February 2015 DR Meeting
MLS Syndication Issues

Mergers & Subsequent Data Licensing Issues:

- Point2agent → ListHub
- Zillow ↔ Trulia
- Listing Data Protections

Please thank our host! If you are interested in hosting a session in the future, please let Sandy Carroll know!

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All Materials Distributed Today and Office Meeting Templates in Word Format and Flyers can be found at:

www.berkshirerealtors.net/syndication

New Syndication Tools for Brokers:

- New Broker Syndication Options in FlexMLS
- New Broker Dashboard in ListHub
- New Syndication Products: Basic/Free, Pro or ProPlus

Decisions for Brokers

- Where to syndicate
- What latitude will you allow agents to change that decision
- Where will the leads go
- Who is the primary admin of the listings
- What listing data will appear on each listing
- Where will viewers will be redirected for more information
- How will you manage users in your company
- What parameters will you set for automatic syndication of future sites.
- Do you Plan to Upgrade your Account or Prefer Agents Do that Individually, if desired.

Broker Actions:

- Review MLS settings and change if needed
- Register for List Hub 5-7 days before training
- Pick/Attend Training
- After registration is verified, setup brokerage options

Agent Training Information

- Review Syndication at office meeting, materials online at www.berkshirerealtors.net/syndication
- Provide Agent with Training Opportunities, Flyer attached and available at website above

Ongoing DR Events / Training

- What is planned: April 29th Anita Hill Office Policy Manual: May Knowledge is Power Meetings
- What do you need?

Open Discussion

February 2015 DR Meeting
MLS Syndication Issues

Mergers & Subsequent Data Licensing Issues:

- Berkshire MLS Negotiating with ListHub to Take Over Syndication Services from Point2Agent
- Amidst Negotiations, Point2Agent is bought out by ListHub, transition put on hold
- Mid February, Berkshire MLS told data and Dashboard transition to take place 2/19/15
- ListHub Announces it will No longer to Send Zillow Data, as of April 2015
- MLS Engagement of LarsonSkinner to negotiate contract with Zillow for direct syndication
- Zillow Announces Trulia sale completed,
- ListHub declares the merger invalidates Trulia data agreement, will stop sending listings on 2/26/15
- Zillow/Trulia file a cease and desist Against ListHub
- Trulia issues the BerkshireMLS a temporary direct syndication license, if interested.
- MLS Board of Directors, with advise from counsel, vote not to enter into temporary agreement and commit to moving the final and full contract forward as soon as possible.
- Wondering MLS reasoning for not executing a termpory license with Trulia?
- "If MLS accepts the temporary license, it means you are saying that the terms are OK. Brokers can make that bad decision, but the MLS Board has a duty to honor the participant wishes and you cannot with this current agreement."
- http://www.larsonskinner.com/2015/02/zulia-listhub-manufactured-crisis.html

Notes:

February 2015 DR Meeting
MLS Syndication Issues

Listing and Data Protections

ListHub has agreements in place with our publishers to provide consistent protections for members' listing data. ListHub worked with the industry, including brokers, MLSs, consultants and others, to identify the core values and expectations that listing content owners have with respect to the use of their listing information when syndicated to a third party website.

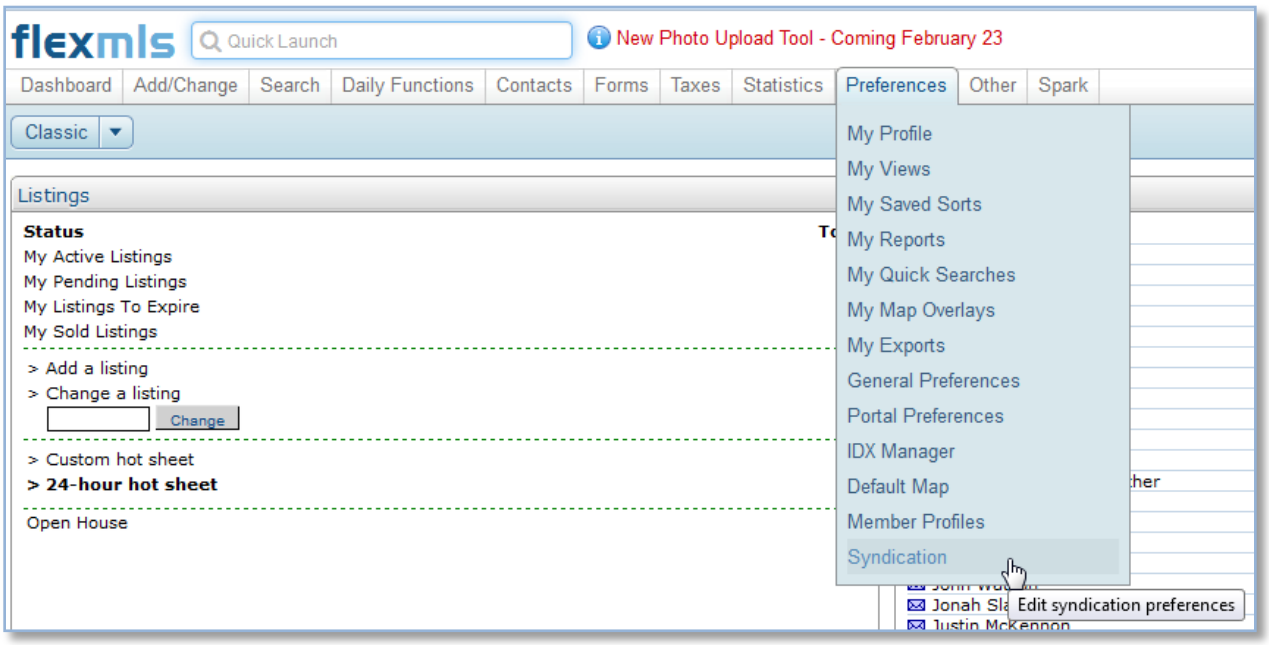
Some of the core tenets that exist today in the ListHub Publisher agreements:

