



CRMLS UPDATE

MARCH 2022

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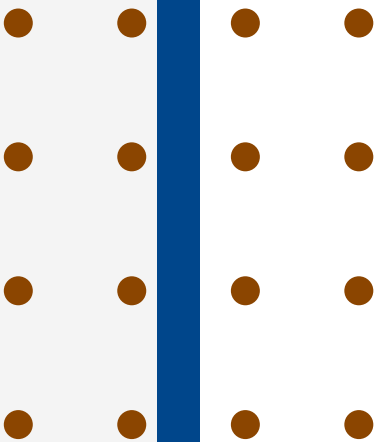
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CRMLS + Bright MLS Collaboration





Presented by

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CEO





OCR Statistics





- Phone Calls – **2,350**
- Chats – **460**
- Email/Support Email/Webforms – **217**
- Suggestions – **59**
- Voicemails – **20**
- AOR Support – **13**

OCR Customer Care

(Jan. 2022 – current)



- Virtual Association Trainings – **6**
- Broker Office Trainings – **5**
- January Webinar Attendees – **195**
- February Webinar Attendees – **167**
- March Webinar Attendees – **174**

OCR Education

(Jan. 2022 – current)



OCR Compliance Dispositions

(Jan. 2022 – current)

- AOR/MLS Referral – **7**
- Citations Unresolved – **109**
- Corrected Prior to Review – **303**
- Duplicate – **125**
- Modification – **41**
- No Violation – **231**
- Unable to Verify – **26**
- Warning – **49**
- Withdrawn – **35**
- **Total Cases Processed – 926**
- **Total Chats – 463**



OCR Compliance Top 5 Violations

(Jan. 2022 – current)

- No Photo – **25**
- Failure to Timely Report Listing Status Changes – **16**
- Failure to Correct any Violation – **13**
- Branded Media – **12**
- Failure to Verify Accurate Listing Info (Auto Sold) – **8**
- Use of Media Without Prior Written Authorization – **8**



Zillow Photo Update



Zillow vs VHT Studios

This January, a United States District Court ruled against Zillow and ordered it to pay VHT Studios, a real estate photography company, an estimated \$2 million in damages resulting from copyright violations.

What are CRMLS's Rules about MLS Media?

Brokers must not place media subject to inadequate license agreements into the MLS. Inadequate license agreements include those that contain limitations on the use of media after marketing of the property stops, those containing any limitation on the MLS's ability to sub-license the media, and more.

The CRMLS End User License Agreement and the CRMLS rules both contain language to this effect. Here is a relevant section of **CRMLS Rule 11.5**:

"The submitting Participant and Subscriber grants CRMLS an irrevocable, unrestricted, transferable, perpetual, royalty-free, non-exclusive license (with the right to sublicense) to use, store, reproduce, compile, display, and distribute the media as part of its compilation."

How Can I Comply with These Rules

- **Option 1:**
Find your next photographer or videographer on the CRMLS Photographer List.
- **Option 2:**
Use the C.A.R. Property Images Agreement (PIA).
- **Option 3:**
Have your listing brokerage's attorney draw up an agreement that complies with CRMLS Rule 11.5.

Three parallel diagonal bars in light gray, medium gray, and brown, positioned above the blue banner.

Reminder: Coming Soon Still Exists

It's just no longer included in IDX



A decorative graphic consisting of three parallel diagonal lines in light gray, medium gray, and brown, positioned above the blue text box.

**Registered Listings & Coming
Soon Are Not The Same**

Differences Between Registered and Coming Soon Listings

Registered

No Public Marketing
Not Displayed in MLS
No Commission Offered
No DOM
No Distribution Through MLS
Showings Only to Listing Broker Client
Form Required

Who can see **Registered** Listings?
Listing Agent, Listing Broker, Office Managers, and MLS Staff.

Coming Soon

Marketing Allowed
Commission Offered
No DOM
No Showings
21 Days Maximum
Form Required

Who can see **Coming Soon** listings?
All CRMLS Users.



