

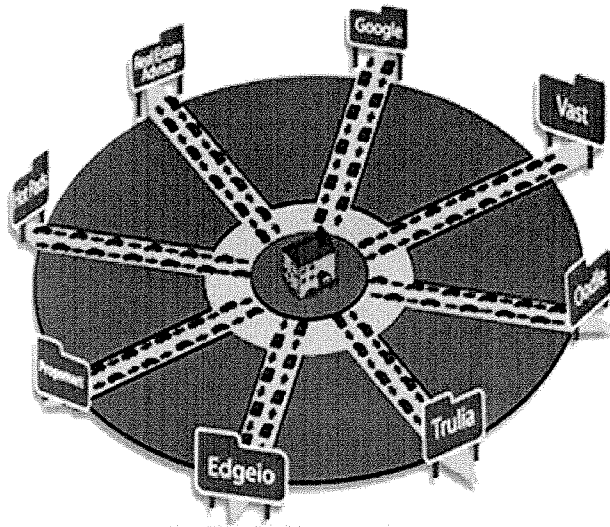
New Field to Enhance Your Syndicated Listings, Coming August 28th

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To increase the exposure for listing agents on public internet portals, FMLS will be adding a new field called Syndication Remarks. Effective August 28th, the listing agent will be prompted to enter Syndication Remarks for each listing. Syndication Remarks will only be used in listings that brokers choose to be syndicated to public portals such as Zillow, Trulia, and a host of others. These remarks will automatically populate with the listing agent's name, preferred phone number, and email address. We are encouraging listing agents to include the features and highlights of the subject property ALONG with their contact information since it is consumer facing. In the future, once our members have become accustomed to entering Syndication Remarks, FMLS will no longer send the Public Remarks field in the feed to our contracted syndicators, ListHub and eWebEngine and will only send Syndication Remarks. This, in turn, is distributed to selected popular consumer search sites such as Trulia and Zillow. FMLS will notify all members of the date the Syndication Remarks will start being sent to our contracted syndicators.

What is Listing Syndication?

Listing Syndication is the distribution of listing information to popular consumer website portals. It is a critical part of the online marketing strategy for real estate today and is an effective way to ensure that listings have maximum exposure. Through ListHub and eWebEngine, FMLS Brokers can hand select channels (i.e. all the various websites such as Trulia and Zillow) on which to display their company listings.



Why Did FMLS Add Syndication Remarks?

Currently, when a listing is syndicated from FMLS to these consumer search websites, the content of the listing's remarks appear exactly as they are in FMLS. Since FMLS' rules prohibit self-promotion, the remarks in the syndicated versions of the listings do **not** have any listing agent contact information. Research shows that most consumers start their property searches online, prior to initiating a relationship with an agent. Knowing this, we wanted a way to further assist you in marketing your listings. Thus, adding the new field, Syndication Remarks.

What Remarks Will Display on the IDX Listings?

All IDX sites and Realtor.com® will continue to show the Public Remarks. As a side note, there is no self-promotion allowed in Public Remarks.

So, Self-Promotion is Acceptable in the Syndication Remarks?

Yes, the listing agents can use self-promotion in the Syndication Remarks only. The Syndication Remarks will not be sent to IDX sites or Realtor.com®. Feel free to enter names, phone numbers, website addresses, etc. as well as information about the property, open house information and neighborhood information. You

have 575 characters. As a tip, you may also copy and paste a portion of the public remarks, if you wish to save time.