- Listing data may only be used for consumer display
- Restrictions on use of listing data for any derivative works or other non- display uses
- Listing data may not be used after it is off-market
- The content owner maintains all Intellectual Property rights
- Publisher must display a set of minimum fields including price, address, broker name, etc.
- Publisher must accept a broker-authorized, MLS-sourced listing as the highest ranking listing feed and cannot overwrite this data with listing data from a third party
- Publisher must route any consumer leads to the email address designated by the broker as the lead email address (certain exceptions exist related to pre-existing agent products)
- Publisher may not re-syndicate or distribute listing data to any third party – Publisher may have rights to power the search on a third party site if authorized in the agreement
- Publisher must update site at least daily
- Publisher must provide notice for any changes to its terms and conditions
- Publisher shall abide by any state laws regarding display of real estate content
- Publisher must provide error logs for any listing that is not accepted, and provide a direct URL for any listing that is accepted
- Publisher must provide search impressions, detail views, and lead data for all listings (most use ListHub's java script tracking technology but a limited few still provide file-based metrics on a daily basis)
- Brokers have right to opt-out at any time (no long-term commitment)
- Publishers must use the currently supported version of the RETS syndication specification

Notes:

February 2015 DR Meeting
MLS Syndication Issues

New Syndication FlexMLS Tools for Brokers



Syndication Preferences

Save Changes

Name	Send Listings	Terms of Service	When my agents or staff enter listings, I want the export tab to appear as follows:	Order
Syndicate to iBerkshires	☑	*none*	☑ Syndicate to iBerkshires (Agent can override: Yes)	↓
Syndicate to ListHub Partners	☑	*none*	☑ Syndicate to ListHub Partners (Agent can override: Yes)	↓ ↑
Syndicate to Realtor.com	☑	*none*	☑ Syndicate to Realtor.com (Agent can override: Yes)	↑

Notes:

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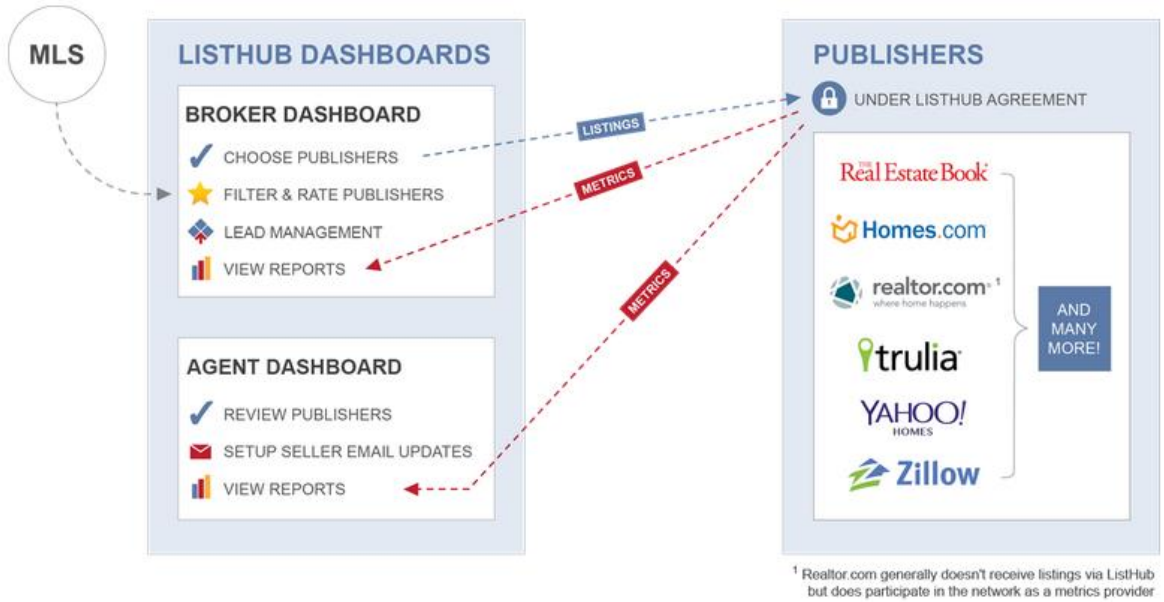
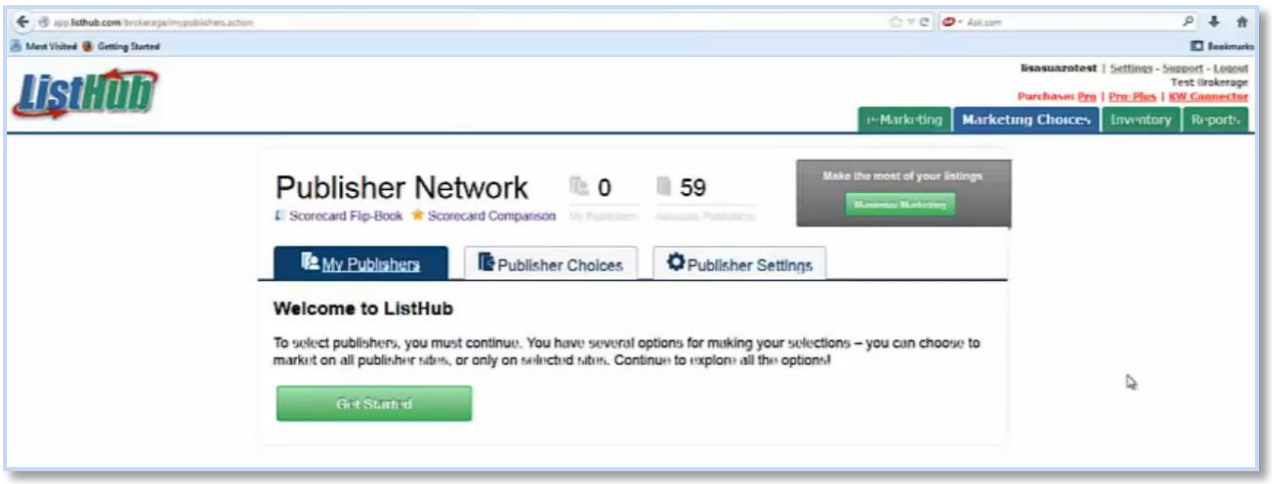
Designated REALTOR Quarterly Networking and Information Series
Berkshire REALTORS

