

# BRANDING & CINCYMLS

## PROHIBITED IN CINCYMLS

Marketing materials that are sent **from the MLS** to 3rd parties, including MLS prospects/clients and websites, may not include the name, image, or branding of the agent or brokerage. The branded location hosting the content, like a company website or branded YouTube channels, is also not permitted.

See CincyMLS Rules 13.12, 13.13 & 13.14 for more information.

**If you have branded media in MLS, remove it as soon as possible to avoid a \$100 fine for each violation!**

## WHY IS THIS A RULE?

Unbranded content ensures fair and unbiased representation and that clients aren't influenced by the listing agent's branding leading them to contact the listing brokerage instead of their agent.

## WHERE CAN IT BE USED?

Branding and branded links may be used on marketing outside of the MLS.

TUESDAY TIP  
05/02/2023