# REAL ESTATE MEDIA COMPLIANCE GUIDE

## OREGON & WASHINGTON

## 01 — BRANDING AND IDENTITY

Your brokerage's registered business name must be clearly displayed in advertising, and all advertising must be truthful.

- Video branding: RE PIXS intros are designed to display your brokerage name within the first three seconds.
- Branding hierarchy: Keep brokerage branding prominent and team identities clear.
- Records: RE PIXS provides licensing information with deliveries and archives files for six years.

## 02 — ACCURATE PROPERTY MEDIA

Represent the property honestly in every photo and video.

- Editing: Do not digitally remove permanent features or potential defects.
- Virtual staging: Disclose staged or altered images according to your MLS requirements.
- Perspective: Correct lens distortion without exaggerating room size or changing the property's appearance.
- 3D tours: Consider a tour as an additional visual record of the property.

## 03 — MLS COMPLIANCE

RMLS and NWMLS have different requirements. Follow the rules for your listing's MLS.

- RMLS staging: Label staged images on the image and upload the original immediately after.
- NWMLS staging: Text overlays are generally prohibited. Follow its disclosure requirements.
- Unbranded media: Use unbranded tour and video links for MLS listings.
- Photo branding: Remove prohibited logos, agent details, and contact information.
- Usage rights: Confirm you have permission to publish the media.

## Want to Learn More?

Scan to hear about upcoming RE PIXS compliance courses and educational resources.

(971) 295-1676

www.repixs.com

info@repixs.com