

SCWMLS Listing Photo Rules

The South Central WI MLS handbook reads:

"Photos, virtual tours, public associated documents, general MLS remarks and directions fields may not include personal data, contact information, or instructions to contract/call the listing agent/office. No information such as names, phone numbers, web addresses, etc. are allowed in these sections of an MLS listing."

So what does that mean?

When taking photos for the MLS, you may not include legible agent names or contact information on the sign. Spaces on the MLS listing are reserved for images of the property only.

What about waterfront?

In March 2010, the SCWMLS Board of Directors clarified our rules regarding photos allowed on the MLS: *No photos of bodies of water are allowed unless the view is visible from the property, or from deeded access.*

Can I use someone else's photos?

No. It is a violation of copyright law. Use of photos that you do not have the right to may lead to a fine of \$25 per photograph in addition to any legal or equitable remedies available to the copyright owner of the photograph(s). The SCWMLS shall remove in a timely fashion any photograph(s) submitted by a Participant who doesn't have the right to authorize the SCWMLS to publish the photograph.

How long do I have to enter a photo on a listing?

MLS rules state that an agent has **7 days from the date of input** to submit an exterior photo. This excludes vacant land, commercial and new construction (under 1 year). If you do not submit a photo for your listing, the MLS photographer will be sent out to take a photo, and a photography fee of \$50 will be billed to the listing agent via the Broker's monthly MLS statement.

What about new construction?

As soon as construction is completed, you are requested to upload a photo.

Where do my photos go?

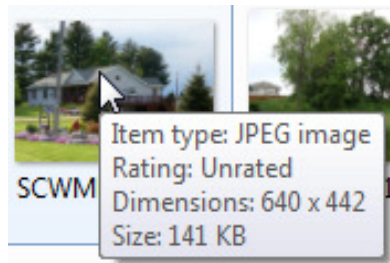
Paragon allows for 25 photos. Of those 25 photos, all go to www.wisconsinhomes.com . The first 4 will go with the listing to www.Realtor.com . Other websites typically only display the first photo.

Tips and Tricks for Photos

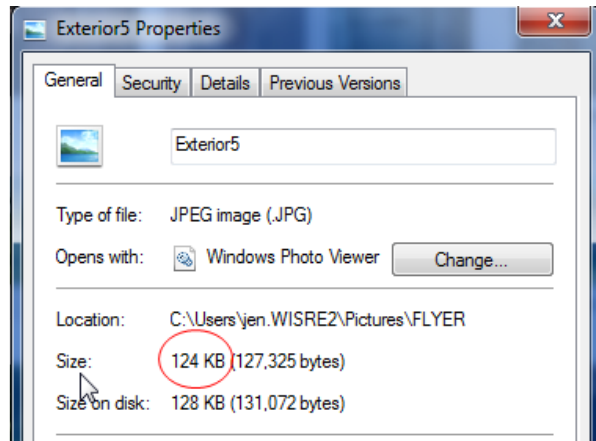
Photo Compression: If a photo is over 150kb in size, the image will be compressed to 150kb. Note: this could result in a reduction in quality. For users who upload photos larger than the 150 limit, it is **recommended that the images do not exceed 1MB** in file size.

Image Size: Image size refers to the resolution of the photo. Paragon requires a resolution of 640x480 or less. If a photo is under the 150kb limit but has a resolution of image size larger than 640x480, compression will occur.

In MS Windows, the image size of a photo can be accessed by mousing over the image – details will display in a pop up.



You can also go to a folder in MS Windows, right-click, select Properties, and see the size of an image on the General tab.



Acceptable Formats: Only .jpg and .gif image formats can be uploaded to Paragon.

File Name Special Characters: Special characters, such as \/:*?'<> etc., cannot be used in the photo file name.

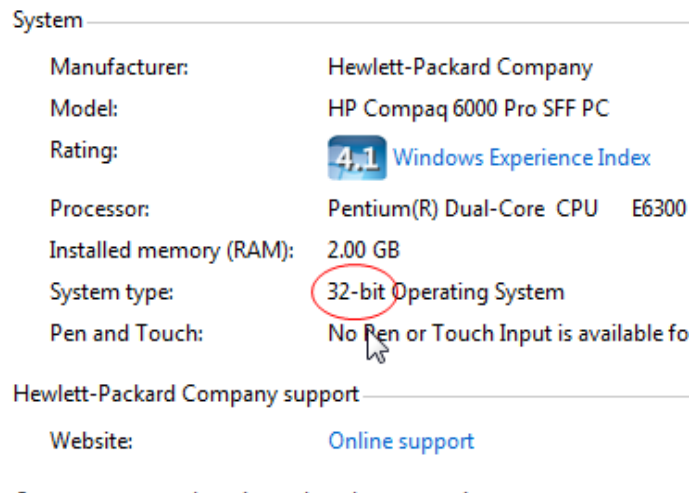
Image Resizing Tips and Tools

Because Paragon has strict guidelines for images it will upload to the database, it is important to know how to get your images from your camera, to your computer, and then into Paragon with minimal distortion.

