

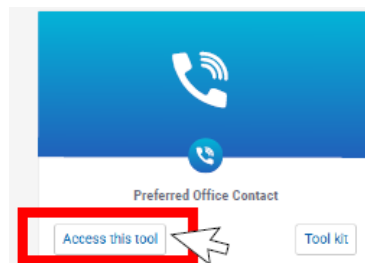
Broker Tools Series: Listing Distribution Checklist

When setting up a new office, below are the steps brokers should take when considering listing distribution options.

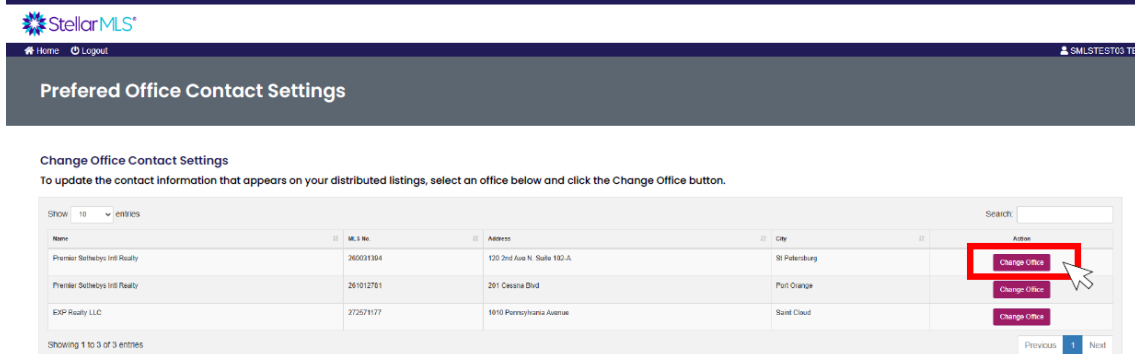
It is important to note that there are two primary ways listings are distributed: Internet data Exchange (IDX) and syndication to third-party portals. Brokerage websites are powered by IDX, in addition to major portals such as Zillow and Homes.com. Other third-party sites (such as Realtor.com) are powered by syndication.

- ☐ **Verify contact information for “Listing Attribution”**- IDX displays require attribution to the listing broker – both the office name and office contact information. This information is populated from the MLS Directory, which feeds from the REALTOR association through which you subscribe to Stellar MLS.

- 1) Login to Stellar Central at www.stellarmls.com.
- 2) Click on “Preferred Office Contact”



- 3) Select the office you would like to review or update.



- 4) Select if you want the phone number or email address displayed on IDX displays. If you need to update your phone or email, contact your REALTOR association.

Preferred Office Contact Settings

You are changing preferred office contact settings for the following office:

Premier Sothebys Intl Realty
123 Street, Maitland FL 12345
Office MLS ID: 123456789

Preferred Contact Information

This is the contact information that will appear on listing distribution websites. If the phone number or email listed are incorrect, contact: [Suncoast Tampa Association of REALTORS® at 407-123-4567](#).

YOUR SELECTED CONTACT INFORMATION:

☒ Office Phone Number: 123-456-7890

CHANGE SELECTED CONTACT INFORMATION:

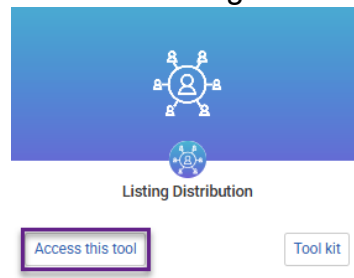
☐ Office Email: OfficeEmail@CompanyName.com

Update Preferred Office Contact

Close & Exit

❑ Set Listing Distribution Preferences

- 1) Click on “My MLS Account” and then “Listing Distribution”.



- 2) Select an individual office, or if you have multiple offices firmed together, you have the ability to “Change All Offices”.
- 3) As part of the National Association of REALTORS Multiple Options for Sellers policy, Stellar MLS gives listing agents the ability to delay distribution to IDX and third-party sites for 5 days. This decision can be made at the listing level, but the broker has the ability to override this option for the office. By default, your office is opted in.

Delayed Distribution Options:

As a broker, you can choose whether your agents have the option to delay listing distribution. If you select “No,” listings will go directly to third-party sites without delay. If you select “Yes,” agents can choose to delay sending listings to IDX and third-party websites for up to five (5) days. During this time, listings will still be fully active in the MLS and may be marketed by the office in any way approved by the seller, including on the office’s website.

Delayed Distribution:

☒ YES

Save Delayed Distribution Changes

- 4) For third party sites powered through syndication, brokers can indicate their preferences for SkySlope Offers, International MLS (benefit of certain local REALTOR associations), Realtor.com, Apartments.com (for rental listings), and Zillow Rentals (for rental listings). Use the sliders to determine your preferences for these sites.

Listing Distribution Options:

Apartments.com:

YES ☐

International MLS:

YES ☐

Realtor.com:

YES ☐

SkySlope Offers:

YES ☐

Zillow Rental:

YES ☐

The IMLS toggle is visible to all brokers; however, it only applies to listings from agents who are members of a Realtor Association that offers IMLS. If none of your agents qualify, the toggle will have no impact.

