Zillow Listing Distribution FAQs

On 1/12/2021, Zillow became a brokerage in our area. As part of this transition, Zillow no longer obtains listing data through its former feed. It instead gained access to listing data through an IDX (Internet Data Exchange) feed. This change impacted how CRMLS brokers distribute listings to Zillow.

Below are answers to some frequently asked questions about this transition.

Will Zillow show my Residential For Sale listings for no charge?

Yes. Zillow is a brokerage. This means they enjoy the same rights, and follow the same rules, as other participating brokerages. Among these important rights is the right to obtain an IDX listing feed, which they have stated will be used to display For Sale listing

What is Zillow allowed to display after a listing has closed?

CRMLS's IDX rules do not make distinctions between Sold listings and on-market (Active, Active Under Contract, Coming Soon, and Pending) listings. This means that any brokerage displaying MLS data, including Zillow, may display the same fields and information on Sold listings as they may with on-market listings.

Do my Residential Lease listings appear on Zillow?

Yes. The Zillow and CRMLS leadership teams signed an addendum so that Zillow can now display rental listings through the data feed provided by CRMLS. CRMLS members no longer need to post directly or manually.

Can I opt out of my Residential Lease listings to appear on Zillow?

Yes. The opt-out is at the office level, so a broker can contact CRMLS to make the request and CRMLS will then work with Zillow to complete the request. It is important to note that because the opt-out is strictly at the office level, all residential lease listings within the office not be displayed on Zillow.

Who do I contact for support with my listings on Zillow?

If you have an issue with a for-sale listing on Zillow, contact CRMLS Customer Care via https://go.crmls.org/support/ or by phone at (800) 925-1525.

Are there any other changes with listing distribution?

If you use the CRMLS Flex system, you gained access to your new listing distribution dashboard on 1/19/2021. Visit https://kb.crmls.org/knowledgebase/how-to-manage-your-office-and-agents-listing-distribution-or-syndication-options/ to learn how to manage your listing distribution preferences.

Is Zillow only doing this with CRMLS or are all MLSs impacted?

According to Zillow, Zillow is becoming a dues-paying member of local, state, and national Associations of REALTORS® and making the switch to IDX feeds in every area it has chosen to become a brokerage. These changes may roll out over some time. Visit https://www.zillow.com/z/info/real-estate-licenses/ for a list of areas where Zillow maintains a real estate brokerage license.

Can I share listings other than my own on my website?

Yes. Internet Data Exchange, or IDX, is available to all CRMLS users. An IDX feed allows you to display listings from other brokers on your website, with some limitations. Specifically, what is provided in an IDX data feed is not the same as what is included when a full MLS search is done by an agent. For example, private MLS agent-only information, such as agent remarks or showing instructions, will not show up in a listing that is displayed on your website via an IDX data feed.

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Click here to learn more about the difference between listing distribution and IDX feeds.

Click here to sign up for IDX.