Start with low resolution pictures. You don't need an expensive, high resolution camera for Paragon. A simple, inexpensive digital camera works fine.

Use the free Image Resizer Tool suggested by SCWMLS:

*You must first determine if you are using a 32 or 64 bit machine. To do this, go to START>COMPUTER>SYSTEM PROPERTIES



*If you are using a 64 bit machine, you must run a Windows update prior to installing the Resizer Tool. To run a Windows update, click on START>ALL PROGRAMS>WINDOWS UPDATE

Once you have determined your System Type and have run any necessary Windows updates, download the free Image Resizer Tool here:

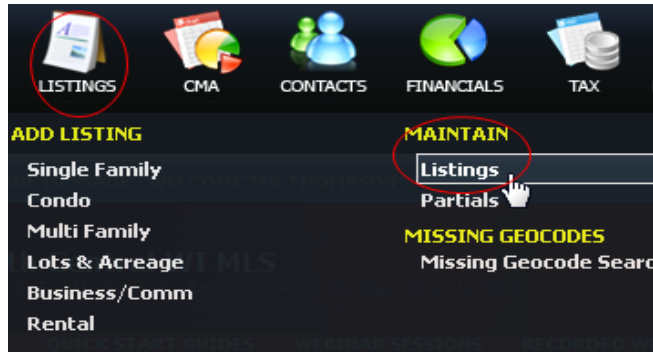
http://www.scwmls.com/image_resizer/installation.html

***When using this resizing tool, choose the “small” size for best image quality in Paragon.**

Listing Photo Input

To add photos to your listing:

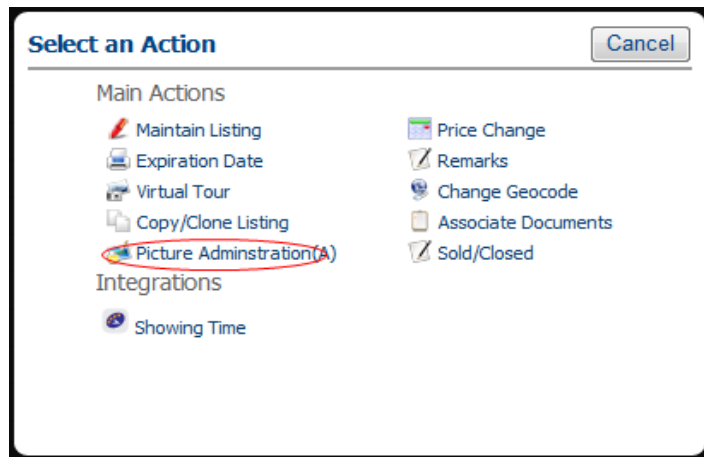
Click **Listings** on the Banner Menu and under **Maintain** click **Listings**.



The following will display. You may need to use the search tools available to retrieve the listing you are looking for. Locate the listing on which you want to add photos.

ID	Address	Address2	Price	Status	Type	Listing Agent	Pics	Action
1204976	735 N Court St		\$134,500	Active-ACT	Single Family	Barbara...	1	Select an Action...
1389876	0 Landmann St		\$158,151	Active-ACT	Single Family	Christina...	2	Select an Action...
1425384	715-1 Salsbery Cir		\$129,900	Active-ACT	Single Family	Barbara...	2	Select an Action...
1425402	715-2 Salsbery Cir		\$129,900	Active-ACT	Single Family	Barbara...	2	Select an Action...
1425404	715-4 Salsbery Cir		\$129,900	Active-ACT	Single Family	Barbara...	2	Select an Action...
1425418	501-3 Salsbery Cir		\$144,900	Active-ACT	Single Family	Barbara...	2	Select an Action...
1429878	204 Temple Ct		\$262,900	Active-ACT	Single Family	Barbara...	4	Select an Action...
1436660	E12233 TIMBER RIDGE TR		\$450,000	Active-ACT	Single Family	Barbara...	21	Select an Action...
1446142	501-1 Salsbery Cir		\$160,000	Active-ACT	Single Family	Barbara...	2	Select an Action...
1447743	N5585 HWY 12/16		\$139,900	Active-ACT	Single Family	Barbara...	5	Select an Action...

When you locate the listing you are looking for, click the **Select an Action** link in the far right-hand column, and choose **Picture Administration** in the modal window.



*Note: You can also click on the number in the Pics column to start the picture upload tool. Even if the number is zero.

