

## Top 10 Questions to Ask Before Syndicating your Listings

Since listing syndication is becoming a very important part of marketing listings online, there are several questions that can help clarify the rights granted to a third party listing site with participation. Here are a few questions that can be used to begin the dialog.

1. What rights, benefits or protections do I lose by posting my listings on the site?
2. What ability do I have to control distribution of my listings or listing data?
3. What happens to my listing information when the listing expires or the property is sold? What about when if I stop syndicating my information to the site?
4. If the site receives multiple entries for the same listing from different parties (MLS, agent, broker, franchise, third party listing site) which one gets priority over the others and why?
5. Does the site receive or send my listings/listing data to/from a primary or secondary source? If so, which ones? What control do I have over the display/ownership of my listings on the secondary source?
6. What are the rules/terms for updating/maintaining listings and listing data on the site? What is the process for updating listings – how easy is it to reach customer service to update an error or required change in the database?
7. What rules/terms are in place to guard the listings from being “scraped” and from being sent to other places?
8. If the site is reporting sales, do the rules/terms require the site to give the broker for the buyer and seller side credit?
9. Do the site’s rules/terms restrict the type of content that can be placed in ads near listings and prohibit inappropriate topics (e.g., political, sexual, alcohol, tobacco and firearms?)
10. Do the site’s rules/terms guarantee there will not be competitive ads next to my listings?