

NKMLS Photo Content Rules and Regulations

All photos must be submitted with the intent to market the property and uphold and promote the professionalism of our industry.

Photos should not contain images that violate the Fair Housing laws. For example: A photo that might imply that the property should be purchased by certain age groups, ethnic groups, etc.

Photos submitted must not violate IDX (Broker Reciprocity) rules.

Photos shall not violate agency or solicitation laws/rules.

Photos should not imply that the buyer will be purchasing anything other than the property for sale. (Property amenities should be clearly identified.)

No images of people or household pets should appear in photos.

No images of children should appear in photos.

No cartoons.

Photos may contain images of neighborhood amenities.

No company signs in photos, images, colors, etc that resemble your company's and/or agent's identity.

No images may be copied from another broker's listing.

Agents shall not use copywrited photos without written permission from the owner.

At least 1 of the total photos on MLS must be the exterior front of the residential, multi-family or commercial listing.

For New Construction and/or To Be Built Listings: Images must only be of the property as it is currently in its state of completion, i.e. if the listing is of proposed construction, only a rendering (drawing) of proposed construction is permitted. Agents may not upload an image of a model home even if it is identical to the proposed. Because the buyer gets to choose many interior finishes, it is misleading to consumers and other agents to display similar floor plans, cabinetry, or flooring of a different property.