	\$129,900	Active-ACT	Single Family		9	Select an Action...
	\$262,900	Active-ACT	Single Family		4	Select an Action...
	\$425,000	Active-ACT	Single Family		21	Select an Action...
	\$129,900	Active-ACT	Single Family		9	Select an Action...
	\$139,900	Active-ACT	Single Family		5	Select an Action...
	\$239,900	Active-ACT	Single Family		1	Select an Action...
	\$55,000	Active-ACT	Single Family		16	Select an Action...
	\$63,900	Active-ACT	Single Family		9	Select an Action...
	\$3,500,000	Active-ACT	Single Family		9	Select an Action...
	\$249,900	Active-ACT	Single Family		1	Select an Action...

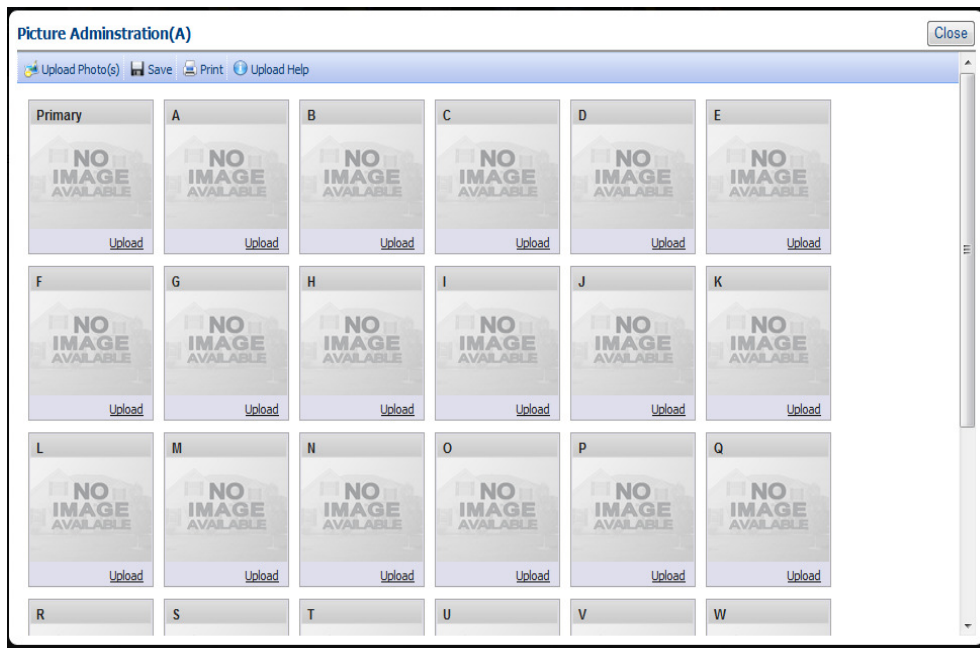
Picture Administration Tool

The Picture Administration Tool has two ways to upload listing images:

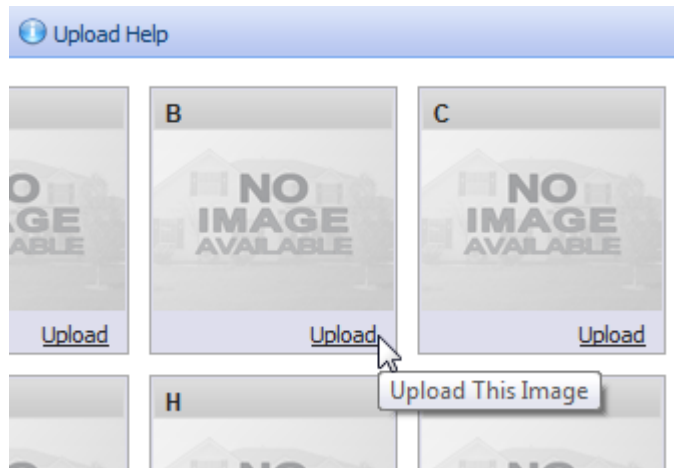
1. **One at a time Photo Upload** – upload each individual picture.
2. **Bulk Upload** – upload all of your pictures with one upload click.

One at a Time Photo Upload

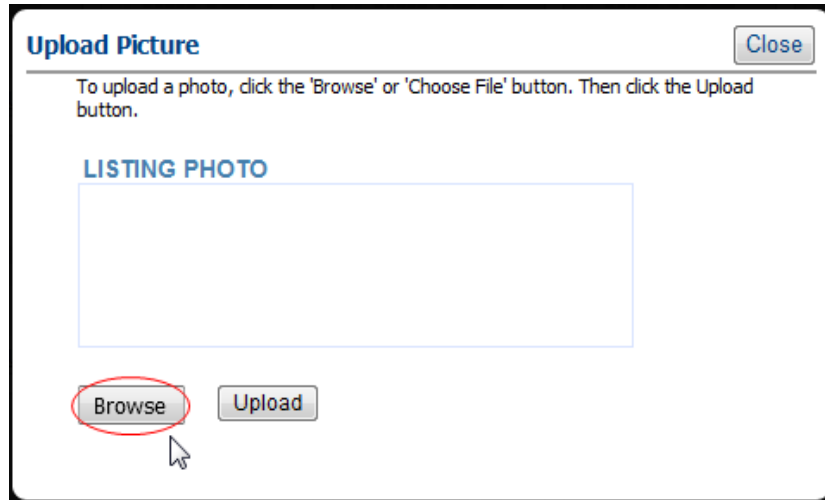
Step 1: After selecting **Picture Administration** (see previous screen shot), the Picture Administration modal window opens.



