

Zillow Syndication Guide for Brokers

Broker Syndication Preferences

First, the broker will need to login as the office to access the Syndication Preferences.

To access Syndication Preferences, go to the Preferences menu and select **Syndication**.

By default, the **Zillow** Group Syndication is selected as Broker **Opt-In** or **Not Enabled**. The syndication destination will only appear on the Export Tab of Listing Maintenance for members whose brokers have specifically opted-in to sending their listings to Zillow.

NOTE: Do NOT uncheck any of the **IDX** boxes currently enabled in the Syndication Preferences screen.

Syndication Preferences

Name	Terms of Service	Enable Feed	Send listings by default	Agent can override	Reports
IDX		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Zillow		<input type="checkbox"/>			

☐ Set for all Offices in this Company

If you need help with the *Set for all Offices in this Company* checkbox, please call MLS Support.

To **Opt-In** for Zillow syndication, the broker must manually check the box to **Enable Feed** for it to appear for the members on the Export tab in Listing Maintenance.

Syndication Preferences

Name	Terms of Service	Enable Feed	Send listings by default	Agent can override	Reports
IDX		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Zillow		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

If you check the **Enable Feed** box for a syndication option, you will then be able to choose the additional options of **Send listings by default** and **Agent can override**.

If the **Send listings by default** box is selected in the Syndication Preferences, the listings are automatically sent to Zillow. The Export tab in Listing Maintenance will display the Zillow syndication box as checked.

If the **Agent can override** box is selected in the Syndication Preferences, agents within your office will have the ability to prevent the listing from being sent to Zillow by unchecking the box on the Export tab in Listing Maintenance.

Syndications can be set up in one of three ways. Let’s review each Option:

Option 1 (default setting): Send listings by default and allow agent to override Zillow setting on the Export tab in Listing Maintenance.

By default, opting-in will also enable the **Send listings by default** and **Agent can override** options.

*If these options are what you want, just click the **SAVE** icon in the lower right corner. You are done setting up your Zillow Syndication.*

The screenshot below shows what the Export tab looks like by default with both **Send listings by default** and **Agent can Override** boxes selected on the Syndication Preferences screen:

AddressMain FieldsDetailsRoomsExport

Seller Opt Out

☐ Exclude this listing from ALL MLS authorized public web sites AND from ALL VOW displays

☐ Exclude the Address Information for this listing from any VOW display

☐ Do not allow this listing to be used in Automated Valuation Models (AVMs) on any VOW display

☐ Do not allow any VOW web site user to enter Comments about this listing on any VOW display

Listing Export Options

☒ All MLS authorized public web sites

☒ Zillow

Option 2 (recommended): Send listings by default and do not allow agents to override.

If only the **Send listings by default** box is selected, the **Zillow** syndication option will appear as checked by default on the Export tab.

Syndication Preferences

Name	Terms of Service	Enable Feed	Send listings by default	Agent can override	Reports
IDX	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Zillow	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

*If these options are what you want, just click the **SAVE** icon in the lower right corner. You are done setting up your Zillow Syndication.*

The screenshot below shows what the Export tab looks like by default with only **Send listings by default** box selected:

AddressMain FieldsDetailsRoomsExport

Seller Opt Out

☐ Exclude this listing from ALL MLS authorized public web sites AND from ALL VOW displays

☐ Exclude the Address Information for this listing from any VOW display

☐ Do not allow this listing to be used in Automated Valuation Models (AVMs) on any VOW display

☐ Do not allow any VOW web site user to enter Comments about this listing on any VOW display

Listing Export Options

☒ All MLS authorized public web sites

☒ Zillow

Note that the check box by Zillow is both checked and grayed out. This means this listing will go to Zillow and your office or agents cannot uncheck this box.

Option 3: Check only box to **allow agents to override** (do not send listings by default). This means that you will need to manually check the Zillow syndication box on the Export tab in Listing Maintenance for each listing you want included in Zillow feed.

Syndication Preferences

Name	Terms of Service	Enable Feed	Send listings by default	Agent can override	Reports
IDX		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Zillow		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	

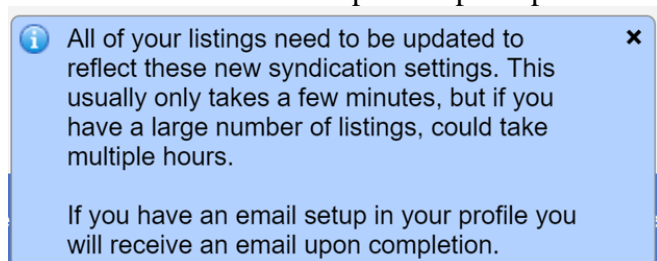
☐ Set for all Offices in this Company

The screenshot below shows what the Export tab looks like by default with only **Agent can Override** box selected:

Address	Main Fields	Details	Rooms	Export
Seller Opt Out				
<input type="checkbox"/> Exclude this listing from ALL MLS authorized public web sites AND from ALL VOW displays				
<input type="checkbox"/> Exclude the Address Information for this listing from any VOW display				
<input type="checkbox"/> Do not allow this listing to be used in Automated Valuation Models (AVMs) on any VOW display				
<input type="checkbox"/> Do not allow any VOW web site user to enter Comments about this listing on any VOW display				
Listing Export Options				
<input checked="" type="checkbox"/> All MLS authorized public web sites				
<input type="checkbox"/> Zillow				

NOTE: By unchecking **Send listings by default**, all of your office listings will be withheld from Zillow. *Once the **SAVE** link is clicked, there is no way to cancel the update to all office listings..* If you uncheck this box and later decide you want your listings to go to Zillow, you will have to update each individual listing to check the Zillow box on the Export tab of Listing Maintenance.

Screenshot and email receipt of Export updates:



Flexmls Listing Export Updates Complete



flexmls <notify@flexmail.flexmls.com>

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To: MLS Support;

- To help protect your privacy, some content in this message has been blocked. To re-enable the blocked features, [click here](#).
- To always show content from this sender, [click here](#).

The listing export changes you made are ready. Listings will be available to the syndicators you chose.