

Important Membership Information from FMLS

New Photo Requirement Effective September 5th, 2012

Effective September 5th: FMLS will require that at least one photo be added to any new listing within 48 hours of its entry into the FMLS database.

Why is this being implemented?

Research shows that listings receive the most exposure within the first 48 hours of entry into an MLS - this is when they appear on broker IDX websites and many listing syndication consumer sites such as Realtor.com, Zillow and Trulia.

Listings with photos receive significantly more agent and consumer attention than listings without photos - with agents and consumers usually skipping over listings with no photos in favor of listings with multiple images. Some syndication sites even refuse to display listings without photos.

How many photos can be entered?

In order to get maximum exposure for your listing, FMLS encourages you to enter multiple photos as soon as you enter a listing, up to a maximum of 25.

What other media tools are available to enhance my listing?

FMLS members also receive the free Property Panorama slide show which creates automatically once 3 or more photos have been uploaded for a listing. Many FMLS members are not aware that this slide show can be converted very easily into a free full virtual tour.

Consumers particularly enjoy slide shows and virtual tours so if you are not utilizing this benefit, please visit the [Property Panorama page on fmls.com](#). Here you will find FAQs, Tutorials and Training Materials to help you market your listing with digital media.

Have questions?

If you need further assistance, our FMLS Help Desk is ready to serve you via live chat, [email](#) or call us at 404-255-4219 and select option 1.

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