

From: Paul Boomsma <pboomsma@leadingre.com>

Subject: IDX/VOW agent attribution policy

Dear Rodney, Charlie, Greg and the NAR MLS Leadership Team,

In an industry climate in which consumer-facing transparency is more important than ever, Leading Real Estate Companies of the World® writes in strong support of the IDX/VOW agent attribution policy changes currently under consideration by NAR.

This letter of support is not about lead generation. Our network believes that listing agents should receive credit for their consumer-facing listings as acknowledgement of the creative and multifaceted work that they have undertaken to market their clients' properties. We also believe that consumers have the right, and the desire, for this information. Finally, we believe that a lack of industry consistency in this regard has created a climate of consumer confusion, to the detriment of buyers, sellers, and our fellow industry professionals.

LeadingRE therefore supports changes to the NAR MLS Handbook on MLS Policy pertaining to IDX and VOW requirements that would require inclusion, in listing displays, of the listing broker, the primary listing agent, and such broker's and/or primary agent's contact information, in a reasonably prominent location and in a reasonably readable format, that would allow a casual consumer to understand, upon cursory review of such listing, the parties responsible for the marketing of that listing. We believe that these changes bolster consumer-facing education and consumer-facing transparency – items that are in high demand in our current industry climate.

We sincerely appreciate your time and consideration of this matter;

Paul Boomsma - CEO, LeadingRE

Mike Pappas - The Keyes Company – Chairman, LeadingRE Board of Directors

Paul Boomsma

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