



Most of us have experienced the frustration of discovering a listing that displays as active on real estate websites when the listing is actually no longer on the market. ...Or the price that appears on the listing is not correct ...Or the wrong contact information displays with a listing.

How do these errors occur? And with so many companies doing syndication, how can you identify the source when there are problems? We will start by exploring the biggest factors that impact the accuracy of online listings.

The Top 3 Factors That Impact Listing Accuracy:

1. **Data source:** Data pulled directly from the MLS is most likely to be the most accurate information available. The MLS is one place where the agent will not forget to change the listing details such as price or status. If your syndication program is MLS-connected, listing can be updated online automatically as these changes are made in the MLS. For this reason, listing information that is hand-entered into a program for distribution is the least reliable. ListHub was built as an MLS-sourced platform specifically so that we can uphold the highest possible standards for current and accurate data.
2. **Re-syndication:** There are many problems caused by the practice of re-syndication, and the issue of listing accuracy is one of the biggest. When listings are passed from one database to the next, and then to the next (and then to the next), the room for error increases. The lack of accountability for refreshing the data naturally increases. Transparency around *where* and *how* your listings appear decreases.

When listings are re-syndicated there is no guarantee that 2nd or 3rd generation recipients of a listing are displaying the appropriate listing broker and agent's contact information with the listing. There is no guarantee that the 2nd and 3rd generation recipients of the listing will not sell leads back to brokers and agents. Furthermore, the MLS/broker/agent loses the ability to contact a responsible party for help correcting the problem.

Many companies re-syndicate data (including some of the channels/publishers in the ListHub network). But not with ListHub listings! Even those companies who make re-syndication a part of their business practice are forbidden to re-syndicate listings received from ListHub.

3. **Channel/Publisher policies:** Most reputable channels/publishers refresh listings daily, and purge inactive listings within a day or a couple of days. Some sites wait longer to remove the listing. You can review the ListHub channel scorecard to see the data refresh and inactive listing removal policies of the channels/publishers within the ListHub network. Share this free resource with your members! It will guide them in making important decisions about where they choose to send their listings.

What happens when you or your members find a listing online that is no longer on the market, or otherwise incorrect? It's easy if the listing was syndicated via ListHub. Just contact your ListHub support team and they will troubleshoot any issues directly with the channel/publisher.

But what if ListHub did NOT syndicate the listing? There are a few questions to ask brokers and agents that might help track down the source of the listing in order to have it removed or updated.

- Did you enter your listing in vFlyer or Postlets.com? Both of these programs syndicate listings to a variety of channels/publishers and the agent must log into their vFlyer or Postlets.com account to change the status of the listing when it goes off market.
- Did you create a virtual tour for your listing? Most virtual tour companies syndicate listings and will need to be notified that the listing is no longer on market.
- Do you have an agreement with a print advertiser? Several of the major printed real estate magazines syndicate listings to the Internet as part of their product offering. In some cases, the print magazines receive data from the MLS, but in other cases, the listing information is hand-entered and the agent must update changes in the listing information or status manually.
- Does your website provider syndicate listings? This is a very common practice between broker and agent IDX and website vendors and could also be a source of listings that appear online.

ListHub endeavors to work with MLSs, brokers and other real estate content providers to uphold responsible practices in real estate listing syndication, and to make the online real estate world more transparent so that providers of listings are able to engage in the practice of syndication with knowledge, control, and confidence.

Together, we can help consumers to find the most accurate and current real estate listings on the Internet!