

CRMLS Rules & Policy Changes

Effective January 1, 2026

Rules Changes:

Rule 7.15 - No Offers of Compensation in the MLS has been revised and separated into sections addressing compensation and concessions independently, and now reads:

7.15 - No Offers of Compensation in the MLS. For all Property Types, a Listing Broker may not input, or otherwise use the MLS in any capacity, or in any field, media or document uploaded to the MLS, to offer, or convey any willingness to offer or consider, any type of compensation to a Buyer/Tenant Broker. This prohibition on compensation in the MLS applies whether any actual amount or specific type of compensation is offered, and regardless of how the offer or willingness is expressed or characterized.

7.15.1 - Offers of Concessions in the MLS. A Listing Broker may input in the MLS any information, amount, offer, invitation to offer, or expressions of willingness to provide or consider concessions to a Buyer/Tenant from the Seller/Landlord in a transaction on the listing, so long as any such communication of a concession does not limit or condition the concession on being used to pay any Buyer/Tenant Broker or other buyer representative. Listing Brokers must place any such information regarding seller concessions in the Public Remarks/Property Description field.

Rule 8.2(b) - Written Documentation has been revised and now reads:

(b) The AOR/MLS shall have the right to demand, at any time, a copy of:

- i. any documentation necessary to verify the adequacy or accuracy of any information reported to the MLS or included in any listing record;
- ii. any written authorization required under these rules;
- iii. any documentation relevant to a rules enforcement inquiry or investigation.

Rule 11.5(a) - Content Restrictions has been revised and now reads:

Content Restrictions. Content of Media submitted to the MLS shall be limited to visual representations of the property, anything included in the sale of the property, and/or any amenities or features related to the property. Inclusion of text is permitted in aerial or overview photos only as reasonably necessary to identify features of the land, utilities, size, location, or street/roads. Written communication, content that may be determined to create a safety hazard or concern, or content that is otherwise deemed to be inappropriate by MLS staff is prohibited. MLS staff shall have the right to remove from the MLS any Media that is in violation of any MLS rule, including but not limited to this section.

New Rule 11.5.2* - Digitally Altered Images has been created and reads:

A Subscriber who submits to the MLS any Digitally Altered Image must also (i) submit the original, unaltered version of the digitally altered image, (ii) ensure that the original, unaltered version is displayed in the listing immediately before or after the digitally altered image, and (iii) ensure that the digitally altered image is labeled as "Photo Modified", "Virtually Staged", "Digitally Altered," or "AI Altered," or some accurate substantially similar term in the text field section for the altered photo in the add/edit module.

"Digitally Altered Image" means an image or photo, created by or at the direction of the real estate broker or salesperson, or person acting on their behalf, that has been altered through the use of photo editing software or artificial intelligence to add, remove, or change elements in the image related to furniture or appliances.

"Digitally Altered Image" does not include an image where only slightly enhanced lighting, sharpening, white balance, color correction, angle, straightening, cropping, exposure, or other common photo editing adjustments are made that do not change the representation of the real property.

Pursuant to this section and CRMLS Rules 11.5(c) and 12.10 regarding Truth in Advertising, Subscribers may not add to a listing record any image or photo that has been altered to add, remove, or modify any (i) real property elements including but not limited to flooring, walls, windows, structural elements, cabinetry, paint color, hardscape, landscape, façade, fixtures, or floor plans unless the listed property will be improved to match the altered photo at time of close as part of the listed price, or (ii) elements outside of, or visible from, the property, including, but not limited to, streetlights, utility poles, views through windows, and neighboring properties.

*Current Rule 11.5.2 will be renumbered as 11.5.3

Rule 11.8 - Removal of Historical Records has been renamed and rewritten and now reads:

Rule 11.8 - Removal of Media or Information from the MLS. Information entered in the MLS by users falls into two categories: Media and Property Information. Media consists of photographs, videos, or other imagery. Property Information consists of all information that is not Media.

- a. Property Information may be edited or removed by users at any time so long as the listing is not in a finalized status such as Sold, Leased, Cancelled, or Expired.
- b. Media may be edited or removed by users at any time so long as the listing is in Active, Coming Soon, Hold or Withdrawn status.
- c. For sales, editing or removing media while the listing is subject to a purchase contract, or at closing, by any means including, but not limited to, manipulation of listing status, is a violation of this rule.
- d. All listings remain subject to the minimum photo requirements of Rule 11.5.1 at all times, for all statuses.

Rule 19.2.4 - Display Content (IDX) has been revised but will not be enforced until such time that CRMLS completes the technological project of removing the non-primary photos from the IDX payload and notifying the IDX Vendors of these changes. The revised rule will now read:

Display Content. Participants and Subscribers shall not display confidential information fields, as determined by the MLS in the MLSs' sole discretion, such as that information intended for Buyer Brokers rather than consumers. **Participants and Subscribers shall not display any photo or media other than the Primary Photo for any CRMLS Listing Record in a status of Closed/Leased, Expired, or Canceled.**

Citation Policy Changes:

None.

Changes to IDX Standards of Practice ("SOP"):

CRMLS provides Standards of Practice for IDX use that provide guidance on critical listing display issues: <https://kb.crmls.org/knowledgebase/idx-standards-of-practice/>

IDX SOP #2 which allowed listing attribution adjacent to a 3-line truncated Property Description has been removed. Any Listing Attribution must be located directly adjacent to list price, bed/bath, sq. ft., or photo. Accordingly, all listing attribution must comply with SOP #1 henceforth.

IDX SOP #6 - It has been reaffirmed that any Call-to-Action button, box, or link must specify which agent will be responding to the consumer. Accordingly, Call-to-Action buttons, etc., may not hide such required information via a "one-click away" design, or otherwise fail to provide the required information within the format of the Call-to Action button itself.