

PHOTO REQUIREMENTS

CincyMLS Photo Requirements



Primary Photo

A primary front exterior image of the property must be uploaded to MLS within five business days regardless of status. The primary photo may be an aerial photo, but a front exterior photo must be included as one of the remaining images. Land, Under Construction, and To Be Built filler cards are available.



Under Construction

Photos for properties Under Construction, To Be Built, and "Paper" Houses may include views from the property, floor plans of the actual structure, or images of the structure during construction. Renderings, sketches, or images of other existing properties are not permitted unless it's the same floor plan. The word "PROPOSED" must be included on the images.



Virtual Staging

Virtual staging may be used for the interior of the structure only. Virtually staged images must include "Virtually Staged" on the image. Virtual staging must not alter the real property or hide physical defects.



Branding

Listing photos may not contain any branding or self-promotion, including company logo, seller/agent/company promotion, or signage.



Copyright

Photos taken by a third party, including the County Auditor and Google, may not be used without written permission. The use of these photos without permission is a violation of Federal Copyright Law.

MLS OF GREATER CINCINNATI

TUESDAY TIP

06/28/2022