



## Syndicating to Zillow.com & Trulia.com

**Q:** Why aren't we using ListHub to syndicate listings to Zillow/Trulia?

**A:** Zillow's contract with ListHub expires on April 7<sup>th</sup> and a new contract could not be agreed upon. When Zillow acquired Trulia in early February, Trulia's contract with ListHub ended as well.

**Q:** What is RealtyWEB.Net's role in the syndication process?

**A:** RealtyWEB.Net only serves as a medium for our members who would like to continue syndicating to Zillow and Trulia. We were also able to negotiate contract terms for safe and proper data display/usage and more listing agent/broker exposure and attribution on your listings.

**Q:** What happens to existing data on Zillow & Trulia that was received from ListHub?

**A:** According to ListHub, both websites will have 48 hours upon termination of the contract to remove all listing data including photos, virtual tours and any other data received through ListHub. So effectively, all data will be removed April 9<sup>th</sup>.

**Q:** What if I don't want to send my listings to Zillow and/or Trulia?

**A:** Then **you do not have to take any action**. Only if you want the listing data on these websites will you need to set a default in your Preferences.

**Q:** Exactly how do I continue syndicating my office's listings to Zillow and/or Trulia?

**A:** First, if you were previously syndicating to Zillow and/or Trulia, your default settings have already been completed for you. However, we recommend you check that the settings are correct.

Click here for complete set of instructions. Once you, the broker, has logged in to Flexmls, go to *PREFERENCES>SYNDICATION* and select either *ZILLOW and/or TRULIA*. This will automatically make it the default for your company/office and send your listings to the selected website(s).

**Please remember, what you have selected for IDX overrides any and all options for sending listings to the Internet.** If the listing has "No" for IDX, it will not be sent to any website(s).

**Brokers from multiple office corporations should first check with your corporate office before setting the default**

**Q:** What if I have a specific Seller that does not want their listing on Zillow/Trulia but still wants to participate in IDX?

**A:** When you set the default for the Zillow/Trulia options, you will be given the opportunity to allow your agents to override the syndication preference. This will allow your agents to deselect one or both options when adding or changing a listing.

**Q:** How frequently will the listings be updated on Zillow/Trulia?

**A:** All subscribing broker's listings will be updated every 15 minutes.

**Q:** What about listing data accuracy?

**A:** Since the data will be coming direct from the RealtyWEB.Net MLS system, we anticipate and expect a higher level of accuracy. RealtyWEB.Net will be able to work directly with Zillow/Trulia to quickly resolve any data issues.

**Q:** What about the leads?

**A:** All RealtyWEB.Net MLS listing agents will be prominently displayed on all of their listings. Listing brokers will receive attribution, branding, and a link back directly to your websites.

**Q:** How do I continue to send my listings to other websites such as Homes.com, HomeFinder.com...?

**A:** All other consumer portal websites will continue to be syndicated through your ListHub account.

The MLS will continue to send your listings to the following websites on your behalf:

REALTOR.com

fl.living.net (Florida Realtors)

NEFAR.com

RealtyWEB.Net

**Q:** Will I continue to receive the broker metrics reports detailing activity on my listings from the two portals?

**A:** Listing Brokers will continue to have access to daily analytic reports. Zillow will also be introducing a **Zillow Data Dashboard** which will provide a free reporting platform for your listings.

**Q:** When will this new process go into effect?

**A:** The two syndications fields are available today. Again, we have made every effort to make your current syndication selections match what you have today for Zillow and Trulia. Even though the contract expires in April, we would like to begin the syndication to both sites Monday March 9<sup>th</sup>.