

3rd Party Website Tips and Tricks

From GRAR Member Services



Zillow.com

- Only brokers can opt to display their firm's listings on Zillow through an MLS data feed by completing a UNYREIS Data Access agreement for Zillow Group and submitting to idx@grar.net.
- Zillow does not display:
 - New Construction- 'New Build' and 'To Be Built' new construction listings
 - Commercial properties (lease or sale)
 - Duplicate Listings- Duplicate listings are not displayed on Zillow. Generally, the first listing submitted to MLS is the one that will show up on Zillow.
- The 'Opt Out' in MLS for Zillow does not mean that a broker has opted in or out of displaying listings on Zillow for listings that were added from the Rochester MLS database. If the broker completed paperwork with us requesting to display on Zillow, their listings should be there. There is no way to opt individual listings to show or not show on Zillow for UNYREIS Participants.
- Listing Photos, if the listing photos have changed in the MLS and you are not seeing them on Zillow in a reasonable amount of time, try clearing your browser's cache. See our Tech Tip titled "Clearing Cache, Cookies, Temporary Internet Files In Firefox, Internet Explorer, Edge, Safari & Chrome" for assistance.



realtor.com Realtor.com

- **When searching for a listing on Realtor.com** by MLS#, you must **always include the # (number) symbol before MLS#**, or it will default to Rew, PA (if typing in an R-listing). Ex. #R1234567
- **Realtor.com does not display:**
 - Commercial properties (lease or sale)
 - Residential Rentals from the MLS
- **Listings Photo Tips:**
 - When updating (adding or editing) photos in the MLS after it was listed and added to Matrix initially, **Realtor.com does not offer auto-updating** of these listing photos on their website. **If you change your listing photos after the fact, this needs to be reported to Realtor.com by the agent or broker at CustomerCare@realtor.com** so that the photo(s) can be changed/updated manually.
 - If you still don't see the new photos, clear your browser's cache. See our Tech Tip titled "Clearing Cache, Cookies, Temporary Internet Files In Firefox, Internet Explorer, Edge, Safari & Chrome" for assistance.