



## **Questions and Answers: MLSListings and Trulia Direct Syndication Agreement**

### **What Agreement did MLSListings and Trulia enter into?**

MLSListings and Trulia have agreed that MLSListings will directly send active listings from those brokers who have already opted-in to sending their listing content to Trulia, either directly or via Point2 and ListHub syndication. MLSListings will also send to Trulia the active listings of those brokers who opt-in going forward.

### **Why has MLSListings entered into this Agreement?**

The distribution and display of inaccurate listing data is an industry-wide problem. MLSListings believes the best way to eliminate data inaccuracy is to be the primary source of the data to third party sites. Trulia has a very large audience and by providing the most up-to-date and accurate listing information MLSListings is actively assisting its brokers to improve the consumer experience and in the end provide a better opportunity to represent sellers, find buyers and close deals.

### **Why partner with Trulia?**

Trulia is a leading site for consumers and real estate professionals. They have also recently announced their industry-friendly Trulia Data Pledge to address the problems facing all of us when dealing with listing data on the Internet. MLSListings is confident that Trulia is going to protect the data and fairly represent the listings as they have been doing for several years.

### **When is this Agreement in effect? When and how can I start sending my listings to Trulia through MLSListings?**

If you have already opted in to syndicate your listings through Point2 or ListHub, who currently send your listings to Trulia, you are automatically opted in to send you listings directly to Trulia and need take no action. (Per Trulia approximately 70% of MLSListings' active listings are already being displayed on the Trulia site.)

Going forward, if you would like to opt-in directly with Trulia, or if you are not currently opted in to Point 2 or ListHub, you may manage your syndication options via the MLSListings Broker Center to submit your listings. (Log in to <http://pro.mlslistings.com> and click on the Broker Center tab at the top of the page.)

Trulia will be reaching out to brokers directly who have not opted in to help with any set up questions.

### **Will My Office's Listing Content Be Sent to Trulia, or any other site without My Prior Consent?**

No. The policy at MLSListings has always been that of broker opt-in, and this is not changing. Syndication options can always be managed by the broker via MLSListings' Broker Center.