



# Subscribers

**MLS Direct Syndication™ enables our members to deliver the most accurate and up-to-date MLS listings to consumers through the largest and most respected real estate advertising websites.**

As your MLS, we are charged with managing your listing data and protecting the integrity of that information across our entire platform. Now through MLS Direct Syndication™, we have entered into data agreements with major third-party advertising sites such as Trulia, Zillow and Homes.com to make sure that your listing information is always current and accurate on their sites as well. We are adding new subscribers each day. Our MLS Direct Syndication partners are currently mapping our data and your listings will begin appearing on Trulia and Homes.com in the next week (unless you choose to **opt out**). Zillow will be an opt-in and should be live in the next two weeks. We will be providing a link to opt in or out as well as announcing informational and training sessions by our MLS Direct Syndication Partners in the next few days and thank you for your patience.

**MLS Direct Syndication puts power in your hands in several important ways:**

- Automation:** Your listings will appear automatically on all of our partner advertising sites
- Prominent display:** All Partners must prominently display the listing firm and contact information for every listing at no cost
- No more stale listings:** NALMLS requires removal of listings that no longer appear in the feed within 48 hours
- Timely response:** NALMLS Requires timely response to complaints of improper display within 24 hours
- Accurate listing data:** NALMLS data shall trump all other data sources for a given property assuring that information is in compliance with our MLS rules and reflects the information provided by you
- Protection from theft** – Partners may not re-syndicate information outside their own network
- Choice of sites:** Brokers always have the right to opt in or out of having their listings appear on any advertising website they choose



**NALMLS has partnered with Bridge Interactive Group to bring you MLS Direct Syndication.**

Bridge was founded in 2004 in Atlanta, GA. While initially a web design/development consulting firm, after the success of it's first MLS software product, Contact, Bridge focused solely on the development of software for the real estate industry. Bridge has been developing real estate data solutions exclusively for the last 8 years, and with the addition of RealValuator®, Bridge has expanded it's real estate software offerings to service MLSs, brokers/agents, builders, and financial services.

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