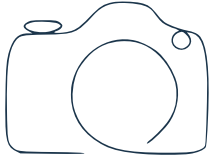
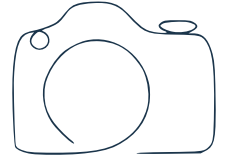


# CAN I USE THAT



# Photo?



Listing content and property photographs are indispensable in the real estate industry. In today's digital landscape, showcasing photographs online has become a vital aspect of every real estate professional's marketing strategy. Sellers rely on photos to promote their properties and buyers depend on the images to decide which properties to explore further.

Improper use of listing photographs can create legal problems. Using a photo that is not owned by the listing brokerage or its licensees is not only a violation of MLS rules, but it could be a violation of federal copyright law.

## **CincyMLS Rule 14.5:**

*Images submitted to MLS that are not owned by the MLS Participant or its licensees, or where the express written consent for their use has not been acquired, are considered to be in violation of MLS rules.*

## **BEST PRACTICE**

Always have written consent, even when hiring a photographer. While it's likely implied that a hired photographer is giving full rights to use the images, it may not be true. Read the agreement and verify that you have consent.