online Marketing Report For Your Brokerage
- Online Marketing Reports For Each Office
- Online Marketing Reports For Each Agent
- Seller Reports
- Automatic Email For Seller Reports
- VIP Phone Support
- Custom Branded EMarketing Flyers For Listings Presentations

**PRICING:** (Month-To-Month Commitment)

| # of Agents | Per Month |
|-------------|-----------|
| 1 - 5       | \$39.00   |
| 6 - 20      | \$79.00   |
| 21 - 60     | \$129.00  |
| 61 - 100    | \$259.00  |
| 101 - 300   | \$399.00  |

*Pay for the year and save! Get 12 months for the price of 11.*

### Decisions for Brokers: Where to syndicate

The automatic Publisher List syndicated by the MLS is now limited to 20 primary portals, while Brokers can opt-in to additional publishers

[See the new flyer for the automatic Syndication Publisher List](#)

- Brokers can select from over 95 publishers in total.
- Brokers can filter publishers by criteria
- Search Publishers
- View Huge Scorecard Flip Book
- View Scorecard Comparison
- What latitude will you allow agents to change that decision?

### Publisher Network:

20
 95

Scorecard Flip-Book
 Scorecard Comparison
 My Publishers
 Available Publishers

My Publishers

Publisher Choices

Publisher Settings

Selecting these criteria will filter the list to display only publishers that meet the selected criteria. The filters may help you choose publishers to designate them as MLS Preferred.

**Filter Publishers**

Mobile App Available

No FSBOs

No Re-Syndication

Posts Redirect Link

Provides Error Reports

Provides Metrics

Refreshes Daily

Shows Broker Contact Info

Timely Listing Removal

Timely Support

MLS Preferred

|                          | MLS-ALL | Name                                                           | Extended Network | Features                                                                                                              | Rating |
|--------------------------|---------|----------------------------------------------------------------|------------------|-----------------------------------------------------------------------------------------------------------------------|--------|
| <input type="checkbox"/> | Yes     | <a href="http://century21.com">century21.com</a>               |                  | <a href="#">Franchise Real Estate Network</a><br><a href="#">Display Rules</a>                                        | ★★★★☆  |
| <input type="checkbox"/> | Yes     | <a href="http://ColdwellBanker.com">ColdwellBanker.com</a>     |                  | <a href="#">Franchise Real Estate Network</a><br><a href="#">Display Rules</a>                                        | ★★★★☆  |
| <input type="checkbox"/> | Yes     | <a href="http://RE/MAX">RE/MAX</a>                             | +                | <a href="#">Franchise Real Estate Network</a><br><a href="#">Display Rules</a>                                        | ★★★★☆  |
| <input type="checkbox"/> | Yes     | <a href="http://RealtyExecutives.com">RealtyExecutives.com</a> |                  | <a href="#">Franchise Real Estate Network</a><br><a href="#">Display Rules</a>                                        | ★★★★☆  |
| <input type="checkbox"/> | Yes     | <a href="http://Zillow">Zillow</a>                             | +                | <div style="width: 100px; height: 10px; background: linear-gradient(to right, green 90%, grey 90%);"></div> 9 / 11    | ★★★★☆  |
| <input type="checkbox"/> | Yes     | <a href="http://Trulia">Trulia</a>                             | +                | <div style="width: 100px; height: 10px; background: linear-gradient(to right, green 100%, grey 100%);"></div> 10 / 11 | ★★★★☆  |
| <input type="checkbox"/> | Yes     | <a href="http://HomeFinder.com">HomeFinder.com</a>             | +                | <div style="width: 100px; height: 10px; background: linear-gradient(to right, green 90%, grey 90%);"></div> 9 / 11    | ★★★★☆  |
| <input type="checkbox"/> | Yes     | <a href="http://Home.com">Home.com</a>                         | +                | <div style="width: 100px; height: 10px; background: linear-gradient(to right, green 0%, grey 0%);"></div> 0 / 11      | ★★★★☆  |

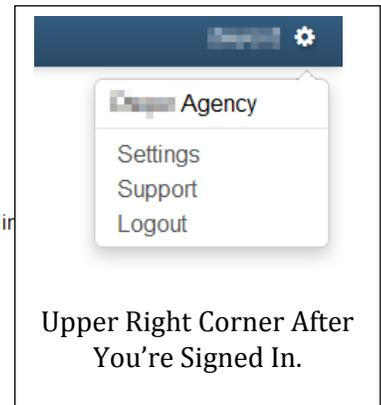




## February 2015 DR Meeting MLS Syndication Issues

### Settings

- [Affiliate Codes](#) Add affiliate codes to make additional publishers accessible.
- [User Information](#) Update your user contact information or report settings.
- [Change Password](#) Update your ListHub password.
- [Manage Multiple Accounts](#) View the brokerages, offices, and agents to which you have access.
- [Manage Brokerage](#) Update your brokerage contact information or report settings.
- [Manage Users](#) Add, update, or remove users in your brokerage. Send agents or managers in login. Give agents permission to redirect traffic to the agent Web site.
- [Property Page Settings](#) Update the information that is available on your ListHub property pages.
- [Lead Management](#) Manage the way lead contact information is syndicated with your listings.