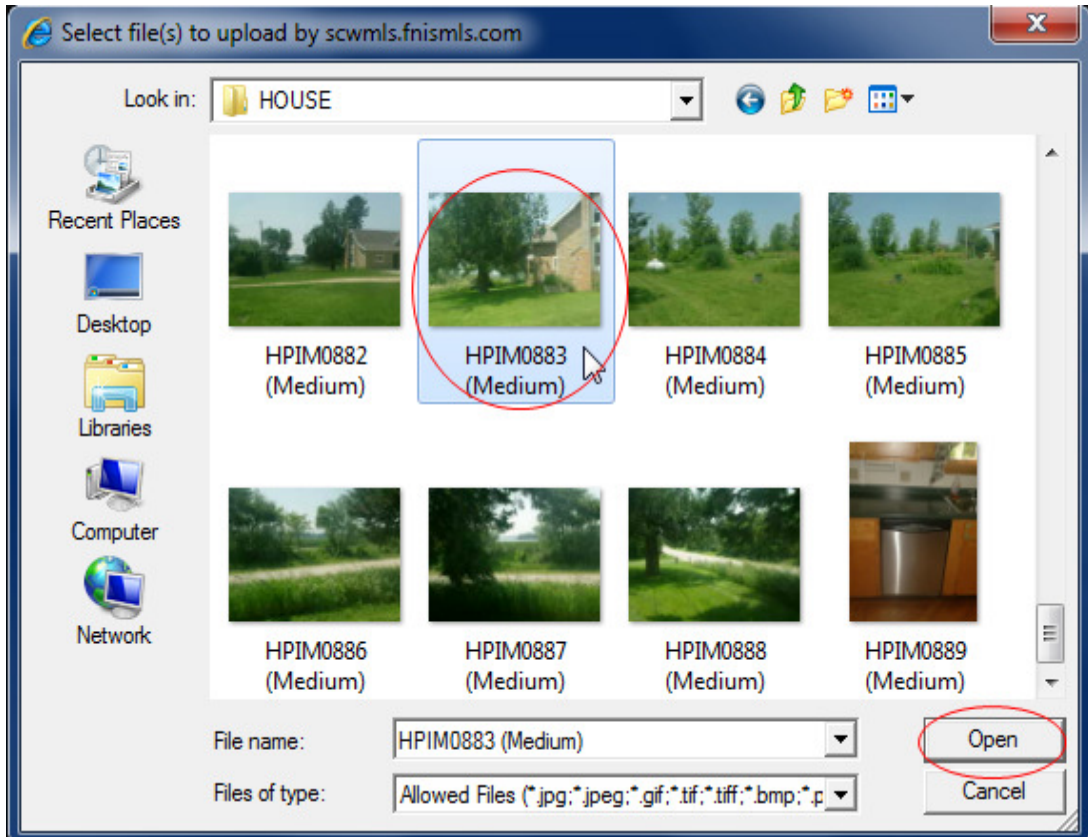
Step 2: Click **Upload** on one of the picture placeholders. The upload picture modal opens, giving you the ability to browse and find your picture. Most start with the Primary picture, but it doesn't matter, you can rearrange them later.



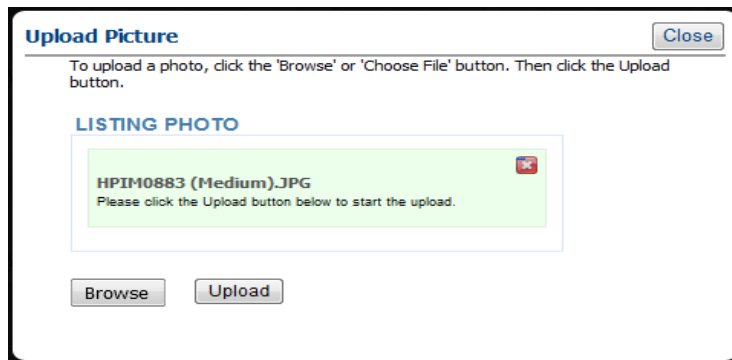
Step 3: Click **Browse** to open a browser box to find the listing picture for this upload.



Step 4: The browse box is the typical process for looking for a file on your computer. It is the same process you would use to attach a file to an email. Once you have found the picture you want, click Open, or double click on the image to tell Paragon that it is the picture you want.