February 2015 DR Meeting
MLS Syndication Issues

New Syndication ListHub Tools for Brokers www.ListHub.com





Notes:

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MLS Syndication Issues

New Syndication Products: Basic/Free, Pro or ProPlus

The Basic Package (FREE) provides you with the first step in creating an effective online marketing strategy; A comprehensive platform that gives you control, flexibility, accuracy, and protection for your valuable data. You are able to choose from more than 70 sites to send your listings – including some exclusive options - and you'll have access to the resources you'll need to make informed decisions. You can also rest assured that your listings will be used for only for the purpose you intend - marketing to consumers on the websites you choose.

- **Complete Platform:** Manage all of your settings centrally and effortlessly
- **Broad Exposure:** More than 70 national publisher sites, and dozens of regional and affiliate sites to choose from
- **Lead Management:** Route leads to your agents, or to your centralized lead system – flexible for multi-office and agent exceptions
- **Protection For Your Content:** ListHub works with publishers who agree to specific terms that ensure your listing content is used for consumer display only, keeping your listings safe from misuse, and keeping you in control of your data.
- **Preferred Publisher Program (Exclusive):** For selective marketing, use filters to easily choose sites based on key criteria
- **Publisher Ratings (Exclusive):** Rate the publishers on a 5-star system, and view the ratings and comments from other brokers across the nation
- **The Real Estate Network (Exclusive):** ListHub is the only method for sending your listings to a collection of major franchise websites, including remax.com, coldwellbanker.com, century21.com, and realtyexecutives.com (Click here to learn more.)

The Broker Pro Package is for competitive brokers. If you're trying to recruit more agents, win more listings, and generate more referrals in your market, the Pro Package is for you. In addition to all of the features available in the Basic Package, the Pro Package includes a suite of powerful reports that help to steer and focus your online and offline marketing, doing more with less, and staying ahead of the pack.

- **Multi-Level Reporting:** You'll get comprehensive reports for your whole brokerage, as well as separate reports for each office, giving you an accurate view of your online marketing for making informed decisions
- **Agent Reports:** Your agents will each receive their own marketing overview report, and they will receive a Seller Report for each listing!
- **Seller Client Reports:** Seller reports are branded for the company, display the agent's photo, and include an auto-email function to make client updates consistent and effortless
- **VIP Support:** Finally, the Pro Package gives you and your agents access to the toll free customer support hotline for instant access to help when you need it

February 2015 DR Meeting
MLS Syndication Issues

New Syndication Product Pricing (ProPlus and International Not Included Here)

Basic

- Your Listings On More Than 70 Websites
- Filters For Easily Choosing Publishers
- Publisher Ratings
- Automatic Daily Updates From The MLS
- Redirect Consumer Traffic To Your Website
- Free Leads Via Phone And Email
- Agent Login
- Online Technical Support
- Lead Management Control
- Publisher Scorecard

READ MORE

Individual Agent
Pro

All Of The Benefits Of The Basic Package - PLUS:

- Online Marketing Reports For All Of Your Listings
- Seller Reports
- Automatic Email For Seller Reports
- VIP Phone Support
- Custom Branded EMarketing Flyers For Listings Presentations

PRICING: $129.00 Per Year

Entire Office
Pro

For A Competitive Advantage

All Of The Benefits Of The Basic Package... PLUS:

- Online Marketing Report For Your Brokerage
- Online Marketing Reports For Each Office
- Online Marketing Reports For Each Agent
- Seller Reports
- Automatic Email For Seller Reports
- VIP Phone Support
- Custom Branded EMarketing Flyers For Listings Presentations

PRICING: (Month-To-Month Commitment)

# of Agents	Per Month
1 - 5	$39.00
6 - 20	$79.00
21 - 60	$129.00
61 - 100	$259.00
101 - 300	$399.00

Pay for the year and save! Get 12 months for the price of 11.