### Decisions for Brokers: Setting Up Company Data

After the Registration Process you will be able to “Manage Brokerage”

- **Basic Data:** Complete your company name, brokerage information, upload a 200x200 logo.
- **Primary Administrator:** You will be asked to identify the Primary Administration (not Public) that will receive syndication correspondence on your companies behalf. It could be the broker, and office administrator or key agent you put in charge of this task.
- **Lead Management:** The leads are automatically filtered to the listing agent for each listing. You can change that to the broker, a marketing person or someone you put in charge of leads. You can also decide if the listing agent can override your assignment of another lead recipient.
- **Listing Data:** You have the ability to determine what information appears as contact for each listing. This is defaulted to the Listing Agent with Listing office contact information. You can chose to limit it to the office data as well.
- **Listing Redirect:** ListHub automatically creates an online flyer type page that all syndicators much link to when a consumer selects more information. (see example on next page). You can, if you have the technical capability, request that ListHub instead redirects the listing link to YOUR website.

### Decisions for Brokers: How will you manage users in your company:

- Invite users to send a link to register, if desired.
- Agents with listings can get invites, those without don't.
- Add, update, or remove users in your brokerage. Send agents or managers invitations to create a ListHub login. Give agents permission to redirect traffic to the agent Web site.

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### Decisions for Brokers: Automatic Syndication of Future Sites.

My Publishers Publisher Choices **Publisher Settings**

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#### Auto Subscribe Options

ListHub continually adds new publishers to the network. Company listings will be automatically subscribed to new publishers if this setting is enabled:

**Enabled:**  
 Yes  No

Only new publisher sites that meet the following criteria will be selected for your company automatically (broker may select all that apply). If auto-subscribe is enabled above, and criteria are not selected, your listings will be auto-subscribed to all new sites.

- Mobile App Available
- No FSBOs
- No Re-Syndication
- Posts Redirect Link
- Provides Error Reports
- Provides Metrics
- Refreshes Daily
- Shows Broker Contact Info
- Timely Listing Removal
- Timely Support

Do you plan to upgrade your account or prefer to offer agents the ability to individually upgrade, if desired.

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## February 2015 DR Meeting MLS Syndication Issues

### Listing Re-Direct Page Sample

**463 Old Stockbridge Rd, Great Barrington, MA 01230, US** **\$265,000**

[Map Property](#) | [Share Listing](#) | [Ask Question](#) | [Schedule Showing](#) | [Request More Photos](#)

#### Summary

Bedrooms: 3  
Full Baths: 2  
Half Baths: 0  
Style: NE Farmhouse  
Sq Ft: 1740.00  
Year Built: 1900

#### Agent Contact

Lance Vermeulen  
[Ask Question](#)  
[Schedule Showing](#)  
[Click for Phone Number](#)  
[Click to Email](#)

#### Moving Quotes

Type of Move  
- Select Move Type -

Move date  
Mar 10 2015

Moving From Zip

Moving To Zip

Size of Move  
- Select a Weight -

[Get a Moving Quote](#)



#### Resources

- [View Area Foreclosures](#)

#### Broker Contact

LANCE VERMEULEN RE, INC  
283 Main St., Great Barrington, MA 01230  
Great Barrington, MA, 01230  
US  
[Click for Phone Number](#)  
[Click to Email](#)  
[Website](#)

#### Remarks

This Farmstyle home enjoys pastoral views. Spacious open kitchen, living room w/ fireplace, sliders to sunroom featuring gas fireplace and access to deck. Office/den w/sliders to additional deck. Two large bedrooms on the second floor. Nice setting, convenient location. Perennial gardens.

#### Details

MLS#: 186318  
Price: \$265,000

Style: NE Farmhouse  
Bedrooms: 3  
Baths Full: 2  
Baths Half: 0  
Sq Ft: 1740.00  
Year Built: 1900

Tax Fee: 4555.00

School Elementary: Muddy Brook Reg.  
School Middle: Monument Valley Reg.

Information is believed to be accurate but should not be relied upon without verification.  
Data Provided by Berkshire County Board of Realtors  
Last updated: 2015-02-03T15:22:57.000-05:00.  
[Privacy Policy](#)





## February 2015 DR Meeting MLS Syndication Issues

Screen-by-Screen Brokerage Registration Process (training will show how to make the changes we described in these materials, mostly accessible )

1. Go to [www.ListHub.com](http://www.ListHub.com): Select **CREATE ACCOUNT** in right corner of screen.

The screenshot shows the ListHub website homepage. The navigation bar includes: ListHub logo, MLSS, Brokers, Agents, Enterprise Clients, Community, Support, Login, and a highlighted Create Account button. The main headline reads "The Nation's Leading Network for Marketing Real Estate". Below this are four tiles: International Flyer, eMarketing Flyer, Seller Report, and Reporting Dashboard. A central text block states: "ListHub provides the platform that supports MLSs, franchises, brokers, and agents with a complete set of tools to drive a successful strategy for advertising real estate listings." Below this text is a "Get Started, It's Free" button.

