

## Important Instructions For Syndication

If sending listings by feed to NY State MLS or uploading your listings by hand, follow these steps to ensure proper syndication.

1. Create a FREE PROFILE on Zillow and Trulia, if you do not already have one.

- **Go to [www.zillow.com](http://www.zillow.com) and click Join at the top right. Be sure to check the box that says "I am an industry professional" Also be sure to use the same email that you use for NY StateMLS. It is very important that these EMAIL ADDRESS MATCH.**

-**Go to [www.trulia.com](http://www.trulia.com) and click for professionals and then click sign up. Be sure to use the same email that you use for NY State MLS. It is very important that these EMAIL ADDRESS MATCH.**

Email Addresses Must Match Your FREE Trulia and Zillow Profile:

If you already have free Trulia and Zillow profiles, make sure the email addresses match what is on file with NY State MLS. FAILURE TO DO THIS WILL PREVENT YOUR LISTINGS FROM MATCHING ON ZILLOW AND TRULIA AND MAY PREVENT YOU FROM APPEARING CORRECTLY ON YOUR LISTINGS.

2. The Agent or Broker SHOULD **NOT** send listings to Trulia and Zillow directly or Auto Claim Listings.

- If you send listings to them directly or Auto Claim the listings, it will trump what is being fed from NY State MLS. If you do not see the listing appearing correctly it may be because of another syndication source or a directly fed listing.

- It can take up to 24 hours for listings to populate the first time.

- The benefits of NY State MLS will be negated if the Broker sends the feed themselves or from another source that is similar to a broker or franchise feed.

- If you are having problems with your listings appearing from NY State MLS you can turn off your listings from other sources. If you have ListHub or Point2 Agent or enter your listings into another MLS you can turn that feed OFF for Trulia and Zillow to eliminate issues.

3. If you want the listings to link back to your website, NY State MLS will need the dynamic URL from your website provider. The default link is set to the NY State MLS listing, as this page will always exist and some listings may not have a single property page. If your company does provide a single property page for all listings then your technology provider can send that link to NY State MLS to be forwarded on the syndicated listing on Trulia and Zillow.

4. You Can Upload Branded Virtual Tours to NY State MLS. If you want your branded Virtual Tour to display, NY State MLS must receive the branded virtual tour URL either directly in your listings or send along with listings if fed from your technology provider.

5. Testing The Feed:

Prior to making your listings live for syndication, NY State MLS asks that you send a few test listings. We will discuss the test when after you determine how you will send your listings to NY State MLS.



6. Completing your NY State MLS on-line profile:

- NY State MLS has an on-line profile which can automatically be populated from your technology provider, but you may want to fill more fields out. To login to your NY State MLS account, use your email address and password (or click forgot password). You can edit your profile by clicking on the profile tab and selecting edit profile.

7. Missing Listings Or Missing Photos:

- Sometimes a listing will be missing or a listing will appear without photos. If this happens and it has been more than 24 hours since you have entered the listing, please email the missing listing or missing photos listing ID to [office@nystatemls.com](mailto:office@nystatemls.com) - Please tell use which sites are missing the listing or photos. Sometimes listings do get stuck, after all these large third party sites are managing tons of Data. Let us know and we can send a request to the site directly. Sometimes they need to re-pull data and we can help them process those requests. It can take up to 24 hours for listings to appear on 3rd party sites, due to data volume.