YOU'RE DOING THAT ALL
[?] RIGHT [?] WRONG

MRED doesn't like fining anyone. That's why your MLS wants you to know some of the most common things to do – and not to do – when entering listings into connectMLS. Our compliance and training teams have compiled a list of best practices you can use to make sure you don't break the rules.

DO use MRED's photo recognition tool to add titles and auto-populate features into your listings.

Have granite countertops? Vaulted ceilings? Save valuable time typing in these descriptions by using MRED's computer vision tool. Just click "Smart Photo Upload" in the General tab of listing input. You can review and confirm the discovered information before accepting.

DO use key words in remarks and photo descriptions.

Help potential buyers picture your listing as their new home by describing what rooms could be used as. For example, home offices are a selling point.

DO fill in _all_ the fields in your listing!

Always double check tax information by using connectMLS' links to tax data, or by using Remine.

The more information you provide, the better! Fill out both required and unrequired fields to give a listing the best chance to appear in a search.

DO remember the three C's of listing input.

Complete all data fields; be **concise** but thorough and verify information is **correct!**

DO change your listing's status in the MLS within 48 hours.

When the status of your listing changes, make sure the update is reflected in connectMLS within 48 hours. This ensures that others have the latest information.

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The five big "Don'ts" when entering a listing:

DON'T add branding to photos, virtual tours, documents or remarks.

Photos and virtual tours must pertain strictly to the featured property. They may not prominently display:

- Names
- Contact information
- URLs, links, QR codes
- For sale signs
- Persons
- Collages
- Audio/video/text commentary

Exception to the rule: Brokers holding livestream open houses may use branding due to the real-time nature of these events.

DON'T input outdated tax information.

MRED provides links in connectMLS to county assessors/recorders in the Support & Services section of mredllc.com. You can use this page to look up the latest tax information. You can also use Remine, a service available through connectMLS which provides property tax information.

DON'T omit the required fields for deeded parking.

If deeded parking is included in your listing's sale price, make sure to meet these three requirements:

- The multiple PIN field must reflect "yes."
- The additional PIN number must be included.
- The total taxes must be entered in.

DON'T use photos without written consent from the intellectual owner.

Make sure you have the legal ability to use any photos and/or virtual tours you add to your listing. If you don't have the permission, you risk legal exposure.

- Cloning of any photo by a different brokerage firm is strictly prohibited.

You may use someone else's photos as long as you have verified that they own the intellectual rights to them and you have written permission to use the photos.

DON'T wait more than seven days to upload a listing photo.

MRED requires all listings to have a primary photo posted with a property within seven days. Failing to do so could result in fines. A primary photo must show the exterior of the residence/business.

Exceptions to this rule include vacant land, new construction, PLN, confidential commercial and deeded parking/boat slips. Auction properties must use a placeholder as the primary photo.

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