2. Select "I am the head broker of record within the MLS"

## Registration Options

[I am the head broker of record within the MLS.](#)

[I am a listing agent of a registered ListHub brokerage with an active listing.](#)



## February 2015 DR Meeting MLS Syndication Issues

3. Select the our MLS in the list. Scroll to Massachusetts to find us.

**MLS:**  (Required)

**First Name:**

**Last Name:**

**Email:**

**Louisiana**  
Northwest Louisiana Association of Realtors

**Maine**  
Maine Real Estate Information System, Inc.  
Northern New England Real Estate Network

**Maryland**  
Coastal Association of Realtors

**Massachusetts**  
Berkshire County Board of Realtors  
Cape Cod & Islands Association of REALTORS® Inc.  
Northern New England Real Estate Network  
State Wide MLS of Rhode Island, Inc.

**Michigan**  
Ann Arbor Area Board of Realtors®  
Battle Creek Area Association of Realtors  
Clare Gladwin Board of REALTORS  
Down River Association of REALTORS® and Multiple Listing Service  
East Central Association of REALTORS®  
Eastern Upper Peninsula Board of REALTORS  
Grand Rapids Association of REALTORS®

than your email you've already entered. Otherwise you can leave it

4. Complete Brokerage Membership Details. Make sure to select “other/None” for franchise.

### Brokerage Membership Information

**Number of Agents:**  (Required)

**Number of Offices:**  (Required)

**Office Codes/Names:**

Please enter the office codes or names of your brokerage offices designated by your MLS system. If you do not know this information you may skip this or provide as much information as you can and we will do this for you.

**Franchise Affiliation:**  Other/None (Required)

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### Login

**Username:**  (Required)  
Username must be at least 6 characters and contain only letters, numbers, and underscore characters.

**Password:**  (Required)  
Password must be at least 6 characters.

**Confirm Password:**  (Required)  
Re-enter your password the same as you did in the above "Password" field.

5. Check off "I'm not a robot" and type the text you see on the screen (in this example 337)

The screenshot shows a registration form with a reCAPTCHA challenge. The challenge consists of a text input field with the placeholder "Type the text" and a small image of a house with the number "337". Below the input field are icons for refresh, audio, and help, and a blue "Verify" button. At the bottom of the challenge is a checkbox labeled "I'm not a robot" and the reCAPTCHA logo with links for "Privacy" and "Terms". Below the challenge are two buttons: "Complete Registration" and "Request Unsupported MLS".

6. Sign the End User License Agreement

### End User License Agreements

Last Updated February 17, 2015

**Terms and Conditions**

THESE TERMS AND CONDITIONS ("Terms") ARE A LEGAL AGREEMENT BETWEEN YOU, THE END-USER, WHETHER A DESIGNATED BROKER OR AN AUTHORIZED AGENT OF A DESIGNATED BROKER, ("DESIGNATED END-USER"), AND MOVE SALES, INC. ("MSI" or "LICENSOR"). YOUR ACCOUNT ACTIVATION AND CONTINUED ACCOUNT ACCESS ARE CONTINGENT UPON THE ACCEPTANCE OF THE TERMS AND CONDITIONS NOTED HEREIN. THE TERMS AND CONDITIONS MUST BE SIGNED, OR ACCEPTED ELECTRONICALLY.

**END-USER LICENSE:** Subject to the terms hereof, MSI hereby provides to the DESIGNATED END-USER access to DESIGNATED END-USER's listing data. Once the listing data has been accessed by

**I have read and accept the above EULA**

Submit



## February 2015 DR Meeting MLS Syndication Issues

7. Read the Options and select the one you want. At the bottom you have the option to upgrade or click "no Thank you, to stick with the free Basic access, described here.

Welcome to ListHub. Your account is currently being configured by our team, so watch your email for updates about your account setup!

### Please select from the following options:

Report access is immediate and there are no long term contracts!

#### Basic

- Your listings on more than 50 websites
- Filters for reviewing publisher features
- View publisher ratings
- Automatic Daily Updates from the MLS
- Free Leads Via Phone and Email
- Personal dashboard login
- Online technical support
- Lead management control
- Publisher Scorecard

[Learn More](#)

#### Pro

All Of The Benefits Of The Basic Package - PLUS:

- Online marketing reports for all of your listings
- Seller Reports
- Automatic email for seller reports
- VIP Phone Support
- Custom branded eMarketing Flyers for listings presentations

[Learn More](#)

#### Pro-Plus

All Of The Benefits Of The Pro Package - PLUS:

- Include Your Personal Website Metrics On All Reports!

[Learn More](#)

Please fill out the form below or just click "No Thank You" at the bottom of the form to proceed:

Note that you will have access to the basic functions of the system, but will NOT SEE SYNDICATION as it stands now. List Hub will verify your account status and when complete, will reveal full functionality to make the changes and selections you wish.

Reporting requires that your account configuration be completed by ListHub support staff. The ListHub tech team is currently working to configure your account. You will be notified when this has been completed (usually within 5 - 7 business days of registration). [Please click here to contact support.](#)