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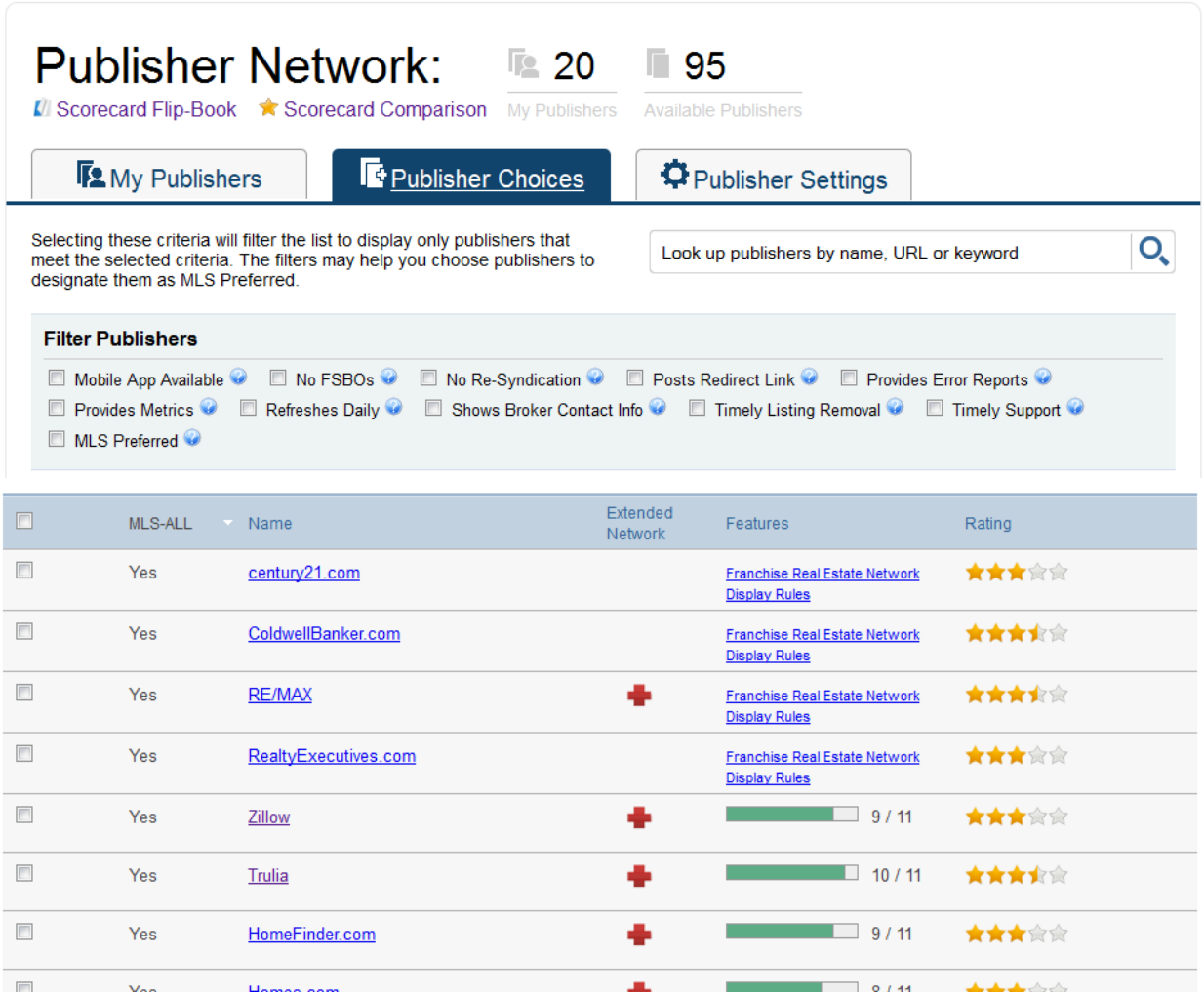
February 2015 DR Meeting
MLS Syndication Issues

Decisions for Brokers: Where to syndicate

The automatic Publisher List syndicated by the MLS is now limited to 20 primary portals, while Brokers can opt-in to additional publishers

See the new flyer for the automatic Syndication Publisher List

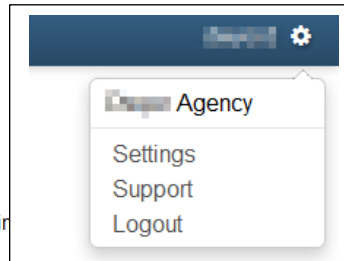
- Brokers can select from over 95 publishers in total.
- Brokers can filter publishers by criteria
- Search Publishers
- View Huge Scorecard Flip Book
- View Scorecard Comparison
- What latitude will you allow agents to change that decision?



February 2015 DR Meeting
MLS Syndication Issues

Settings

Affiliate Codes	Add affiliate codes to make additional publishers accessible.
User Information	Update your user contact information or report settings.
Change Password	Update your ListHub password.
Manage Multiple Accounts	View the brokerages, offices, and agents to which you have access.
Manage Brokerage	Update your brokerage contact information or report settings.
Manage Users	Add, update, or remove users in your brokerage. Send agents or managers ir login. Give agents permission to redirect traffic to the agent Web site.
Property Page Settings	Update the information that is available on your ListHub property pages.
Lead Management	Manage the way lead contact information is syndicated with your listings.



Upper Right Corner After You're Signed In.

Decisions for Brokers: Setting Up Company Data

After the Registration Process you will be able to "Manage Brokerage"

- **Basic Data**: Complete your company name, brokerage information, upload a 200x200 logo.
- Primary Administrator: You will be asked to identify the Primary Administration (not Public) that will receive syndication correspondence on your companies behalf. It could be the broker, and office administrator or key agent you put in charge of this task.
- **Lead Management**: The leads are automatically filtered to the listing agent for each listing. You can change that to the broker, a marketing person or someone you put in charge of leads. You can also decide if the listing agent can override your assignment of another lead recipient.
- **Listing Data**: You have the ability to determine what information appears as contact for each listing. This is defaulted to the Listing Agent with Listing office contact information. You can chose to limit it to the office data as well.
- **Listing Redirect**: ListHub automatically creates an online flyer type page that all syndicators much link to when a consumer selects more information. (see example on next page). You can, if you have the technical capability, request that ListHub instead redirects the listing link to YOUR website.

Decisions for Brokers: How will you manage users in your company:

- Invite users to send a link to register, if desired.
- Agents with listings can get invites, those without don't.
- Add, update, or remove users in your brokerage. Send agents or managers invitations to create a ListHub login. Give agents permission to redirect traffic to the agent Web site.