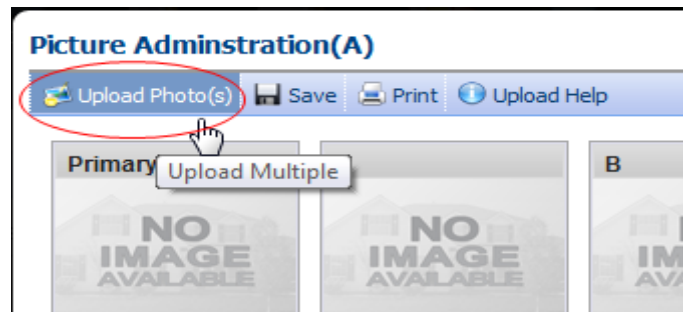
Step 5: Click Upload in the picture tool to send the picture image to Paragon. If the picture is not in the requirements of Paragon, you will be given an error message at this point.



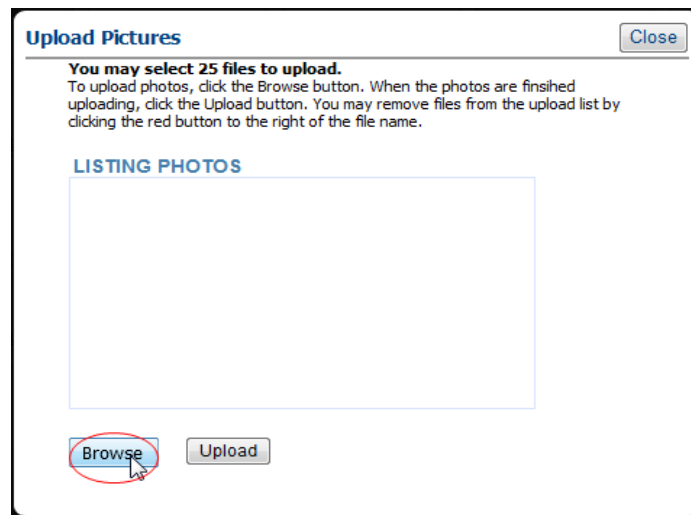
Bulk Photo Upload

Important: to use the Bulk Upload functionality, you must have Flash player installed on your computer.

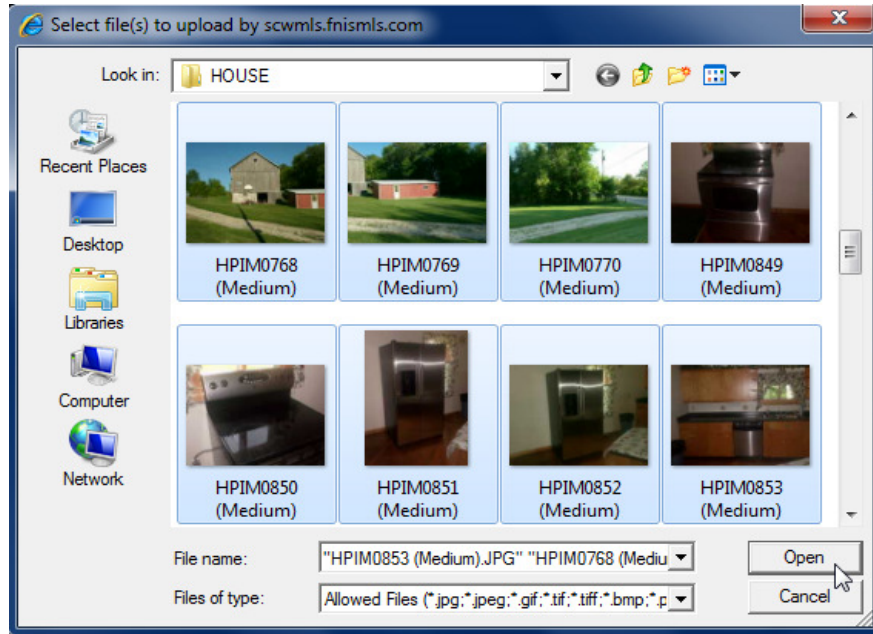
Step 1: Click Upload Photo(s) in the top left to open the upload tool.



Step 2: Click Browse to locate the photos to upload. This is the same process covered in the one at a time upload image description.



Step 3: With the bulk upload selection, you can select all of your listing images using this one time browse process. Hold your control key down while you click on the pictures for this listing. The ones selected will be highlighted. When you have selected the pictures you want, click **Open**.

