

New/Modified MLS Rules adopted by Bay East AOR

The following MLS Rule change was approved by the Bay East Association of REALTORS® and will be effective April 3, 2017. If you have any questions regarding the changes please contact Roya Chaudhry at 925-730-4071 or royac@bayeast.org for a full set of the MLS Rules and Regulations [click here](#)

Changes to the Rule (section in red is new)

11.5 Photographs on the MLS.

- a. By submitting photographs to the MLS, the participant and/or subscriber represents and warrants that he or she either owns the right to reproduce and display such photographs or has procured such rights from the appropriate party, and has the authority to grant and hereby grants the MLS and the other Participants and Subscribers the right to reproduce and display the photographs in accordance with these rules and regulations. Use of photographs by a subsequent listing agent requires prior written authorization from the originating listing agent or other appropriate party with the legal right to reproduce and display such photographs. Except by the MLS for purposes of protecting its rights under Section 11.6, branding of photographs, virtual tours or any other photographic representation with any information or additional images is prohibited. **However, Branded virtual tours will be permitted in the Branded Virtual Tour field for the sole purpose of transmittal to 3rd party vendors only.** Upon notification to the Participant and/or Subscriber, MLS has the right to remove any photo found not to be in compliance with the MLS Rules.

- b. At least one (1) photo or graphic image of the front exterior of the property accurately displaying the listed property (except where sellers expressly direct in writing that photographs of their property not appear in MLS compilations) is required to be posted on the MLS upon submission of the listing in all categories other than business opportunity and Lots and Land.

Explanation:

Upon entry or maintaining an existing listing, you will see a **new** field called “Branded Virtual Tour” (an unbranded virtual tour field already exists). The branded virtual tour field sole purpose is to be transmitted to 3rd party vendor’s sites only (example, realtor.com, homes.com...)

Please be careful when adding a virtual tour link to make sure you added it under the correct field (branded or unbranded).