

Broker Attribution Rule Section 18.2.12 – ACTION REQUIRED BY BROKER OWNER

An updated NAR Policy that affects all broker and agent websites containing other firm’s listing data became effective in 2022. The addition of three new fields in Matrix to accommodate this rule will be made active in Matrix on November 30, 2022, and the **Broker Owner, Office Manager and/or Office Admin** will go into Matrix to indicate which info will show on IDX & VOW websites.

Each broker/agent that has a website is responsible for making sure that the Attribution Contact field shows on their website near the name of the listing brokerage by January 30, 2023 to avoid a violation notice and possible fine.

Be Aware!! When your Broker or representative makes the choice for the office/branch, this will immediately populate in new and existing listings in Matrix. We have notified vendors on file with a data feed for IDX/VOW websites that “starting on Wednesday, November 30th, New York State Alliance of MLS's will start providing Attribution Contact data in addition to the name of the brokerage. Population of this information will increase as listings are updated at the source (in Matrix).”

Here is how it works. In Matrix, two fields are being added to the Firm/Office record and one to the Listing record on November 30.

1. **The Broker/Owner (Office Manager and or Office Admin** if the Broker wants them to do this) will go into **Matrix** to make a selection under **Attribution Contact**.

2. **He or she will** select which contact attribution type will be the default on the brokerage’s listings when shown on other broker/agent websites and select if the **Agents can override** the selection for their listing as they add or edit them.

3. **Attribution Contact field in the Listing –**

- a. **After the broker has made a selection**, the **Attribution Type** in the Office record will be used to populate the appropriate data into the **Attribution Contact** field in the listing (i.e., If the Listing Attribute Type is set to “**Listing Agent Phone**”, then the **Agent Direct phone number** from the Listing Agent will be put in the Attribution Contact field).
- b. If the broker allows agents to override this choice, the List Agent can modify the **Attribution Contact** field in a listing while in Add/Edit in the Listing Info tab. Otherwise, agents will see the field, but it will be greyed out and un-editable. This field will also show in the Listing Information section in 360 Property View display and broker/agent websites.

Attribution Contact: **agent@gmail.com**

If you have any questions about this or any MLS Rules, please do not hesitate to contact your MLS.

The screenshot shows a user interface for setting Attribution Contact. At the top, there is a header '+ Attribution Contact'. Below it is a section titled 'Office Attribution Information'. Under this section, there is a dropdown menu labeled 'Attribution Type' with options: Office Phone, Office Email, Agent Phone (highlighted), Agent Email, and None. To the right of the dropdown is a checkbox labeled 'Can Agent Override?' which is checked, and a help icon (question mark) is next to it.