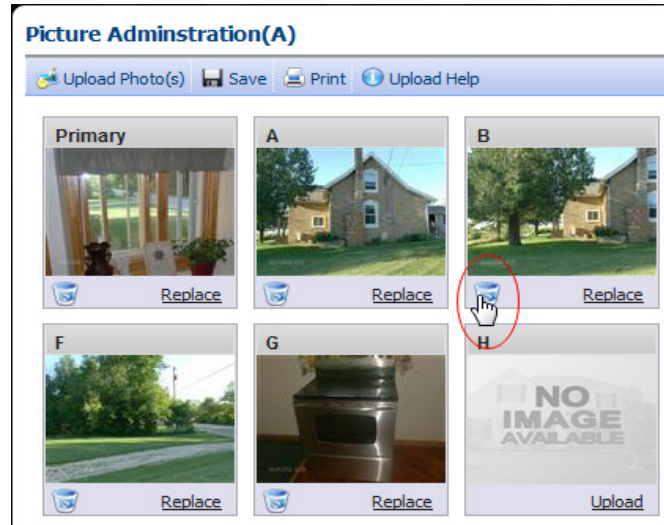


Step 4: The Upload Pictures box will now have the picture files lined up in the middle. If any of the image files do not match the Paragon image requirements, the file will be removed and you will have to manage that image file so it does fit the requirements. Click **Upload** to add the pictures to the Picture Administration tool.



Deleting Photos

To delete pictures from Paragon, click on the little garbage can to the lower left of the image:

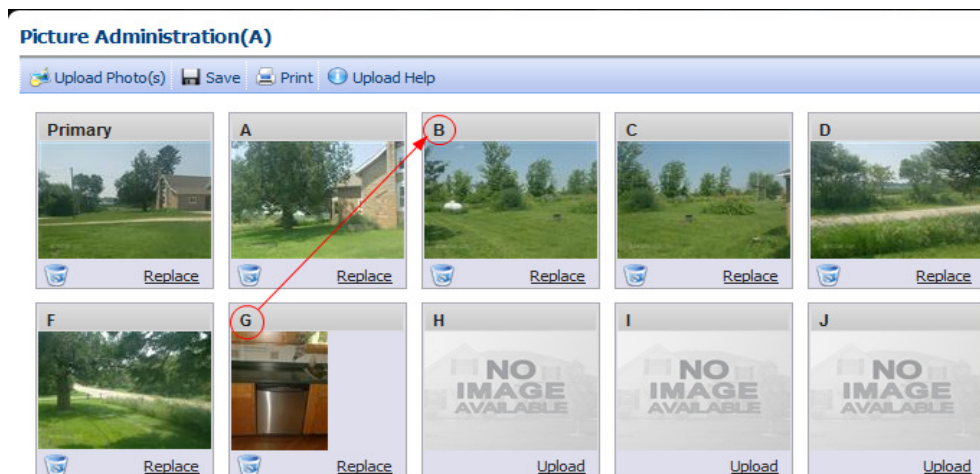


Rearranging Photos Tool

Rearranging photos allows you to change the sequence of the pictures in your listing once you have them uploaded. From the Picture Administration modal window:

Step 1: Left click and hold on the picture you want to change.

Step 2: In a drag and drop motion, move the picture to the place you want it to appear and release your mouse button. The other pictures will move to make room for your relocated picture.



Step 3: It is necessary to click **Save** to retain the new picture arrangement, or Paragon will not hold the new picture order.

Note: You can use this function when you initially upload pictures or at any time you want to update/change the order of pictures on your listing.