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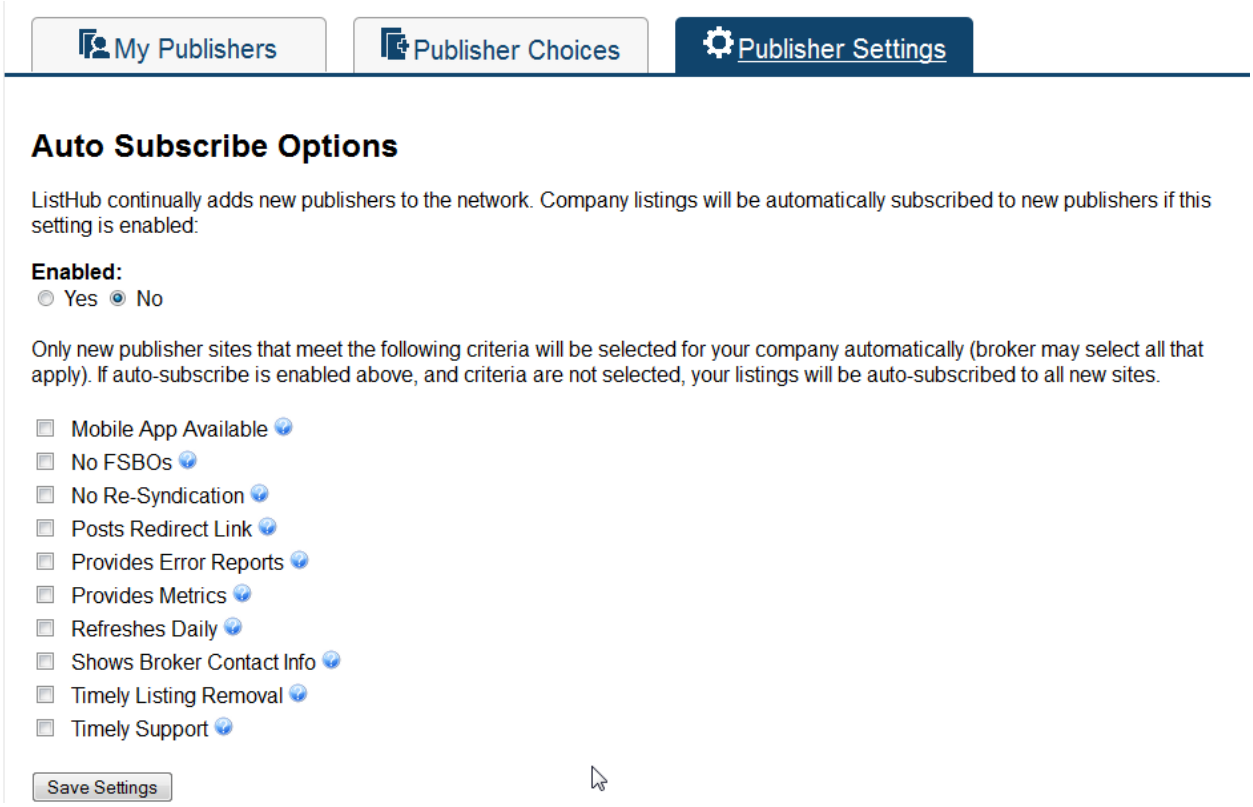
MLS Syndication Issues

Decisions for Brokers: Automatic Syndication of Future Sites.



Do you plan to upgrade your account or prefer to offer agents the ability to individually upgrade, if desired.

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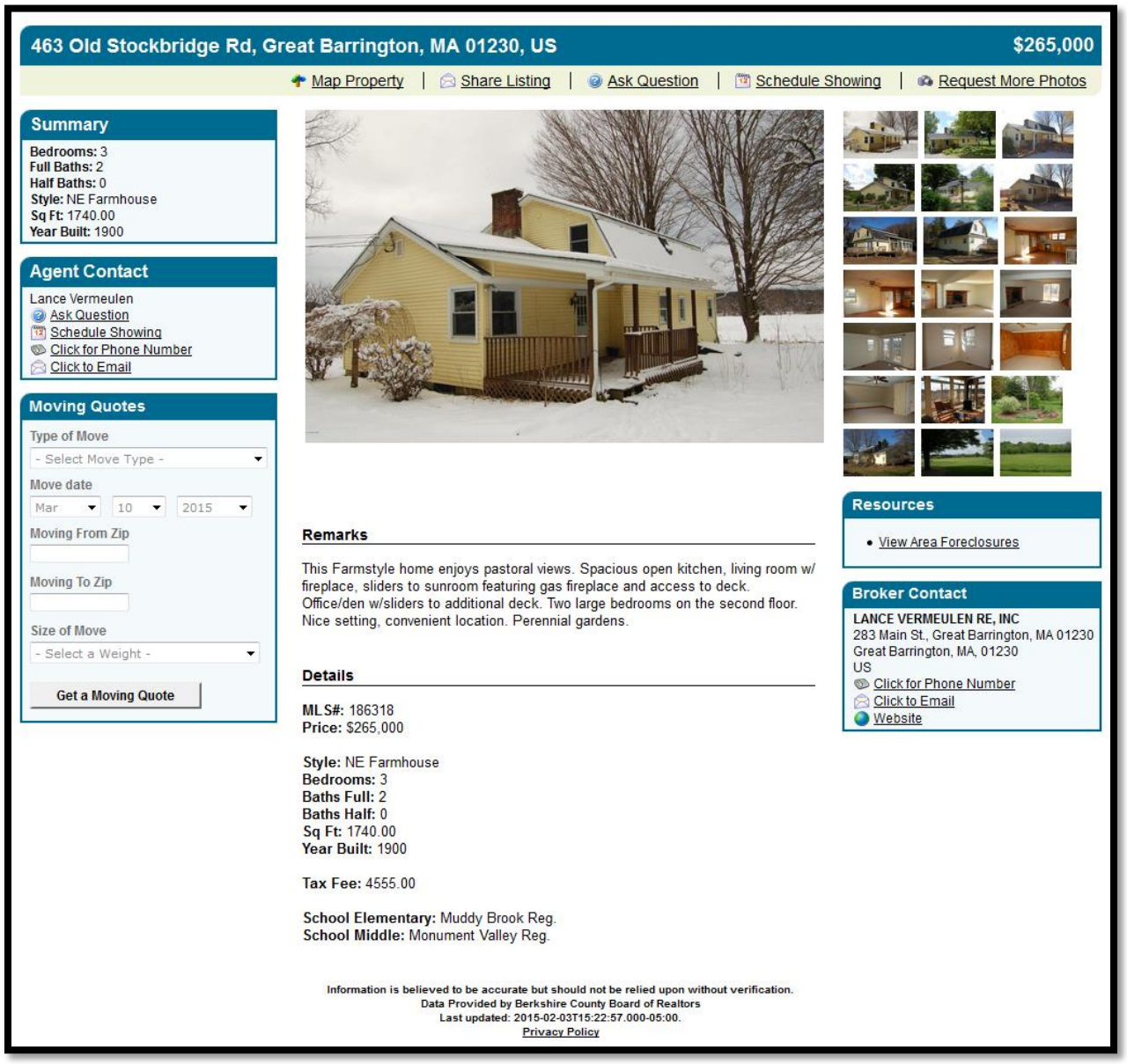
MLS Syndication Issues

