

## Getting Started with Cribio

Cribio is quickly becoming a powerful extension of the MLS consumer experience. For real estate professionals, that means your MLS profile is no longer just an internal directory listing. It is now part of the public-facing experience consumers see on Cribio.com and in the Cribio mobile app.

Consumers searching for homes want confidence in the professional they contact. A polished headshot, accurate contact information, and complete branding details help establish credibility the moment a buyer or seller engages with your listings. The good news is that maintaining your presence on Cribio is simple because it is powered directly by MLS data.

Your MLS profile is your Cribio profile.

### Start with Your MLS Profile

Cribio does not maintain a separate agent login or profile management system. Instead, all agent profile information is sourced directly from the MLS. That means any updates you make inside your MLS member profile will flow automatically to Cribio and the Cribio mobile app.

If your headshot is missing, outdated, or displaying incorrectly, the first place to check is your MLS member profile. Upload a professional-quality photo that reflects your current branding and appearance. Consumers are far more likely to engage with agents who present a polished and trustworthy image online.

The same applies to your contact information. Your phone number, email address, brokerage affiliation, and other profile details should always be kept current within the MLS. When that information is updated in the MLS, it will update on Cribio as well.

### Best Practices for Your Headshot and Branding

Your profile photo is often the first impression a consumer has of you. A few simple best practices can improve how you appear across Cribio experiences:

- Use a recent, high-resolution professional headshot
- Avoid cropped group photos or casual images
- Dress consistently with your market and brand
- Use good lighting and a clean background
- Keep your branding consistent across MLS, social media, and brokerage websites

Consumers increasingly move between MLS websites, brokerage websites, social platforms, and mobile apps during their home search journey. Consistency builds recognition and trust.

### Where Consumer Leads Go

Consumer inquiries generated from Cribio listings are delivered directly to the listing agent and listing broker using the email addresses on file in the MLS. Lead notifications are sent from [hello@cribio.com](mailto:hello@cribio.com). Make sure to add this email to your address book so that the emails do not go to your spam folder.

Because leads are routed using MLS data, it is important that your MLS email address is accurate and actively monitored. If your contact details are outdated, you may miss valuable opportunities.

### Having Trouble?

If your profile photo or contact information still does not appear correctly after updating your MLS profile, support is available. Agents can contact Broker Public Portal support at [mlsdata@brokerpublicportal.com](mailto:mlsdata@brokerpublicportal.com).

As Cribio continues expanding across MLSs and brokerages nationwide, maintaining an accurate MLS profile is becoming an important part of every agent's digital presence. The MLS is no longer just the system of record for listings. It is increasingly the foundation of how consumers discover and connect with real estate professionals online.