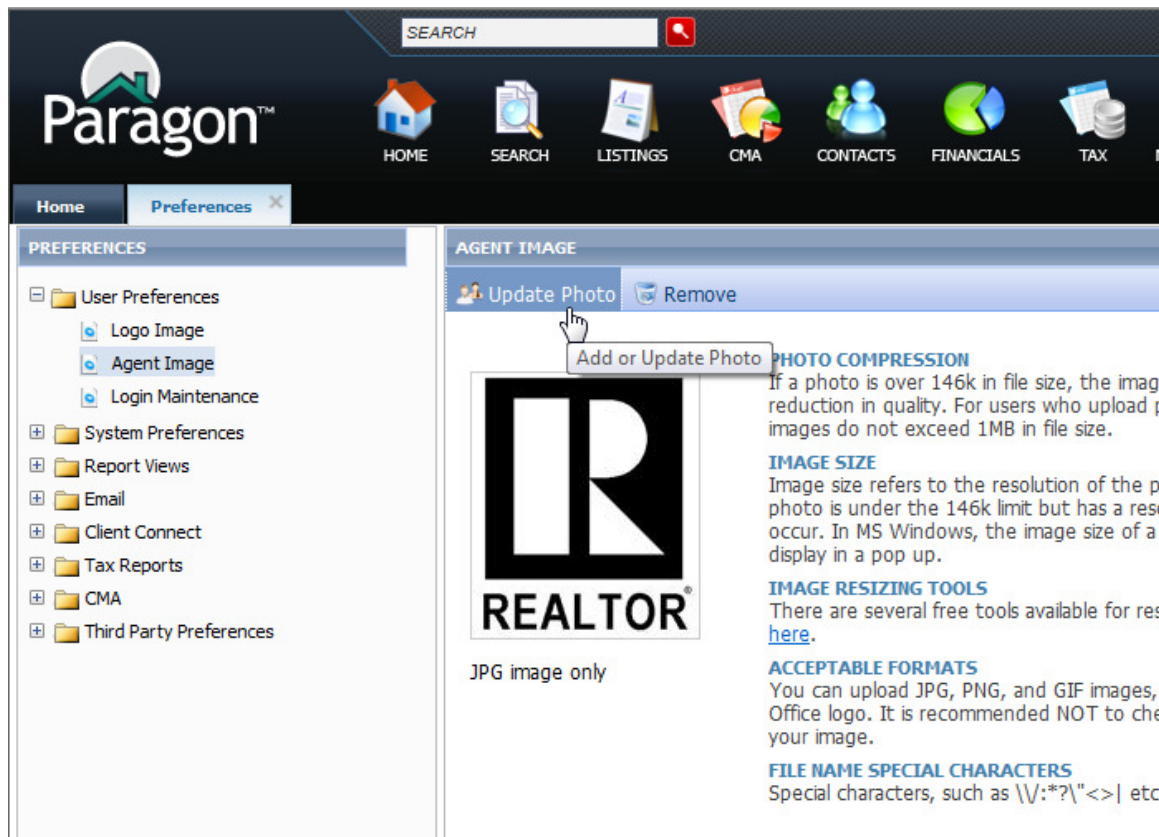
Agent and Logo Image Uploads

Size requirements for listing photos also apply to Agent and Logo photos. They must be .jpg, about 150KB in size, and 640x480 pixels. To load these pictures into Paragon:

