



MLS
technology | INC

2025
MLS Rules &
Regulations
Change Guide

Effective December 17th, 2025

Article I – MULTIPLE LISTING SERVICE (MLS)

Section 2 – Listing Procedures

Section 2.10 Square Footage (page 7)

- (a)** Primary Residence/Commercial. Only the Primary Residence/Commercial square footage of rooms can be quoted on a listing. Participants ~~may~~ **must** quote square footage from the following sources in the Square Footage fields, or in Public Remarks:

Section 2.22 Remarks (page 9-10)

1. Public Remarks and Directions Fields

- (b)** Information contained in the Public Remarks and Direction fields of the listing shall be at the discretion of the MLS Participant and/or User and the seller. This information, however, shall be factual and shall not include the Listing Participant, User, seller or tenant contact information, including, but not limited to, phone number, fax number, e-mail and Web page addresses, gate code, security code, lockbox code, any self-promotion comments, open house information and/or any of the restricted fields listed in Section 10.1c of these Rules and Regulations. In addition, the Directions field must contain **turn-by-turn** directions to the property. Entering only the address, subdivision name, "use your GPS" or anything similar is not allowed.

Section 2.22.1 Media Self-Promotion

Media. Submission of media is required [at the time of listing submission to the MLS](#) unless the field Under Construction-New Construction is selected, and the seller has the right to request media not be included in the MLS. If media is submitted the following rules apply.

Self-promotion (i.e., Listing Participant or User contact information, including phone number, fax number, e-mail, and Web page addresses and/or self-promotion comments) shall not be permitted in any media submitted to the MLS including, but not limited to, photographs, virtual tours, 360 photo tours. This includes all features of media, including, but not limited to, all video and audio portions of the media.

In addition, YouTube links ~~and/or self-promotion/contact information regarding virtual tour providers/companies~~ shall not be permitted [for in](#) any virtual tour.

Media shall be limited to the real property and shall not include photographs of the User, Participant, legible real estate sign, legible builder's sign, electronic business card, people, etc.

- Inappropriate Verbiage in Media: No media shall include profanity, inappropriate verbiage or inappropriate content.

The Primary photograph must be an aerial view of the property OR the exterior front view of the primary structure, showing the majority of the structure. For Vacant Land or Condo listings, the Primary photograph must be a photo of the lot, a photo taken of the view from the lot, an aerial photo of the lot, or a photo of the entrance/subdivision sign (with no legible contact information). [The Primary photo for all "exclusive right-to-sell that is subject to auction/sealed bid" listings must have the word "Auction" visible on the photo.](#)

Media should not be altered in a way that could potentially mislead another broker and/or consumer. This is including, but not limited to; modifying the roof pitch, adding dormers/shutters, removing power lines, modifying visible structural issues, moving/adding walls inside the house, adding windows, etc. For new or under-construction properties, all listing media must accurately depict the property as it is being built or planned.

~~1. A primary photo is required for all “exclusive right-to-sell that is subject to auction/sealed bid” listings. The word “Auction” must be visible on the photo. Photo must be added to the listing within 3 business days.~~

All media submitted to MLS Tech (regardless of who creates the media) shall become a part of the MLS Tech owned and copyrighted MLS compilation (database).

Except for the purpose of creating a Comparative Market Analysis (CMA), use of another Participant’s photographs and/or Virtual Tours is prohibited unless the Participant’s written permission is given to the Participant or User desiring to use the photographs and/or Virtual Tour. A Participant and/or User found in violations of this rule shall be referred to the Bylaws, Rules and Regulations Committee

Article VIII – MLS Tech Enforcement of Rules or Disputes Related to MSL Tech

Section 1.2 MLS Tech Complaint Procedures

- (f) The MLS Tech Staff is authorized to assess the following automatic sanctions in the event of a violation of the following MLS Tech rules.
- Violation of Pending/ACD rule – First offense \$100, Second offense \$200 (7 days after first fine assessed if listing has not been corrected), Third offense – Committee review.
 - Violation of Confidentiality of On-Line System Password/ID – a fine of \$500 per violation.
 - Violation of an MLS rule not otherwise specified– First Offense Courtesy Notice, Second Offense, \$100 After 3 Days, Third Offense \$200 After 3 Additional Days, Fourth Offense Committee Review After Additional 3 Days.