

Listing Distribution

Understanding Where Your Listings Go

The most important fact you need to know about listing distribution with Stellar MLS is that brokers decide if they want to syndicate their listings, and brokers also choose which third-party websites may display their listings.

Listing Distribution is the syndication of listings to consumer search websites (often called portals). At Stellar MLS, this distribution occurs via a data feed from the MLS system that brokers control from their MLS dashboards.

MYTH The MLS chooses where my listings go.	MYTH The MLS makes money by selling my listings to third-party websites.	MYTH IDX and Syndication are the same thing.
FACT The choice to distribute listings is 100% up to the broker, which can be controlled from their Stellar Portal or Dashboard.	FACT Stellar MLS does not sell listings. Brokers own their listings 100% and have control over whether or not the listing data is syndicated to third-party websites.	FACT IDX refers to a set of fields in the MLS that are allowed for public display on the Internet. Syndication is a method for brokers to authorize distribution of their listing data to consumer portals hosted by 3rd parties.

Brokers

The screenshot shows a dashboard with sections for 'Additional Benefits' (listing various services like Builders Update, PropertyWatch, Home.com, etc.), 'Stellar Education' (University, Class Sign Up, etc.), and 'Listing Distribution Options'. The 'Listing Distribution Options' section is expanded, showing checkboxes for 'Apartments.com', 'Facebook Rental Marketplace', 'Homesnap', and 'Realtor.com', all of which are currently checked.

Brokers, you can select which third-party online portals you choose to share your offices' listings with via the Stellar MLS dashboard and the Broker dashboard section of the Stellar Portal.

Agents

Agents, If your broker has opted into various websites made available through Stellar MLS, you are able to send your listing to those websites within Matrix on a listing-by-listing basis during data input.

Listing Distribution			
Brokers choose where listings are distributed to for the entire office. If your broker has chosen not to send listings to an option below then your listings will not be distributed to them.			
Internet Y/N <input type="checkbox"/>	IDX/VOW Display Comments Y/N <input type="checkbox"/>	IDX/VOW AVM Y/N <input type="checkbox"/>	Distribute To <input checked="" type="checkbox"/> Homes.com <input checked="" type="checkbox"/> HomeSnap <input checked="" type="checkbox"/> International MLS <input checked="" type="checkbox"/> Realtor.com
Third Party Y/N <input checked="" type="checkbox"/>	Show Prop Address On Internet Y/N <input type="checkbox"/>		