New Standards of Practice for IDX Displays





As of 3/1/2022

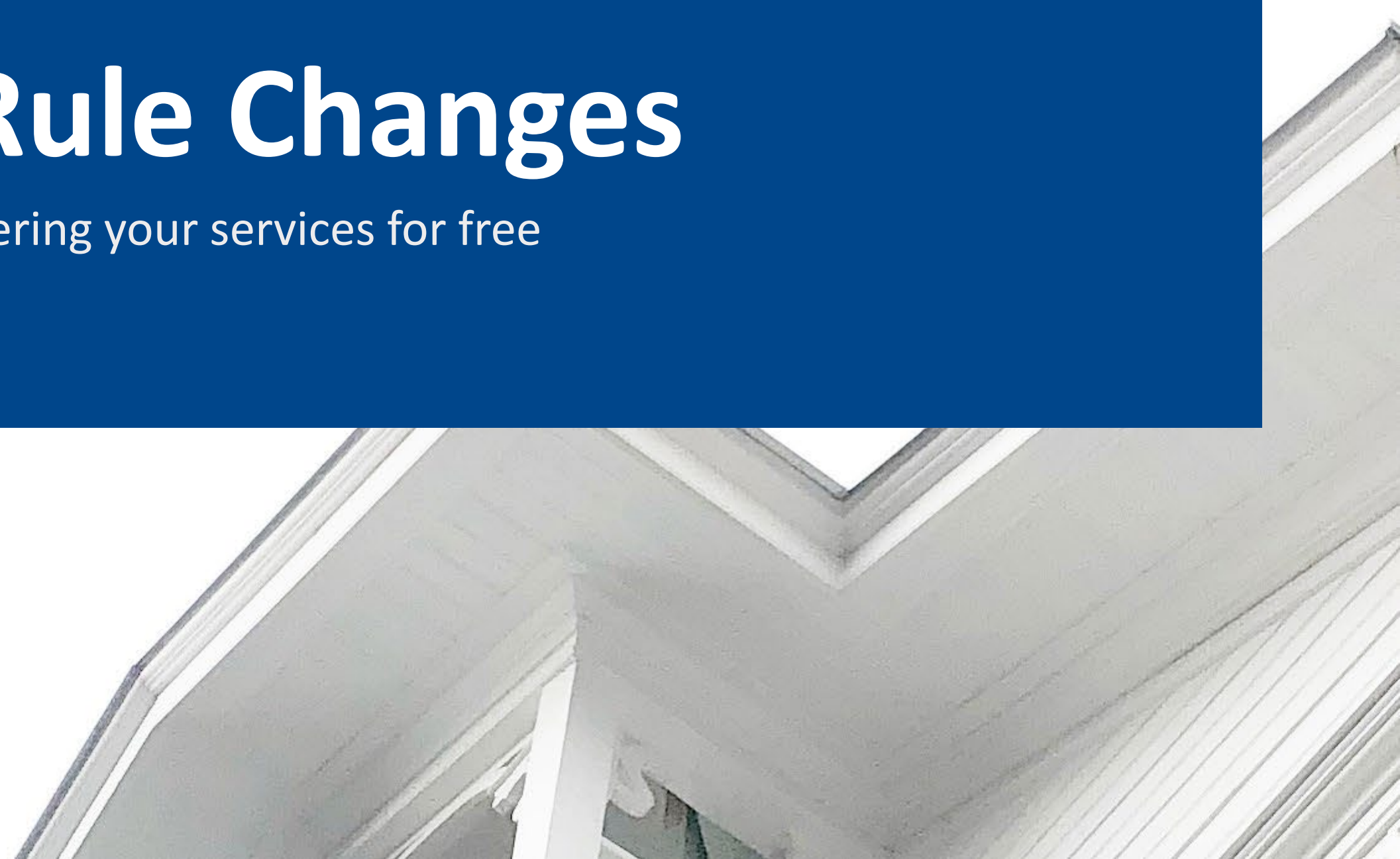
New Standards of Practice for IDX Displays

- Attribution must be directly adjacent to either: Price, Bed/Bath, SQ. FT. or Photo.
- If Property Description is truncated to a reasonable size, AND it is directly adjacent to the Price, Bed/Bath, sq. ft or Photo, then Attribution may be under the Property Description.
- Attribution Font size no smaller than Property Description.
- Attribution Font no lighter in color than Property Description.
- Must clearly label as Listing Broker, Listing Office and Listing Agent. No use of "Courtesy of" and some other unclear language.
- Any Call-to-Action button, box or link must specify which agent will be responding. Use of the word "Agent" alone is not compliant. There must be some clear indication that the contact information being provided is NOT going to the Listing Agent if applicable. This standard also applies to "Tour" home link or button.



N.A.R. Rule Changes

No longer offering your services for free



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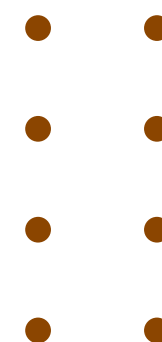
CRMLS + Bright MLS Collaboration



CRMLS + Bright MLS Collaboration

CRMLS and Bright MLS have signed an agreement to collaborate on technology solutions for the MLS Industry.

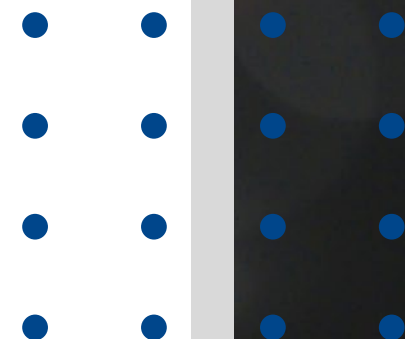
The organizations will work together to explore solutions that work for all industry stakeholders, including brokers, agents, other MLSs, and consumers.





CRMLS + Bright MLS Collaboration Benefits

In short, speed to market. Collaborating will make it possible for us to eliminate redundant technologies and develop and launch the real estate solutions that you need much faster.



THANK YOU

