

# BRANDING FAQ



## *WHAT IS BRANDING?*

Section 7.1 defines Branding as:

- Use of **any** visual solicitation for the listing agent/team/broker and/or listing company, including branded photographs, brokerage logos or signage, scrolling marquees, colored borders or other graphic representations. Branding also includes seller contact information.
- Use of **any** contact information in public marketing remarks or publicly viewable fields.

### FINES POLICY

**Branding is subject to an immediate fine.**

## *PHOTOGRAPHS*

- Real estate yard signs should be cropped out from any photo.
- May not contain contact information for brokerage or listing agent.
- Enhancing photos with colored borders or watermarks is considered branding.

## *TEXT*

Contact information in publicly viewable fields is prohibited. This includes:

- brokerage name
- agent name
- phone numbers
- links to any website that displays company logos or contact information
- seller contact information
- builder contact information

**Once syndicated, branding may display on IDX websites for up to 12 hours even if it has been removed from the MLS.**

## *VIRTUAL TOURS & VIDEOS*

- Only unbranded virtual tours may be uploaded to the Public Link - This tour will display on other agents IDX websites and will be included in other agents emails of the listing to their clients.
- Branded virtual tours may be added to the Private Link - This tour is only visible to users logged into Flex.
- Only unbranded videos may be added to the listing.
- The unbranded video will automatically copy to the branded link.

