

Listings Direct FAQs

What is Listings Direct?

Listings Direct is a listing distribution service that enables the automated flow of listing data from broker MLS systems into dash.

Who is it for?

Listings Direct can be utilized by any domestic affiliate company that has an MLS agreement in place.

Is there any cost to use Listings Direct?

Each MLS is unique, related to fees, agreement structures, and data usage. Prior to launching Listing Direct for your brokerage, the Anywhere MLS Team will review if there are existing MLS agreements in place that can be leveraged for Listing Direct. If not, the Anywhere MLS team will advise you of any additional fees and the amount of these fees, prior to moving forward with integration.

How do I know if I have an MLS agreement in place?

If you are unsure if you currently have an MLS agreement in place, please reach out to MLsAgreements@anywhere.re.

How do I sign up?

Early Access groups have been selected and those companies will receive a communication that includes a link to register for an Early Access group.

I've been nominated for Listings Direct Early Access and am registering via the provided form. Who should be listed as the primary and secondary contacts?

The primary contact should be a broker/owner or the broker responsible who will provide the final approval for the switch to Listings Direct. The secondary contact can be an admin or anyone the broker designates as a point of contact for data validation and communications through launch.

What is the current onboarding process?

For Early Access groups, the onboarding process will take approximately 4 weeks. The goal is to ensure a seamless transition that doesn't take up too much of your time. Here's what you can expect in terms of the timeline and onboarding steps:

Week 1

- Registrants chosen to move forward with onboarding receive a communication with the timing of their onboarding group and next steps

Week 2– Onboarding Process Begins

- Each company's listings are added to dash via Listings Direct in the non-production environment (nothing goes live)

- Dash onboarding environment credentials sent to the broker/owner for data validation along with a comprehensive report that provides an overview of the number of listings published in the non-production environment
- Broker/owner reviews and validates the data (reviewing a small number of listings to ensure that the data looks correct)

Week 3

- Broker/owner notifies the [Listing Direct Support Team](#) of any data issues
- Listings Direct Support Team promptly addresses any data issues and requests a re-validation if necessary. This step can be repeated as needed until the broker/owner is satisfied with the data.
- Broker/owner approves listing feed and confirms a 'go live' date

Weeks 4/5

- Listings Direct pushed live on agreed-upon date

Can Listings Direct be set at an office level, or do all offices within a company need to adopt the product?

Currently, Listings Direct is set at the company level, so all offices affiliated with a company would need to launch Listings Direct.

Do all offices in my company need to have the same primary MLS?

There can be a different Primary MLS for each office within the company.

What happens to existing listings in dash once Listings Direct is turned on?

Listings Direct does not remove or delete any listings within dash. It will simply replace any fields coming from the MLS and retain any fields within dash not provided by the MLS.

What can I do to make sure that my listing inventory is correct after pushing Listings Direct live?

We suggest that you run an inventory report, and audit any listings not updated by Listings Direct.

Does Listings Direct have any limitations?

- Currently, Listings Direct does not support de-duplication of listings in dash. Therefore, it is preferred to have one primary MLS per office, to avoid duplicate listings in dash*. Should any of your offices utilize more than one MLS, we suggest that only the primary MLS be utilized within Listings Direct, and that listings from alternate MLS systems be manually entered into dash.
- Must have an MLS agreement in place
- Each MLS has different fields for listing information, and a majority of those fields are mapped accurately from the MLS to dash. However, there may be some fields that are not currently being mapped. The Listings Direct Support Team is continuously improving the field mappings as they are brought to our attention, and will prioritize any requests as they come in

** Please note that if you supply more than one primary MLS per office, this may result in duplication of listings within dash, which will require you to manually delete those duplicate listings in dash.*

Who do I reach out to if I have any questions or issues with Listings Direct?

Listingsdirect@anywhere.re