



Media Policy

At least one digital image (photo/plat map/rendering) of each property listed in the MLS shall be submitted to the Service immediately upon saving the listing as “Active”. The primary photo must be an exterior view of the property structure for sale with the exception that for land, a plat or map of the specific property or a scenic view from the property that is the subject of the listing is acceptable. All photos uploaded must be representative of the property, landscape, views, neighborhood and surrounding community. If using a photograph (excluding artist renderings) that is similar to but not a photograph of the actual listing, users must include a disclaimer “example photo” across the photograph. [NCMMLS Rules and Regulations, Section 1.22: Media]

In addition to digital images, the Listing Brokerage may submit, virtual tours, PDF documents, text files and artist renderings (“Media”). NCMMLS requires the Listing Brokerage to obtain the necessary rights to use and reproduce the Media from the copyright holder for use by the MLS and all other authorized entities anywhere the MLS data is intended to appear. The Listing Brokerage indemnifies NCMMLS in the event of any legal proceeding relating to the reproduction of the Media by NCMMLS or other authorized entities. By submitting Media to the MLS, the submitting Listing Brokerage grants the MLS and the other Member Participants and Subscribers the right to reproduce and display the Media in accordance with these rules and regulations. Member Participants and Subscribers may use Media from the MLS only for purposes of finding buyers for properties listed in the Service or for the preparation of appraisals, consistent with the rules and regulations. NCMMLS reserves the right to reject or remove any digital image submitted that includes any embedded, overlaid, or digitally stamped text, personal advertising or promotion as well as people or persons. Before a Member Participant or Subscriber copies the Media submitted by another Listing Brokerage to a new listing, the Member Participant or Subscriber must obtain the written permission of the owner of the Media.

Do not delete photos from off-market listings. Section 1.22: Media (above) requires all listings to have at least one digital image, regardless of the listing’s status.

Photo copyrights. NCMMLS puts a watermark on photos submitted to the service. The primary purpose is to protect the listing data. The NCMMLS watermark serves as notice to members and nonmembers that NCMMLS claims

copyrights in the compilation of MLS data. Furthermore, the addition of the NCMMLS watermark on each photograph helps thwart copyright infringement and detect copyright infringement if it occurs. NCMMLS aggressively pursues anyone who uses listing data without authorization.

The listings appearing in the NCMMLS system compilation are owned by each individual firm. The Member Participant is responsible in the event of any litigation that arises out of the misuse of a photo submitted to NCMMLS.

Has another agent copied your photos? The NCMMLS Rules and Regulations prohibit Subscribers from copying photos submitted by another listing brokerage to a new listing unless authorized in writing by the owner of the photos. The listing photos may be used only for the purposes of finding buyers for properties listed in the Service or for the preparation of CMAs or appraisals. Further, using content created by another in advertising, marketing or other representations without permission or attribution is potentially a violation of Article 12 of the Code of Ethics (Standard of Practice 12-10). Need to report a violation? From the Agent Full Display, click the yellow caution sign under the listing photo in Matrix, call 704-940-3159 or email compliance@carolinahome.com.

Additional photo standards. Additionally, the [NCMMLS Rules and Regulations](#) (Section 1.8) prohibits putting company, agent or seller contact information in the fields that appear on a Customer Report (“Photos,” “Photo Captions,” “Virtual Tours,” “Directions” and “Remarks”). [Click here](#) to read NCMMLS’s branding policy.