Listing Syndication Q&A and Instructions

What is Listing Syndication?
Using the Roster system, Brokers choose which third-party websites where they want their firm's listings to automatically appear.

Who feeds our listings to these sites?
- NorthstarMLS: Depending on the site, the data is fed through either The MLS Grid (via the NorthstarMLS database) or a direct feed from NorthstarMLS.

Who can make the site syndication selections for our brokerage?
Only individuals who have "Head Broker" permissions in the NorthstarMLS Add/Edit system. If you need to know who in your firm has these permissions, contact your Association.

What sites can we syndicate to via NorthstarMLS?
- **Broker Reciprocity (IDX):** Public websites of brokers/agents who are NorthstarMLS Participants. Includes Zillow.com and Homes.com.
- **Brevitas.com:** The Commercial Listings partner of the National Association of Realtors
- **Realtor.com:** Nationwide consumer search site. Conforms to Fair Display guidelines.
- **RPR License for Automated Valuation Models:** NAR's Realtors Property Resource (RPR) is an agent-only tool. Uses aggregate data to aid in more accurate automated valuations
- **CoreLogic License for Automated Valuation Models:** The vendor for the Matrix MLS system, uses aggregate data to aid in more accurate automated valuations for a variety of real estate products and services

Can we exclude specific listings from syndication?
Yes. When you enter a listing into the NorthstarMLS Add/Edit system, there is a section called "Internet" with the question "Display Listing on Internet?" Answer "No" to that question to withhold that specific listing from IDX sites, and from syndication to the third-party Internet sites distributed to through NorthstarMLS.

Syndication Instructions for Head Brokers

1. Go to the website https://roster.northstarmls.com. Login with your MLS ID and password.

2. On the home screen, there is a search box in the middle of the screen:

3. Start typing the name of your brokerage (or Firm ID if you know it). As you type, the list narrows. When you see your Firm, select it from the list. Be sure you select your "Firm,"

not "Office."

Welcome to NorthstarMLS Roster

regional mls

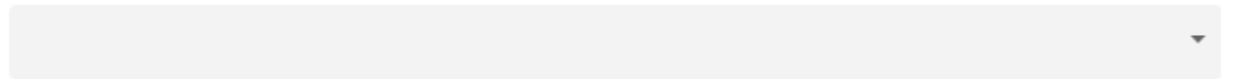| Office | **REGIONAL MLS** OF MINNESOTA | | RMLS |
	11100 Bren Rd Ste 2, Minnetonka, MN, 55343		
	REGIONAL MLS OF MINNESOTA		RMN1
	2221 University Ave SE Ste 117, SUITE 117, Mpls, MN, 55414		
Firm	**REGIONAL MLS** OF MINNESOTA		RMLS
	REGIONAL MLS OF MINNESOTA		RMN1

4. You will see your brokerage's "Firm" information in the left column. Click on the Clipboard edit icon in the upper right (circled in RED in the example below):

Firm			Association	
Active RMLS		RMLS	Active Northstar	RMLS
REGIONAL MLS OF MINNESOTA			RMLS Regional Multiple Listing Service of MN	
Main Office REGIONAL MLS OF MINNESOTA		RMLS	**Copyright Watermark Filename** rmlsmn2.png	

5. Scroll down the screen to the "Share Listings With" section:

Share Listings With

6. Click anywhere in the box to open the drop-down list of your options:

Share Listings With

Broker Reciprocity(IDX)

Brevitas - (Commercial Listing partner of the NAR)

Homes.com

Realtor.com

RPR License for Automated Valuation Models
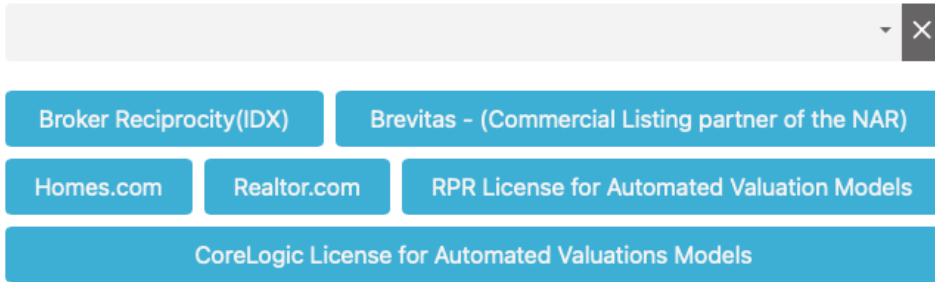
CoreLogic License for Automated Valuations Models

7. Single-click on each of the syndication sites where you want your brokerage's listings to appear. As you click an option, it will be removed from the drop-down list and appear as

a selection highlighted in blue. These are the sites where your brokerages listings will be automatically sent.

Share Listings With

Broker Reciprocity(IDX)	Brevitas - (Commercial Listing partner of the NAR)
Homes.com	Realtor.com	RPR License for Automated Valuation Models
CoreLogic License for Automated Valuations Models	

8. If you would like to remove your brokerage's participation in any of your selected syndication sites, click the blue box for that site and it will drop from your list.

9. **SAVE YOUR WORK!** When you have completed your syndication selections/edits, be sure to click the "Save" button in the upper right portion of the screen.

Save

Need Help?

If you have questions or need help, contact our Help Desk at 651-251-5456 (1-877-251-5455) or help@northstarmls.com. Business hours are M-F, 8:00-5:00. Please note that Help Desk staff cannot make your syndication selections for you but can help walk you through it.