Listing Re-Direct Page Sample



463 Old Stockbridge Rd, Great Barrington, MA 01230, US — $265,000

Map Property | Share Listing | Ask Question | Schedule Showing | Request More Photos

Summary

Bedrooms: 3
Full Baths: 2
Half Baths: 0
Style: NE Farmhouse
Sq Ft: 1740.00
Year Built: 1900

Agent Contact

Lance Vermeulen
Ask Question
Schedule Showing
Click for Phone Number
Click to Email

Moving Quotes

Type of Move
- Select Move Type -
Move date
Mar 10 2015
Moving From Zip
Moving To Zip
Size of Move
- Select a Weight -
Get a Moving Quote

Remarks

This Farmstyle home enjoys pastoral views. Spacious open kitchen, living room w/ fireplace, sliders to sunroom featuring gas fireplace and access to deck. Office/den w/sliders to additional deck. Two large bedrooms on the second floor. Nice setting, convenient location. Perennial gardens.

Details

MLS#: 186318
Price: $265,000

Style: NE Farmhouse
Bedrooms: 3
Baths Full: 2
Baths Half: 0
Sq Ft: 1740.00
Year Built: 1900

Tax Fee: 4555.00

School Elementary: Muddy Brook Reg.
School Middle: Monument Valley Reg.

Resources

- View Area Foreclosures

Broker Contact

LANCE VERMEULEN RE, INC
283 Main St., Great Barrington, MA 01230
Great Barrington, MA, 01230
US
Click for Phone Number
Click to Email
Website

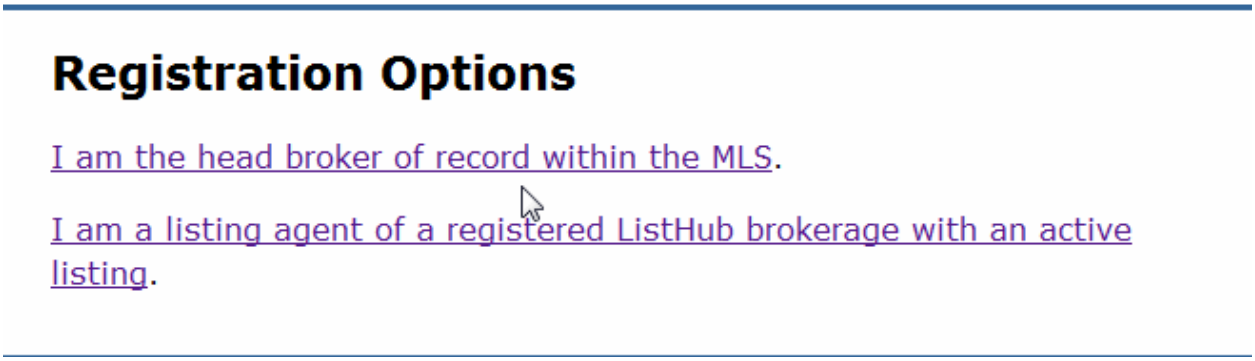
Information is believed to be accurate but should not be relied upon without verification.
Data Provided by Berkshire County Board of Realtors
Last updated: 2015-02-03T15:22:57.000-05:00.
Privacy Policy

February 2015 DR Meeting
MLS Syndication Issues

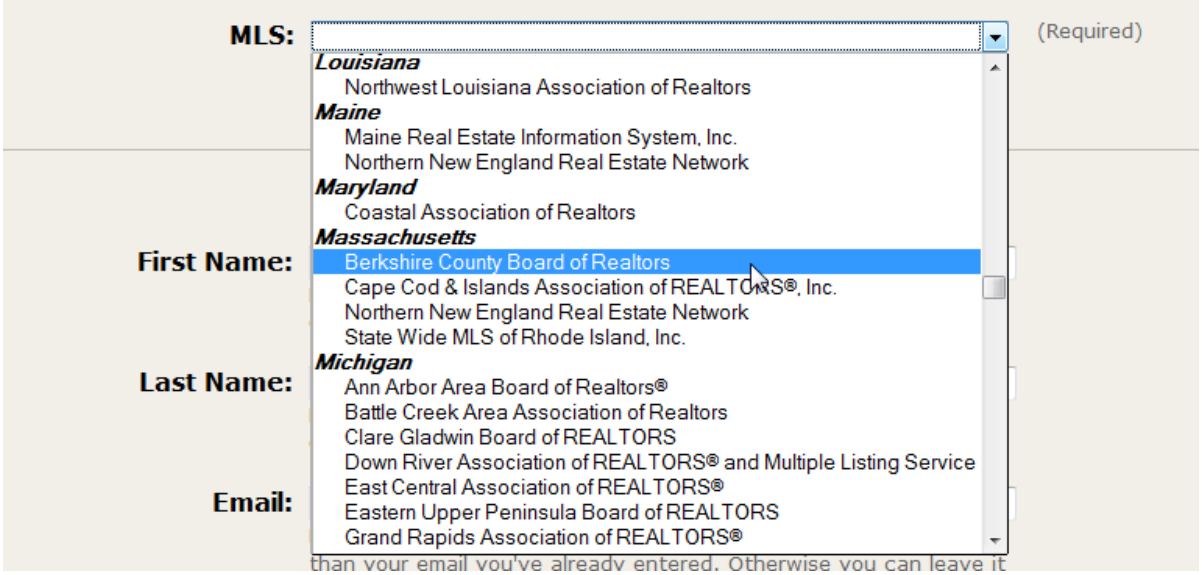
Screen-by-Screen Brokerage Registration Process (training will show how to make the changes we described in these materials, mostly accessible)