[Save Distribution Changes](#)

- ☐ **Configure ListHub** - Dozens of additional distribution options are available through ListHub. Access ListHub from Stellar Central or go to ListHub.com.



ListHub

Get your listings in front of more consumers.

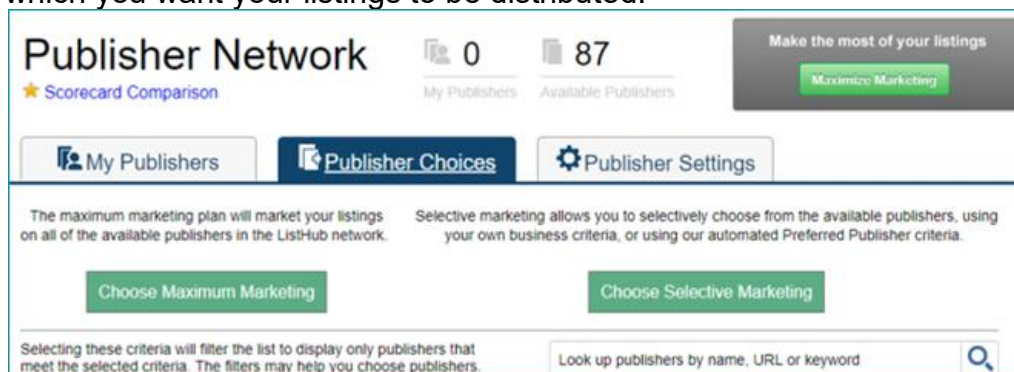
[Access this tool](#)

[Tool kit](#)

Click “Create Account” and walk through the steps to create your account.



Once your account is created, you will want to view Publisher Choices and select the sites to which you want your listings to be distributed.



This is an example of some of the options for Publisher Choices. You can apply multiple filters and select your publishers. These settings will apply to all the listings in your office.

Add Selected		Total Viewing 63 out of 87						
☐	Date Selected	Type	Name	Extended Network	Features	Rating	MLS Preferred	
☐	N/A		Apex2500		Franchise Real Estate Network Open Rules	★★★★★		
☐	N/A		century21.com		Franchise Real Estate Network Open Rules	★★★★★		
☐	N/A		Redfin.com		Franchise Real Estate Network Open Rules	★★★★★		
☐	N/A		Vib Realty		9 / 11	★★★★★		
☐	N/A		Zillow		Network Data	★★★★★	✓	
☐	N/A		Homefinder.com		10 / 11	★★★★★	✓	
☐	N/A		Homes.com		9 / 11	★★★★★	✓	
☐	N/A		RealtyTrac		10 / 11	★★★★★		
☐	N/A		The Real Estate Book	+	8 / 11	★★★★★		
☐	N/A		Homes&Land		10 / 11	★★★★★		
☐	N/A		Apartment.com		8 / 11	★★★★★		
☐	N/A		Back At You Media		9 / 11	★★★★★		

Distribution Options for Individual Listings

Listing Distribution

If your broker has not enabled a specific option below, your listings will not be distributed to that option.

Internet Y/N v ?	Delayed Distribution Y/N v ?	Delayed Distribution Date(Read Only) Date will display when listing is Submitted.	Distribute To ☒ International MLS ? ☒ Realtor.com ☒ SkySlope Offers
Third Party Y/N v ?	Show Prop Address On Internet Y/N v ?	IDX/VOW Display Comments Y/N v ?	IDX/VOW AVM Y/N v ?

The Internet Y/N field allows the listing agent and seller to completely opt this listing out of Internet distribution. This is the only way to opt out of an Internet Data Exchange. If “no” is selected here, the listing will not display on either an IDX or consumer portals. There is also an option to opt out of a full property address to display on the Internet.

If set to yes, the **Delayed Distribution Y/N** option delays distribution of the listing to Internet Data Exchange feeds and third-party portals for 5 days. Distribution automatically occurs at the end of the 5 days.

For IDX feeds and Virtual Office Web Sites, there are options to opt out of comment feeds and Automated Valuation Models. Some IDX feeds allow viewers to leave comments about a property, and others have automated models suggesting a price for the property.

Finally, the Distribute To field gives the listing agent and seller options on where the listing is displayed on third party consumer sites.

Keep in mind that on the Broker Authorization portal, the office’s head broker/participant can opt the office in or out of sites such as Realtor.com, International MLS (for certain associations), SkySlope, Zillow Rental, and Apartments.com (for rental listings), and

Zillow Rentals (for rental listings). In this section of a listing, the agent, at the seller's request, can opt an individual listing out of certain sites.

The opt out always trumps the opt in. If a broker chooses to not send listings to a consumer portal, no listings from that office will go to that site, even if the agent has the box checked here. However, if a broker opts into the site, the agent can opt out of that site for this specific listing here.

- ☐ **Explore IDX and Data Licensing Options** - If you plan to license Stellar MLS data for an Internet Data Exchange (IDX), Virtual Office Website, or back-office solution, see our Data Delivery page at <https://www.stellarmls.com/data-delivery>