



CAN YOU USE THAT PHOTO IN MLS?

Do you own or have written consent to use the photo?

You've received a notification from MLS that your new listing requires a primary exterior photo but you don't have the pictures yet. It may be tempting to use an existing photo when it was previously listed by another brokerage or to use the photo from the auditor's site. Don't do it!

CincyMLS Copyright Rule 14.5: Images submitted to MLS that are not owned by the MLS Participant or its licensees, or where the express written consent for their use has not been acquired, are considered to be in violation of MLS rules.

Using a photo that is not owned by you or your brokerage without written consent is a violation of not only MLS rules, but it could be a violation of federal copyright law!

Using any photo not owned by you or your brokerage without written permission in external marketing (postcards and flyers) could also be a violation of copyright law. Always obtain written consent when using photos that belong to others.

MLS OF GREATER CINCINNATI

TUESDAY TIP
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