



THE RE PIXS 2026 REAL ESTATE MEDIA COMPLIANCE CHECKLIST

Your Guide to Mastering Oregon (OAR/ORS) & Washington (NWMLS) Rules for Visual Integrity

As your dedicated media partner in **Portland, Oregon and Vancouver, Washington**, **RE PIXS, LLC** has built every photo, video, and 3D tour around the new 2026 statutes. This checklist breaks down the rules and shows exactly how our service protects your license in both states.

SECTION 1: Branding and Identity (OAR 863-015-0125 / WAC 308-124B-210)

The Rule: Your brokerage's Registered Business Name (RBN) must be **"prominently displayed and immediately noticeable"** in all advertising (OR). All advertising must be "truthful" (WA).

Compliance Challenge	State Rule & Risk	The RE PIXS Solution (For OR & WA Agents)
The "3-Second Rule" for Video	OR: RBN must be "Immediately Noticeable." Failure to comply risks an audit for improper branding.	Built-in Compliance Intros: Every video we create includes a custom-branded intro that ensures your brokerage's RBN is visible within the first 3 seconds , fulfilling the legal requirement instantly.
Team Branding Hierarchy	OR: RBN must be more prominent than the team name. WA: All advertising must be truthful (i.e., not misleading).	Legal Hierarchy Check: We audit all media to ensure the legal hierarchy (Brokerage > Team) is maintained, protecting you from "Misleading Identity" claims in both states.
Social Media Disclosures	OR & WA: Posts must link to a profile page with full RBN and license disclosure.	Legal Discovery Panels: Our 3D tours include a Legal Discovery Panel on the landing page, acting as your "Safe Harbor" by automatically hosting the RBN and listing agents name.

Record-Keeping

OR: Principal Brokers must approve advertising.

The 6-Year Archive: Your RE PIXS photo license is included with every delivery. **Starting in 2026**, we archive all your files for 6 years, acting as your legal backup in case of an REA or Designated Broker audit.

SECTION 2: Misrepresentation & Integrity (ORS 696.301)

The Rule: Licensees are prohibited from publishing materially misleading advertising. This principle of "Visual Honesty" is the gold standard for both Oregon and Washington law.

Compliance Challenge	Universal Rule & Risk	The RE PIXS Solution (Protecting You in Both Markets)
Forbidden Edits	Removing permanent fixtures (e.g., power lines, roof stains, foundation cracks) is Material Misrepresentation in both states.	Trained Editors: Our team is trained on the " Forbidden Edits " list. We will not remove permanent features, acting as your final filter against the "Probability of Damage" test.
Virtual Staging Transparency	Digitally altered photos must be disclosed to prevent claims of deception (Negligent Misrepresentation).	Mandatory Watermarks: If we add virtual furniture or grass, we include the mandatory " Virtually Staged " or " Digitally Altered " watermark on the image itself to protecting our agents.
Protecting Against Negligence	Deceptive photography (like stretching a room to appear twice its size) is a form of misleading advertising.	Straight Verticals: We correct all wide-angle lens distortion to ensure the room's perspective is accurate, giving you an honest, "High-End but Highly Accurate" representation of the property.

Failure to Disclose

A buyer can sue if a photo "hides" a defect.

The "Digital Twin" Defense: We recommend ALWAYS ordering 3D tours, these provide an objective, 360-degree, unedited record of the property's condition at the time of listing, which is your best defense against misrepresentation.

SECTION 3: MLS Rules (RMLS & NWMLS)

The Rule: Both MLS systems enforce strict "Transparency & Anti-Branding" standards, but they differ on watermarks and disclosures. **RE PIXS** manages these differences for you.

Feature	RMLS (Oregon/SW WA) Compliance (Strict)	NWMLS (Washington) Compliance (Stricter)
Virtual Staging Label	REQUIRED ON IMAGE: Must be labeled on the image itself ("Virtually Staged").	PROHIBITED: NWMLS typically prohibits any text overlays. Disclosure is preferred in the Photo Description field . RE PIXS Action: We provide a clean version for your NWMLS upload.
Original Photo Requirement	MANDATORY: For every altered photo, the original, unaltered "Before" photo must be uploaded immediately after it in the listing sequence.	RECOMMENDED: While not always mandatory, the "Before" photo is the best practice for disclosure. RE PIXS Action: We deliver the "Twin-Pack" (Original + Altered) for every staged order.
"Blind" Virtual Tour Links	MANDATORY: Must be "blind." No agent or photographer (RE PIXS) branding/contact info in the tour or URL.	MANDATORY: The RMLS & NWMLS actively use "crawlers" to scan tours for phone numbers, resulting in immediate fines. RE PIXS Action: We ensure your information is hidden and metadata is clean on unbranded media.

Photographer/Agent Branding on Photo	PROHIBITED: No agent names, phone numbers, or "For Sale" signs.	STRICTLY PROHIBITED: No logos (including RE PIXS), no agent branding. RE PIXS Action: Our delivered MLS images are stripped of all branding to be compliant in all jurisdictions.
Photo Ownership & Licensing	Photographer (RE PIXS) owns the copyright; the agent gets a limited license. RMLS Rule 10.3 requires the agent to have authority to publish.	Designated Broker Risk: Brokers in WA are legally liable for unauthorized use. RE PIXS Action: Your license agreement is included with every delivery when you accept our terms of service when booking online.

FINAL ACTION CHECKLIST FOR AGENTS

- Before Publishing:** Did your Principal Broker or Designated Broker approve the final media set? (Required for OR/WA risk management.)
- For Staged Photos:** Did you upload the **Original** photo right after the staged one? (RMLS Rule.)
- For 3D Tours & Videos:** Did you use the **"Unbranded"** link for the MLS?
- Compliance Partner:** Did you hire **RE PIXS** to ensure the **"3-Second Rule"** is handled automatically?

Don't let the new 2026 rules slow your business down. When you book with **RE PIXS**, you're not just getting stunning media—we're protecting you. Our workflow is designed to instantly solve the **'Immediately Noticeable'** rule with our guaranteed **'3-Second Rule'** intro, making your listings beautiful and sound, every time.

Book your next appointment online at repixs.com or email us at info@repixs.com