

Frequently Asked Questions

Why did GBRAR decide to enter into an agreement with Zillow Group?

Back in 2014, under the direction of the Board of Directors, GBRAR was asked to begin negotiations with Zillow Group to see if we could negotiate better terms of use than the standard terms of use that most Brokers were subject to when submitting listings. Those standard terms of use granted Zillow a royalty free, irrevocable, worldwide and perpetual right to any and all listing content submitted.

How was the agreement negotiated?

GBRAR hired the law firm of Larson, Skinner out of Minneapolis, MN that had already negotiated a number of direct contract agreements between Zillow & MLS's. Drafts of the agreements throughout the process were drawn up by counsel and reviewed by an MLS Committee task force, MLS Staff, the MLS Committee and the final agreements were ultimately approved by MLS Committee, Executive Committee and the Board of Directors.

What's included in the agreement?

GBRAR will send Active or Contingent RES, MF, LND and Rental listings. GBRAR is NOT sending any historical or off-market listing content. Every GBRAR listing will include a display of the Listing Agent in the primary position adjacent to the listing. There are limits placed on the standard terms of use that would require Zillow to remove most listing content outside of an agreement with GBRAR. Each broker has option to participate or not. Zillow is required to submit metrics back to GBRAR brokers. Zillow will make available to GBRAR member's non-listed properties. Zillow has also provided a direct hotline for making fixes/corrections.

What wasn't negotiated out?

At the beginning of the process, attorneys for GBRAR indicated that there were a few items that were "Non-negotiable." Zillow would not remove Zestimates. Zillow would want some perpetual rights to certain listing fields. These fields are limited to basic facts about the property such as address, city, state, zip, price etc.

Who decides whether or not my listings go to Zillow?

You do. The agreement the MLS has in place recognizes that the listings belong to the broker and gives every broker the right to make individual decision as to whether or not their inventory will be distributed. By default, each broker's listings will be included unless/until they notify the MLS of their desire to opt-out.

How do I get my listings to go to Zillow Group?

Listings will be delivered on an opt-out basis meaning that they will automatically be distributed unless/until a broker notifies the MLS of their desire to opt-out. The opt-out agreement is consistent with our existing data delivery agreement with the other large national portal – REALTOR.COM. Furthermore, evaluations of the current listing content already appearing on ZG websites revealed the vast majority of GBRAR MLS listing content was already being submitted. The opt-out agreement also makes the process far easier for brokers who wish to send their listings. If you want your listings to go, you do not need to do anything.

When does all of this start?

GBRAR MLS will begin distributing listings to Zillow Group on Monday, May 8th. Brokers who wish to opt-out are encouraged to do so by Thursday, May 4th. Zillow will continue to take manual listing input from our brokers beyond the May 1st deadline up until the May 8th data feed.

What should I do?

Any decision to send or not to send listings is an individual brokerage business decision that you will need to make. The MLS is only making available a means to assist in whatever decision it is that you are making. If you have specific questions or concerns that you wish to discuss, we are available to help discuss how this agreement might impact those decisions.