

BRANDING AND CINCYMLS

What is Branding?

Branding is defined as any information that may lead a consumer directly back to the Listing Agent, Listing Brokerage, or Seller.

What is Prohibited?

Branding is prohibited in the "Public Fields" of a listing. Public fields include the fields provided on the Consumer Reports, Client Portal, and distributed in the IDX data feed, including, but not limited to:

- Photos
- Photo captions
- Virtual tours and videos
- Directions
- Marketing remarks
- Etc.

Unbranded content guarantees impartial representation and prevents clients from being swayed by the Listing Agent's branding which minimizes the likelihood of them contacting the Listing Brokerage directly.

What Constitutes Branding?

Information considered branding includes, but is not limited to:

- Phone numbers
- Email addresses
- Websites
- Virtual Tour or Video URLs or channel names that include branding
- Company and/or personal names
- Logos
- For Sale signs
- Recorded sound that references the Listing Agent, Listing Brokerage, or Seller
- Theme songs
- Etc.