

### TIP SHEET: Attribution Listing

Brokers have selected the attribution contact defaults for their office listings.

If Agent Overrides are allowed, the Matrix Input Screen – **Agent Info** tab will display what the broker default selection and display a box for the agent to enter different contact information if desired.

*Note: If Agent Overrides are not allowed, below Attribution Contact Override you will see ~NOT ALLOWED and you will not be able to change the attribution contact for listings.*

Attribution	
<b>Attribution Contact</b> Broker Default Selection:Office Email, Office Phone: Help@MLSNow.com (216) 485-4100  (216) 485-4100 Help@MLSNow.com	<b>Attribution Contact Override</b>  <input type="text"/>  <a href="#">Find a PHONE</a> <b>OR</b> <a href="#">Find an EMAIL</a>
<p><i>NEW FIELDS ADDED MAY 2023. The broker has selected the default shown above.</i></p> <p><i>If your broker allows overrides, you may enter a different phone or email for the agent/office contact that questions about this listed property (when displayed on all other real estate company's IDX websites) will be directed. They will show your listing information with a note: Courtesy of "Your Brokerage" with the attribution contact.</i></p>	

**NAR Internet Data Exchange (IDX) Policy Statement 7.58 and VOW Policy Statement 7.91: IDX and Vow Broker Attribution.** Require that participants' IDX displays must identify the listing firm and an email or phone number provided by listing participant in a reasonably prominent location and in a readily visible color and typeface not smaller than the median used in the display of listing data. The same standard would also apply to VOWs but is optional.

