

NTREIS MLS VIRTUAL TOUR LINKS – PROCEDURE FOR VIRTUAL TOUR PROVIDERS

Instructions

Read the NTREIS MLS Rules sections governing the use of Photos and Tours for MLS Media listed below; all public tour links must be non-branded (no real estate agent or office information is allowed). No agent photos or people can be visible in the tour itself. Any real estate signs should be removed (or blurred out). No real estate office logos of any kind are permitted.

Any links to you (the virtual tour vendor) are allowed for the purposes of virtual tour business only. They may not go to the agent or the broker directly. Audio is also allowed with music for property description purposes only.

7.27 As used in this section, "Media" means and includes all photos, virtual tours, and other renditions of Listed Property submitted electronically by a Participant or Subscriber. Each Participant or Subscriber who submits Media to the MLS grants the MLS and other Participants and Subscribers the right to reproduce and display the Media in accordance with these Rules. Each Participant or Subscriber who submits Media to the MLS warrants and represents to NTREIS that such Participant or Subscriber has ownership of or the authority from the owner to submit such Media to the MLS and to grant NTREIS a non-exclusive license authorizing the MLS and other Participants and Subscribers the right to publish the Media anywhere the MLS Media may appear. Media submitted by a Participant or Subscriber may only be used for the specified purpose of displaying the Listed Property. NTREIS reserves the right to reject and/or remove from the MLS any Media intended for customer viewing only containing any text, personal advertising, or personal promotion of a Subscriber or Participant. Before a Participant or Subscriber uses Media from a previous listing submitted to the MLS, that Participant or Subscriber shall obtain the written consent of the former Listing Participant to use such Media.

7.28 NTREIS does not permit the name, phone number, e-mail address, or web address of the listing agent or other similar information that is not descriptive in nature and relevant to an accurate portrayal of the Listed Property to be placed in the Property Description section of a listing. The same restrictions are applicable to the "Property Photograph" section, the "Picture Description" section, and the Driving Directions section. Only a true current photograph of Listed Property may be placed in the "Property Photograph" section without decorative borders, other embellishments, or any digitally enhanced modifications that would misrepresent the true condition or appearance of the property. Any alleged violation of this Rule will be subject to the enforcement procedures of Sections 11 and 12 of these Rules.

Send an email to vt@ntreis.net for approval. Please be sure to provide the following information:

- a. Virtual Tour Company Name
- b. Contact Name and Email Address
- c. Phone Number
- d. A sample URL of both the “branded” and MLS-compliant tour versions you offer your customers

Please note:

Because of the way the MLS validation works, the format for the MLS-compliant URL must be different from the branded version

The validation process only looks at the first part of the URL string up to the first slash (“/”) so your MLS-compliant tour URL must look different than the first part of the string on the branded version. See sample example below:

MLS-Compliant [www.mytourservermls.com/.....](http://www.mytourservermls.com/)

Branded www.mytourserver.com/...

YouTube and certain other public URLs where tours can be uploaded are NOT acceptable. NTRIS nor the agent have any control over the content around any video on these platforms.

Once link(s) are approved, you will be notified via email. It is the responsibility of the Vendor to keep all approved links IDX Compliant and to notify us of any contact information changes. New links are required to be submitted for approval.

Questions regarding the rules should be directed to your customer(s)' MLS Provider Association. Thank you.