

# Syndication FAQ's

## What is Syndication?

Listing syndication is the term that the real estate industry uses when a brokerage advertises their listing (properties being offered for sale) on websites around the internet. Listing syndication is a method of advertising whereby brokers distribute or 'syndicate' active listing information to a wide variety of websites, mobile apps, and print publications to reach diverse consumers searching for properties to buy. These websites are often referred to as "Portals" or "channels".

NKMLS has a third party partner called List Hub, that works with a long list of "[partner websites](#)". List Hub obtains a data feed from Flex MLS and distributes listings to the partner websites for display. This action saves valuable time for our brokers and agents by sending your listings to many websites all at once so you don't have to subscribe to multiple vendor products or websites separately.

## How Does It Work?

- **MLS Connection:** ListHub connects to the MLS
- **Broker Registration:** The head broker in charge can register online ***at no cost*** to use the service
- **Broker Choice:** The broker chooses sites, lead management settings, and where to drive consumer traffic according to the company's business rules
- **Accuracy:** ListHub pulls the most up-to-date listing information and distributes according to the registered broker's settings
- **Automation:** As new listings are added to the MLS, or as existing listings are updated, ListHub distributes the new and updated information automatically, ensuring that the broker's online marketing is MLS-ACCURATE!
- **Reporting:** ListHub collects the traffic metrics from all of the publisher websites and compiles them into reports that provide brokers with critical marketing intelligence to guide their marketing.

## What Are the Member Benefits?

- **Broker Choice:** Opt-in/Opt-out of each publisher website at the broker level
- **Publisher Filters:** Easily filter publishers by business practice criteria to make informed selections
- **Publisher Comparison:** Gain specifics on features and practices and compare publishers
- **Publisher Star Rating System:** Give brokers a forum to express their views on publisher practices
- **Lead Routing:** Broker-controlled settings for each brokerage, office, or agent
- **Support Access:** Single point of contact for [member support](#) across all publishers
- **Reporting Dashboard:** Interactive dashboard with comprehensive reporting data at the brokerage/office/agent level
- **Consolidated Metrics:** Reports include consumer traffic stats from all major publishers in a single report – including realtor.com!
- **More Info:** For detailed information about the product offering for members of participating MLSs, visit our [broker](#) and [agent](#) pages

For more information, visit [www.listhub.com](http://www.listhub.com)