

## Virtual Tour and Embedded Videos

Section 1.14 Submission of Virtual Tours was changed to reflect unbranded virtual tours as well as embedded videos. The new language is in red:

**Section 1.14 SUBMISSION OF VIRTUAL TOURS AND EMBEDDED VIDEOS.** A virtual tour is a pictorial tour of a property, which includes, but is not limited to still photos, video, audio or some combination thereof. Virtual tours and videos submitted to the MLS shall comply with the following guidelines:

- either branded or unbranded, the primary focus of the tour shall be of the subject property.
- the tour must be hosted on an Internet accessible server from which a Participant can retrieve the tour by selecting that tour's hyperlink or icon.
- in addition to the subject property a branded tour can identify and provide contact information on the listing brokerage, the listing agent and the tour provider. The tour shall not include any promotion for a closing service provider or any other peripheral service.
- an unbranded tour includes information (including audio) on the property only. No logos, symbols, brokerage names, broker names or phone numbers, web address links, tag lines or #tags which would cause the viewer to identify the listing brokerage, listing broker, or the tour provider shall be visible in either the video or the accompanying video remarks or metadata.
- Audio introductions to the tour and throughout the tour only. No actual people will physically appear in the video as an actor or tour guide. Audio narration of the production will focus only on the tour of the subject property's features & benefits and not mention any brokerage tag lines or business names as location reference.
- by submitting the tour, Participants are representing to the Association that the Participant has permission to allow the display of the tour in the MLS and that the Association, in turn, has permission to redistribute the tour hyperlink as a part of the MLS compilation.