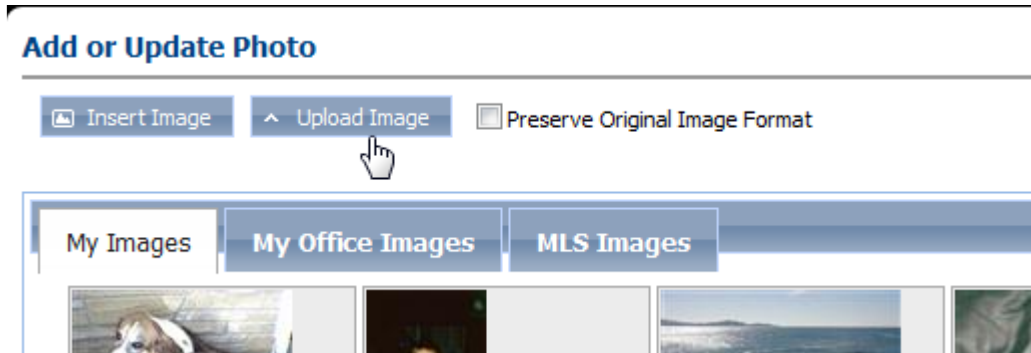
Agent Images

To add your Agent Image, click on **Preferences>User>Agent Image**

Above the photo space, click on **Update Photo**

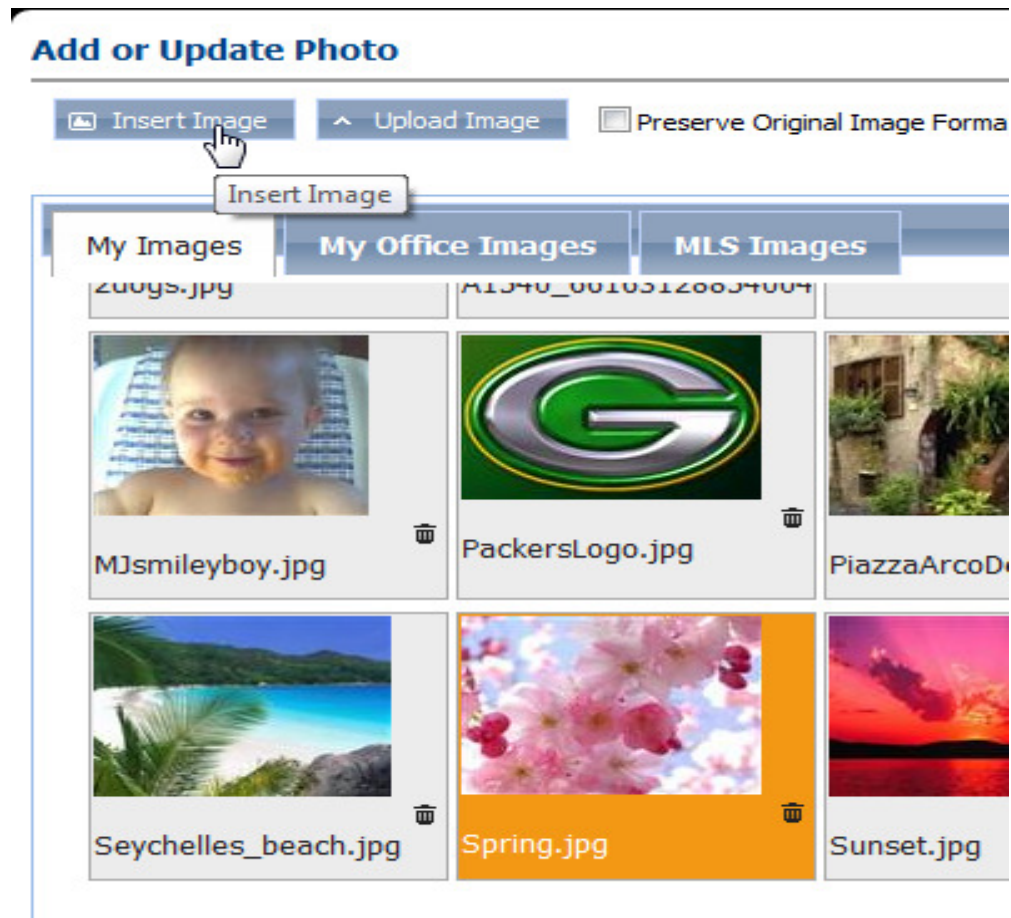


In the modal window that appears, click on **Upload Image** at the top. This will allow you to browse out to your computer for a previously saved and appropriately sized image.

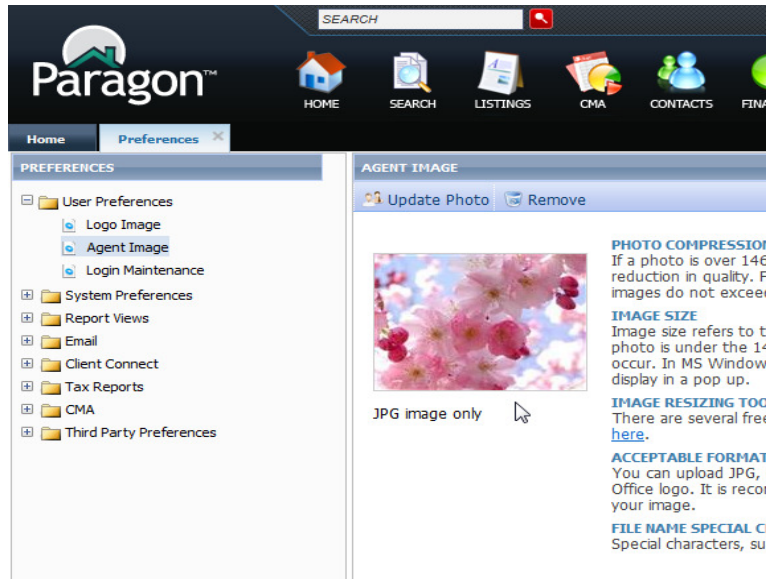


When you find the image, **double click** on it. This will add it to the list of choices you have in your modal window.

Click on the image, and then click **Insert Image** in the upper left-hand corner of the modal window.



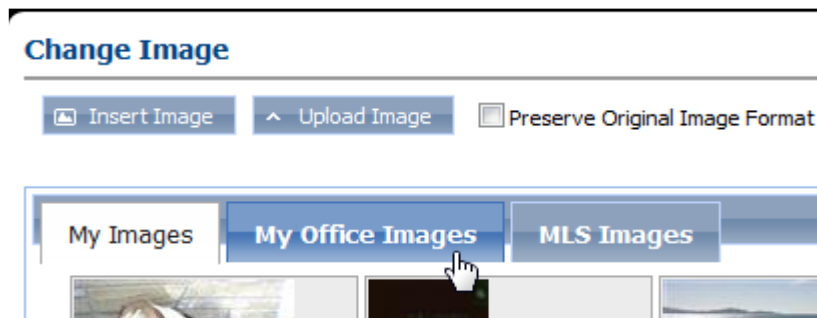
If you can see the image in the Agent Image space, it has been successfully uploaded, and will appear on your reports.



Agent Logos

Agent logos are loaded in the same way Agent images are. There are a few more options for pictures, however.

When you click on Update Office Logo, you will see 3 tabs that you can select from – “My images”, where you can load your own logo, “My Office Images”, where the Broker can load a logo for the office, and you can pick it up, and “MLS Images”, where the MLS has loaded a few logos for everyone to use.



As with the Agent Images, if you can see the image in the Agent Logo space, it has been successfully uploaded, and will appear on your reports.

Removing Agent Photos and/or Logos

If you ever move companies or are unhappy with your picture or logo and you need to remove it, but you do not have a replacement, you can remove the image by simply clicking on **Remove** above the image space. The space will revert to the default, and you can always go back and upload a new image when you are ready.



Jen Thompson

Notes: