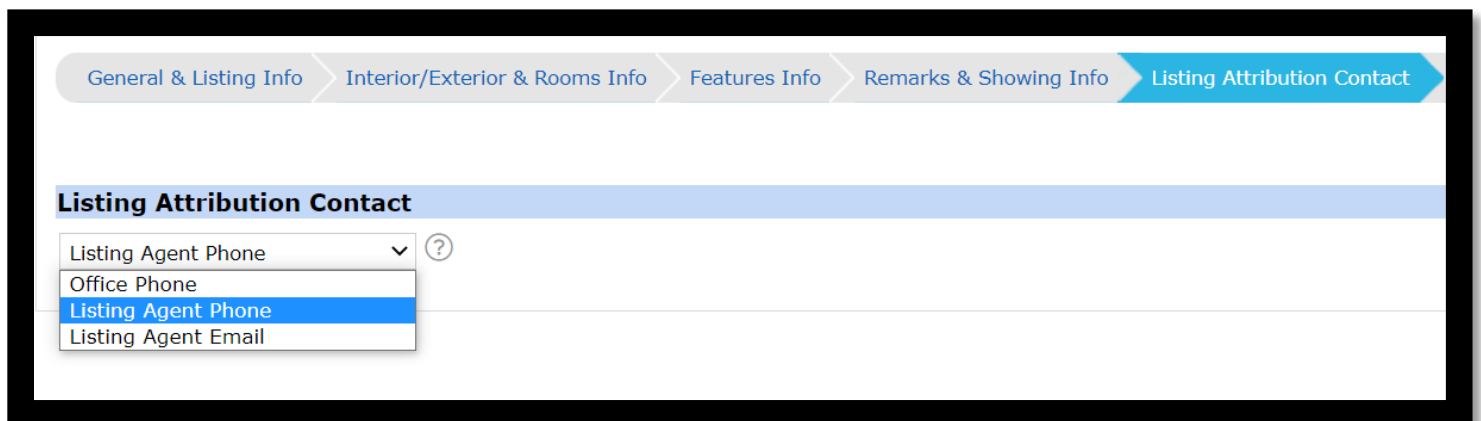


# *New MLS listing load field for Listing Attribution per NAR Rules update.*

What is a listing attribution? The contact information for a listing that goes out to third party websites (i.e., Realtor.com, brokerage websites etc.). Note: On each listing, if a consumer would find your listing on the internet, where would you like them to call or email? Your office or the listing agent?

NAR Rule: An MLS Participant's IDX/VOW display must identify the listing firm and contact information in a reasonably prominent location and in a readily visible color and typeface not smaller than the median used in the display of listing data. The contact information for the listing firm must be clearly identified and displayed at least as prominently as any other contact information or lead form on the site.

MLS staff has had a new tab added to the listing load called Listing Attribution Contact. Please see below. This field is defaulted to Listing Agent Phone. You will only need to change this tab if you would like to change the contact information.



The screenshot shows a navigation bar with five tabs: "General & Listing Info", "Interior/Exterior & Rooms Info", "Features Info", "Remarks & Showing Info", and "Listing Attribution Contact". The "Listing Attribution Contact" tab is active and highlighted in blue. Below the navigation bar, there is a section titled "Listing Attribution Contact" with a light blue header. Underneath, there is a dropdown menu with a question mark icon to its right. The dropdown menu is open, showing four options: "Listing Agent Phone" (selected), "Office Phone", "Listing Agent Phone", and "Listing Agent Email".

If "Agent Phone" is selected, then the listing agents phone number will be displayed as the contact information, for this listing, on third party websites.

If "Agent Email" is selected, then the listing agents email address will be displayed as the contact information, for this listing, on third party websites.

If "Office Phone" is selected, then the listing office phone number will be displayed as the contact information, for this listing, on third party websites.

**Note: If you are unclear on what to select on this tab please reach out to your Broker.**