

# MLS TIP

## Virtual Tours – NO names, NO offices, NO JOKE!



Virtual Tours that are added to the MLS must have NO BRANDING! No listing agent information, no listing office information, no branding whatsoever.

Some examples of branding are:

- an opening or closing screen in the Virtual Tour file that shows the listing agent and/or listing office
- a voice over on the Virtual Tour that *tells* the listing agent and/or listing office
- a listing flyer showing the listing agent/office in the virtual tour
- a listing agent's car parked outside the house with the office information on the side of the car

If you are paying someone to create a Virtual Tour for you, make sure you tell them that you need a finished product without branding.

However, you should also ensure that you request a Virtual Tour with branding as well! Why? You can use the branded tour on your website, a company website, or if you have purchased any “enhancements” from REALTOR.com or other listing websites. Putting a branded tour on your website is a *great* idea and if you purchased enhancements to listing websites use them to their fullest advantage!

Remember – ask for two versions of your Virtual Tour, branded and unbranded.