

# Where Does Your Listing Go?

Created by My Florida Regional MLS



## First Stop: The MLS System

When a listing is entered into the MLS system, it becomes accessible to tens of thousands of My Florida Regional MLS (MFRMLS) members.

Next, your listing may be displayed on a variety of websites.

ListHub is a syndication platform that gives MFRMLS brokers and their agents many syndication options, including **some of the top home searching websites**

across the country.

Visit [www.listhub.com/publisher-list.html](http://www.listhub.com/publisher-list.html) to see all ListHub publishers that are available.



### ListHub Syndication

### MyFloridaHomesMLS.com



MyFloridaHomesMLS.com is powered by the MLS system. It gives consumers updated information every 15 minutes. There are many features, including advanced property searches, school and neighborhood information — and even information on down payment programs (Down Payment Resource™).



MFRMLS sends data daily and directly to Realtor.com. Also, Realtor.com has developed “**distribution partners**” with many other websites, such as **Move.com**, allowing consumers from other websites to automatically link to the Realtor.com search engine.



### Realtor.com

### MLS Advantage



Through Florida Realtors®, MLS listings from over 40 MLSs/associations across Florida appear in their entirety for other agents to search.

Many of MFRMLS's associations have an agreement with Listingbook, giving consumers and agents who use Listingbook comprehensive, updated and analytical listing information.



### Listingbook.com

# Where Does Your Listing Go? (Cont'd)

## Proxio (International)



### Did you know?

Some websites, such as Zillow and Trulia, have additional partners, such as Yahoo! Homes, Hotpads, and other websites. Your listing may also appear on these partner sites.

Proxio showcases listings in front of other real estate professionals in 100+ countries across the globe. For consumers, listings appear on WorldProperties.com.

This site provides a number of home searching options for consumers, as well as news and other information.



## Florida Living Network

## Broker/Agent Websites (IDX)



Many brokers have agreements with each other (called Information Data Exchange or IDX) to display each other's listings on their own brokerage and agent websites. So there's a good chance your listing may appear on many brokerage and agent websites in your area.

Listing brokers can opt into the Zillow Group through the Login Portal. Through the Zillow Group, listings are sent to Zillow, Trulia, Yahoo! Homes, HotPads, and other websites. Listings are updated on the Zillow Group websites within every hour.



## Zillow Group

Visit <http://www.zillowgroup.com/distribution/> for all Zillow Group websites.

