

MLS OF GREATER CINCINNATI

Tuesday Tip
05/18/21

PHOTO REQUIREMENTS

A Refresher of the Photo Requirements
for CincyMLS

PRIMARY PHOTO

A primary front exterior image of the property must be uploaded to CincyMLS within five (5) business days, **regardless** of listing status.

AERIAL PHOTO

The primary image may be an aerial shot; however, a front exterior photo of the property must be included in the remaining images.

BRANDING

Listing photos may **not** contain any branding or self-promotion, including yard signs.

DEPICTION

Listing Photos **must** be an accurate depiction of the property.

COPYRIGHT

Photos taken by a third party, including the County Auditor and Google, may not be used without written permission.

VIRTUAL STAGING

Virtual staging may be used for the interior of the structure only. Virtually staged images must include "Virtually Staged" on the image.

UNDER CONSTRUCTION

Under Construction, To be Built and "Paper" Houses may include views from the property, floor plans of the actual structure, or images of the structure during construction. Renderings, sketches, or images from another existing property are not permitted unless it is the same floorplan. The word "PROPOSED" must be included on the image.

Land, Under Construction and To Be Built filler cards are available.