

# A Refresher on Branding in GNMLS



In general, NO branding is allowed in GNMLS. Nothing that can be shared by another REALTOR should promote yourself to their customer or client.

## Examples where branding is NOT permitted:

The use of names, phone numbers, images, logos, instructions to “call me”, “call listing agent (or office)”, “contact LA (or LO)”, URLs, or anything that directs consumers to your firm or other info besides details of the property for sale is not allowed.

### **NO branding is permitted in the following:**

- Autoload step 3 – photos
- Autoload step 4 – media (except the actual video file loaded there)
  - No floorplans or 3D tour links
- Autoload step 5 – documents (no logos, etc. unless access is restricted to your office) The required documents may not be branded for REALTOR office or anyone else
- Autoload step 8 – Data Entry (no virtual tour, remarks, directions, etc. \*\*except special REALTOR to REALTOR remarks)
- No links to Youtube, Vimeo, etc. hosts that include content other than the listing video
  - You may post an UNBRANDED video URL hosted anonymously on sites such as Dropbox, OneDrive, Google Drive, Box, or a custom URL for the property, but not an identifiable (branded) server with your firm or affiliated entities
  - \*\* Be careful that your link does not identify yourself or firm. With some services you may need to create an anonymous account to put your videos in
- No office Favicon logos may appear in URL addresses in the browser
- No images of signs in a video that identify a REALTOR or firm
- No mention of non-government entities or URLs. MLS does not advertise for builders, auction firms, banks, or others

## Exceptions where branding IS permitted:

### **There are three exceptions in Xposure where sharing restrictions make it OK to brand:**

- 1) An actual video (NOT a link) uploaded in Media (step 4) of Autoload.
- 2) A Web Brochure created in the Marketing Features for the listing
- 3) A Custom Link URL may be placed in the Marketing Features for the listing, but do not use hosts (eg: Youtube, Vimeo) that display other content and/or ads with your video. Videos on the GNMLS website should be hosted by a cloud storage service (eg: Dropbox, Google Drive, OneDrive)

For the above exceptions, the PUBLIC will see these videos when viewing your Xposure page or finding the listing on our UpNorthMLS.com website. They will also see them if you send your own listing to someone, but they will not be visible if your listing is shared by other REALTORS.