1. **Go to www.ListHub.com: Select CREATE ACCOUNT in right corner of screen.**

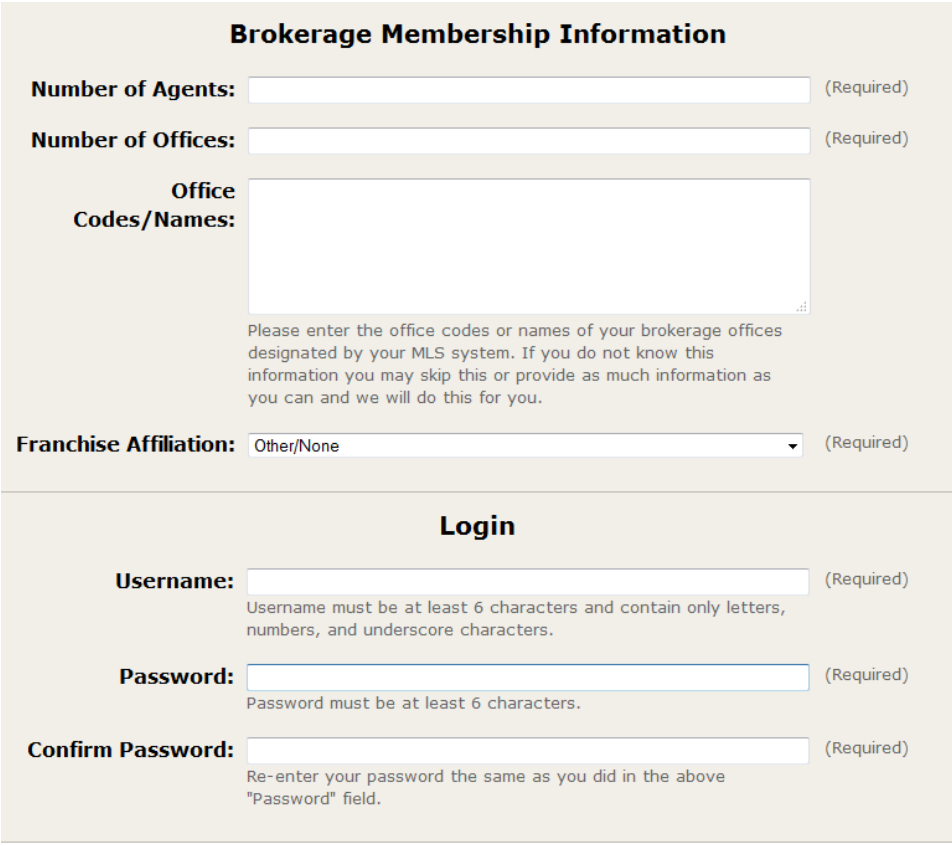
2. **Select "I am the head broker of record within the MLS"**



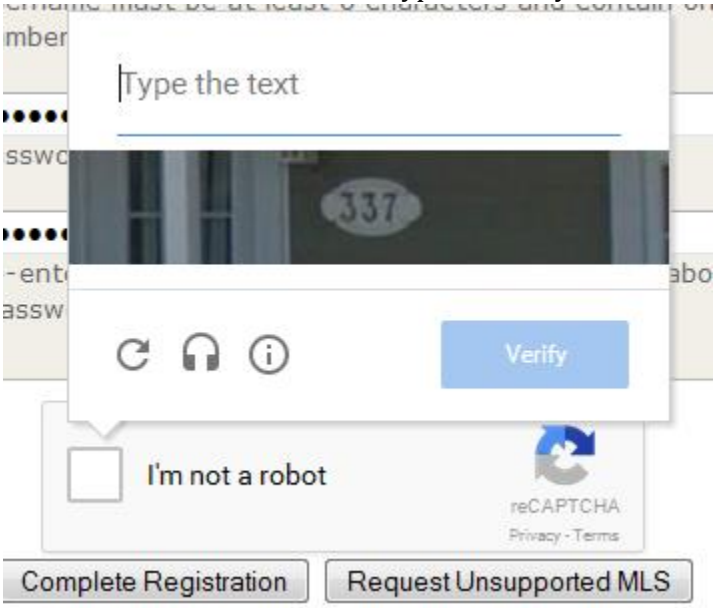
3. **Select the our MLS in the list. Scroll to Massachusetts to find us.**



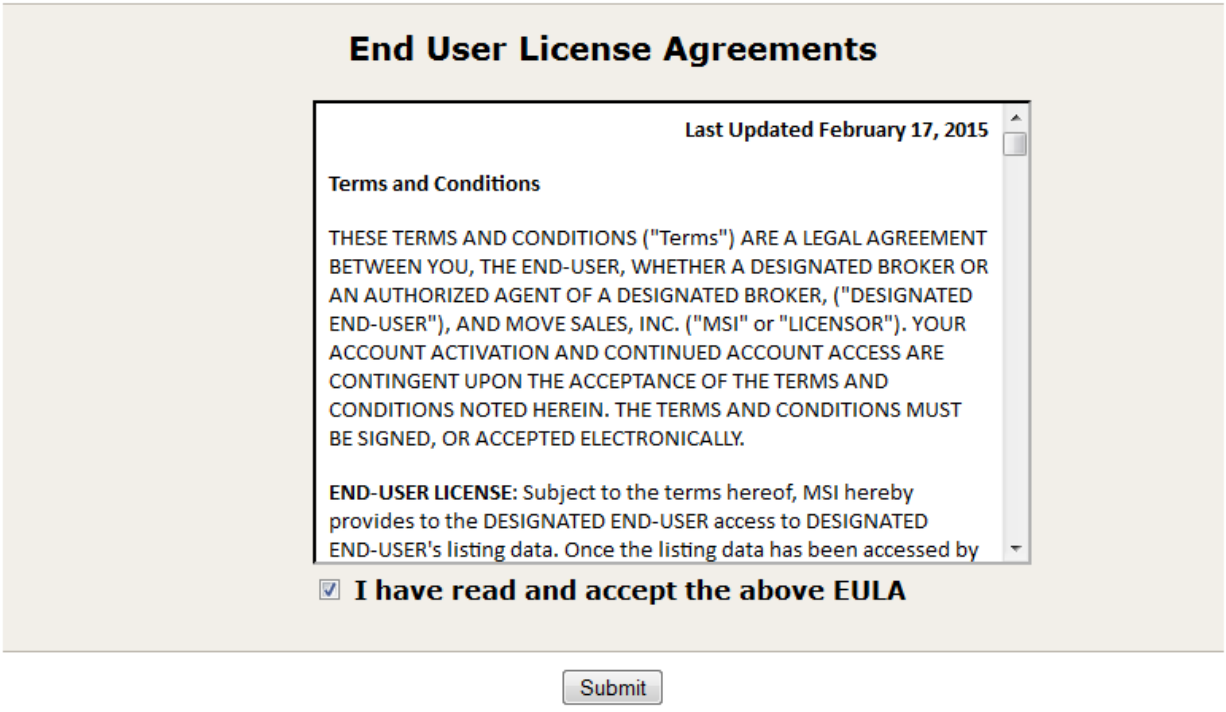
4. **Complete Brokerage Membership Details. Make sure to select "other/None" for franchise.**



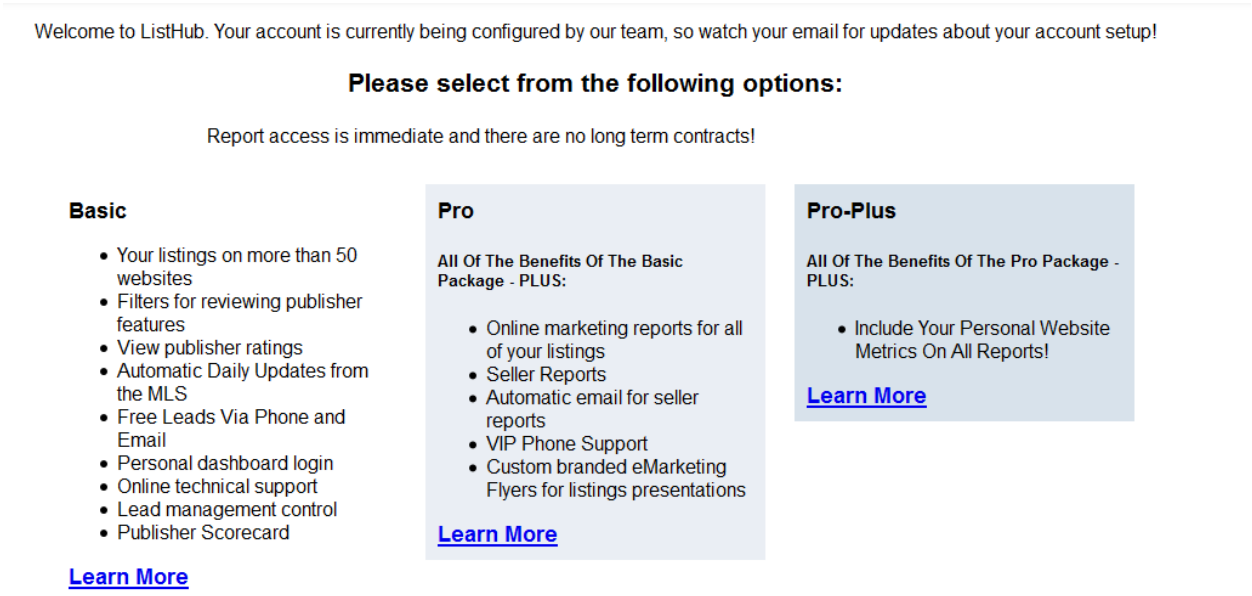
5. Check off "I'm not a robot" and type the text you see on the screen (in this example 337)



6. Sign the End User License Agreement



7. Read the Options and select the one you want. At the bottom you have the option to upgrade or click "no Thank you, to stick with the free Basic access, described here.



Welcome to ListHub. Your account is currently being configured by our team, so watch your email for updates about your account setup!

Please select from the following options:

Report access is immediate and there are no long term contracts!

Basic

- Your listings on more than 50 websites
- Filters for reviewing publisher features
- View publisher ratings
- Automatic Daily Updates from the MLS
- Free Leads Via Phone and Email
- Personal dashboard login
- Online technical support
- Lead management control
- Publisher Scorecard

Learn More

Pro

All Of The Benefits Of The Basic Package - PLUS:

- Online marketing reports for all of your listings
- Seller Reports
- Automatic email for seller reports
- VIP Phone Support
- Custom branded eMarketing Flyers for listings presentations

Learn More

Pro-Plus

All Of The Benefits Of The Pro Package - PLUS:

- Include Your Personal Website Metrics On All Reports!

Learn More

Please fill out the form below or just click "No Thank You" at the bottom of the form to proceed:

Note that you will have access to the basic functions of the system, but will NOT SEE SYNDICATION as it stands now. List Hub will verify your account status and when complete, will reveal full functionality to make the changes and selections you wish.

Reporting requires that your account configuration be completed by ListHub support staff. The ListHub tech team is currently working to configure your account. You will be notified when this has been completed (usually within 5 - 7 business days of registration). Please click here to contact support.