

Listing Attribution Information and Instructions

Increased Control of Listing Display on Public Websites

At the direction of the National Association of REALTORS®, NorthstarMLS has added new broker-only fields that will instruct other broker and agent websites how to give listing credit on public facing website displays. Brokers are in control of what information is displayed on these websites based on the selection made.

The new field added to the **Firm** table in NorthstarMLS Roster where Head Brokers make their IDX selections. This section is *editable only by the Head Broker:*

Listing Attribution Type (Select one of these four contact options to appear on your firm's BR listing displays)

- **Office phone.** If selected, the listing will show “Listing Courtesy of Your Office Name, Office Phone Number.”
- **Office Email.** If selected, the listing will show “Listing Courtesy of Your Office Name, Office email.
- **Listing Agent Phone.** If selected, the listing will show “Listing Courtesy of Listing Agent, Your Office Name, Agent Phone Number.
- **Listing Agent Email.** If selected, the listing will show “Listing Courtesy of Listing Agent, Your Office Name, Agent Email).

Based on the broker selection you make above; each listing will auto-populate two new listing fields for your selected website vendors:

- **Attribution Name.** If the head broker selected office phone or office email, the brokerage name will appear in this field for attribution display of BR websites (e.g., Acme Realty). If the Agent phone or email is selected, the agent preferred display name followed by the brokerage name will populate for attribution display (e.g., John Smith, Acme Realty).
- **Attribution Contact.** If the broker selected Office phone or office email, the office phone number or preferred email will appear. If the head broker selected Listing agent phone or email, the agent’s email or preferred phone number will populate for display.

If a head broker makes no selection, the listing display will remain as-is. Usually “Listing Courtesy of Your Office Name Realty.” Please note: NorthstarMLS is notifying website vendors now, so the changes will not be immediate. Typically, it can take several weeks for website vendors to make changes to their displays.

Attribution Instructions for Head Brokers

1. Go to the website <https://roster.northstarmls.com>. Login with your MLS ID and password.

2. On the home screen, there is a search box in the middle of the screen:

Welcome to NorthstarMLS Roster

Search Member, Office or Firm (ID or Name)

3. Start typing the name of your brokerage (or Firm ID if you know it). As you type, the list narrows. When you see your Firm, select it from the list. Be sure you select your “Firm,” not “Office.”

Welcome to NorthstarMLS Roster

regional mls

Office	REGIONAL MLS OF MINNESOTA 11100 Bren Rd Ste 2, Minnetonka, MN, 55343	RMLS
	REGIONAL MLS OF MINNESOTA 2221 University Ave SE Ste 117, SUITE 117, Mpls, MN, 55414	RMN1
Firm	REGIONAL MLS OF MINNESOTA	RMLS
	REGIONAL MLS OF MINNESOTA	RMN1

4. You will see your brokerage’s “Firm” information in the left column. Click on the Clipboard edit icon in the upper right (circled in RED in the example below):

Firm

Association

Active RMLS RMLS Active Northstar RMLS

REGIONAL MLS OF MINNESOTA

Main Office
REGIONAL MLS OF MINNESOTA RMLS

RMLS
Regional Multiple Listing Service of MN

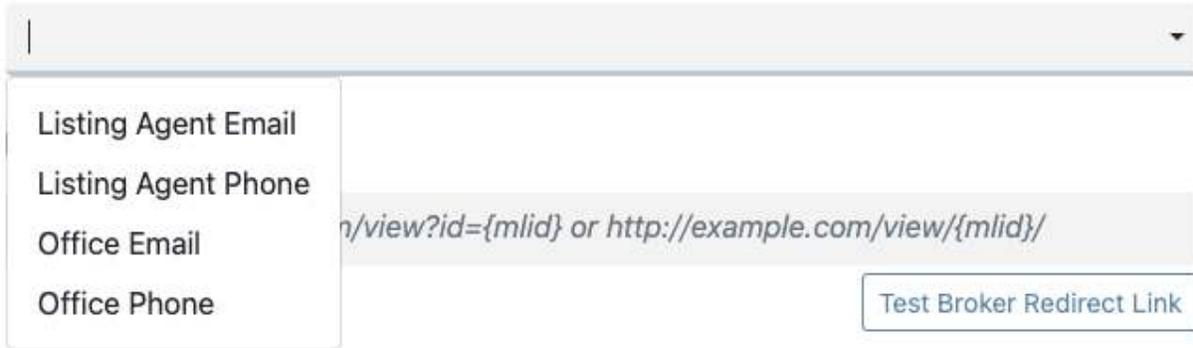
Copyright Watermark Filename
rmlsmn2.png

5. Scroll down the screen to the “Listing Attribution Type” section:

Listing Attribution Type

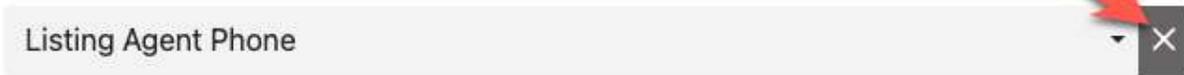
6. Click anywhere in the box to open the drop-down list of your options:

Listing Attribution Type



7. Click on the desired selection for how you want your brokerage's listings to present contact information on public facing websites. You can change your selection by clicking on the dropdown again and choosing a different option or clicking the 'X' to clear the selection and then choose a different one.

Listing Attribution Type



8. **SAVE YOUR WORK!** When you have completed your attribution selection/edits, be sure to click the "Save" button in the upper right portion of the screen.



Need Help?

If you have questions or need help, contact our Help Desk at 651-251-5456 (1-877-251-5455) or help@northstarmls.com. Business hours are M-F, 8:00-5:00. Please note that Help Desk staff cannot make your attribution selection for you but can help walk you through it.