Broker Attribution Rule – ACTION REQUIRED BY BROKER OWNER

An updated NAR Policy that affects all broker and agent websites containing other firm's listing data became effective in 2022. The addition of three new fields in Matrix to accommodate this rule will be made active in Matrix on November 30, 2022, and the **Broker Owner, Office Manager and/or Office Admin must go into Matrix beginning on that date and make a selection to enable this info to show on IDX & VOW websites.** **Each broker/agent that has a website is responsible for making sure that the Attribution Contact field shows on their website by February 1 to avoid a violation notice and possible fine.**

Be Aware!! When the Broker or representative makes the choice for the office/branch, this will immediately populate the listings in Matrix. We have notified vendors on file with a data feed for IDX/VOW that "starting on Wednesday, November 30th, New York State Alliance of MLS's will start providing **Attribution Contact** data. Population of this information will increase as listings are updated at the source (in Matrix)." This means, you must make your selection sooner than later for all of your listings to show this contact info out on the web in addition to the name of the brokerage.

Here is how it works. In Matrix, two fields are being added to the Firm/Office record and one to the Listing record on November 30.

1. **The Broker/Owner (Office Manager and or Office Admin** if the Broker wants them to do this) should go into **Matrix** to make a selection, under **Add/Edit** up top and then under **Office, in the Quick Modify box,** enter the **office/branch Broker Code** (ex. GRAR, C1000, etc.) in the **Quick Modify** field and select **Edit** (note - this will need to be done for **each** branch if there are more than one location).
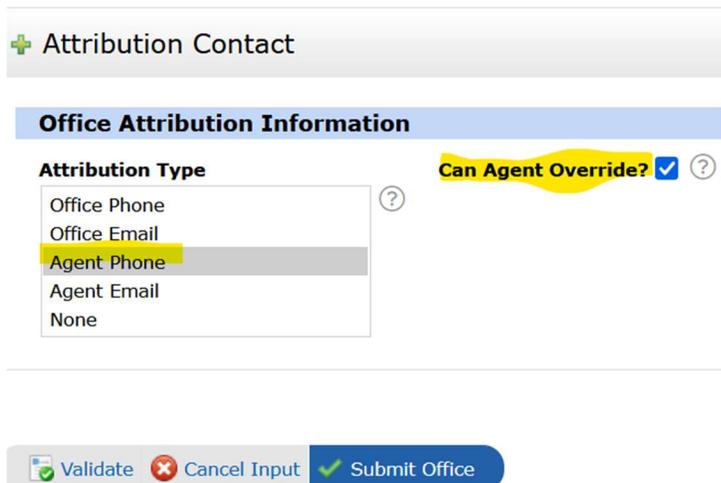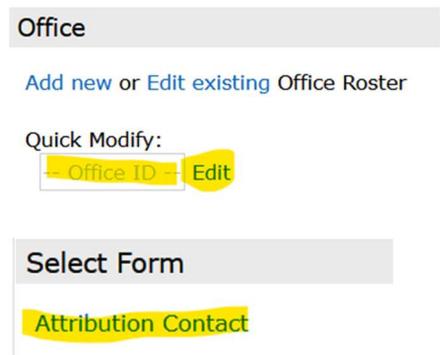
   a. On the **Modify Office** display, select **Attribution Contact.**

   b. On the **Attribution Contact** display, select which contact method will be the default on the brokerage's listings when shown on other broker/agent websites and select if the **Agents can override** the selection for their listing as they add or edit them.

   Be Careful - If the broker changes his or her mind and the default is NOT set to allow agents to override, it will change all the listings to the new default the next time you change it. If a new default is selected and **Y** was selected to allow the agent to change it, any override already added will stick. Please let your agents know what to expect as far as the default for your brokerage. Also, please decide in advance who is making the change for your company to begin with and make sure all are aware if multiple people have this access level. (i.e., Designated Broker, Office Mgr or one of the administrative staff are setting up.)

2. **Attribution Contact field in the Listing –**

   a. **After the broker has made a selection,** the **Attribution Type** in the Office record will be used to populate the appropriate data into the **Attribution Contact** field in the listing (i.e., If the **Listing Attribute Type** is set to "Listing Agent Phone", then the Agent Direct phone number from the Listing Agent's data in Matrix will be put in the Attribution Contact field).

   b. If the broker allows agents to override this choice, the List Agent can modify the **Attribution Contact** field in a listing in Add/Edit in the Listing Info tab. Otherwise, agents will see the field, but it will be greyed out and un-editable. This field will show in the Listing Information section in 360 Property View display.

   <div align="center">Attribution Contact: agent@gmail.com</div>

   c. **If the broker does not allow agents to have the ability to edit this field on their listings, the broker, office manager and or any admin with that level of access can change individual listings if the broker wants them to do this.**

If you have any questions about this or any MLS Rules, please do not hesitate to contact your MLS.