

Do's & Don'ts For Photos on the MLS

Because listing photos are considered a **public-facing section of the MLS**, the same restrictions that apply to **public remarks** also apply to **photos, photo labels, and photo watermarks**.

<https://scwmls.com/listings/#personal-data-on-listings>



DO THIS

- **Edit or crop photos to remove information** that would otherwise violate the rules, such as a readable For Sale sign.
- **Use photo labels** to identify or describe what is shown in the photo.
- Examples: "First Floor Bath," "Updated Kitchen," "New Appliances," "Finished Lower Level"
- Use photos to highlight features, improvements, amenities, or other characteristics of the property.
- Watermarks can only contain the real estate license number **of the MLS Participant Broker.**
- MLS rules prohibit agents from copying other agents' property photos without permission. Make sure you have the right to use any photos you upload to the MLS.
<https://scwmls.com/listings/#copying-listing-photos-without-permission>



DON'T DO THIS

Do **not** include the following on listing photos, photo labels, or photo watermarks:

- Names of Agents or Brokers
- Phone numbers
- Email addresses
- Websites, URLs, QR codes
- Brokerage/company names or logos
- Agent or company branding
- Instructions to "Call," "Text," "Email," or "Contact" someone
- Builder names, contact information, or branding
- Photos that are copied from other agents' property photos without permission
<https://scwmls.com/listings/#copying-listing-photos-without-permission>
- Any other information intended to promote or direct consumers to an agent, company, builder, or other business