

# Broker Attribution (NAR Mandate) Effective 9-1-2022

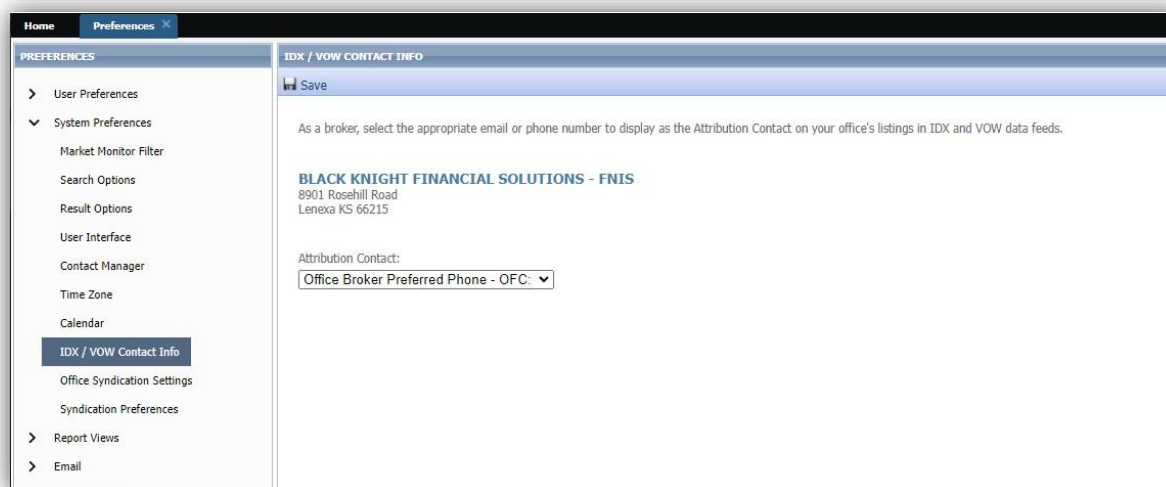
## Broker Attribution

In compliance with the NAR mandate for Broker Attribution, a new option has been added under Preferences for “IDX/VOW Contact Info” in Paragon MLS. This addition will allow the broker to select a phone number **or** email address to be displayed in listings that go out in IDX and VOW data feeds.

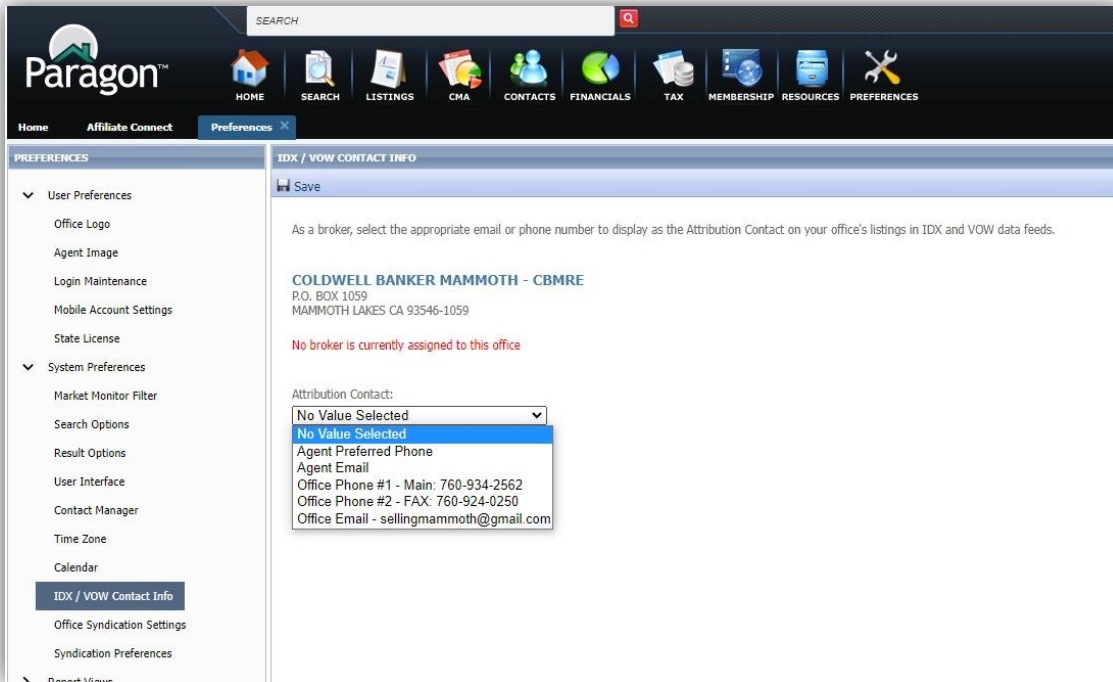
Log into Paragon and click on “Preferences” at the top of the page. On the left-hand side, under “System Preferences” you will see a new option called “IDX/VOW Contact Info”

In the middle of the page, you will see a dropdown box labeled “Attribution Contact,” allowing the broker to select from a list of phone numbers and emails. This field is optional, and the broker does not have to set a value. The dropdown list will include the following options:

- No value selected
- Agent preferred phone
- Agent email
- Office broker preferred phone
- Office broker email
- Office phone #1 – 3
- Office email



If a broker is not assigned to the office, a message will appear indicating, “No broker is currently assigned to this office” and the broker dropdown options will not appear in the list. Please contact our MLS Tech Support at 925-730-7100 to fix it for you.



When the broker is assigned to multiple offices, each office will appear with a separate dropdown. The broker will have the ability to set a different value for each office.



The default is set to "No Value Selected," which is equivalent to not having selected an option. Per the NAR mandate, the Listing Participant must select the value, so Bay East AOR cannot pre-select for the Broker/MLS. Once a value is selected by the broker, the actual phone number or email address will be added to our IDX and VOW listing data feeds. The field will be labeled as, 'AttribContact' in the data feed.