



Unauthorized Use of Broker Listings

The Department of Consumer Protection adopted a regulation more than 30 years ago prohibiting a licensee from advertising another broker's listing without the permission of the listing broker. The regulation also requires the unaffiliated licensee to update the advertising every 72 hours as well as identify the listing broker in the advertising.

In addition, each MLS has rules about properties and photos posted on the MLS that align with state regulations: a listing shall not be advertised by a broker other than the listing broker without prior consent of the listing broker. This MLS rule applies to all mediums, except IDX.

If you find an unauthorized use of your listing, the most expedient way to address the violation is reporting it to the MLS.

State of Connecticut - Regulations of Connecticut State Agencies

https://eregulations.ct.gov/eRegsPortal/Browse/RCSA/Title_20Subtitle_20-328Section_20-328-5a/

Sec. 20-328-5a. Misrepresentation, disclosure and advertising.

(d) No real estate licensee shall modify or change the listing information of a real estate broker without the express permission of the real estate broker. **No real estate licensee shall advertise real estate listed with a real estate broker with whom the real estate licensee is not affiliated without the permission of the listing real estate broker.** No real estate licensee shall advertise real estate listed with a real estate broker with whom the real estate licensee is not affiliated without updating such advertising at least once every seventy-two (72) hours. No real estate licensee shall advertise real estate listed with a real estate broker with whom the real estate licensee is not affiliated without identifying that the real estate is not listed with the real estate licensee.

MLS Rules and Regulations

Advertising of Listings Filed with the Service.

A Listing shall not be advertised (other than IDX) by any Broker/Agent, other than the Listing Broker/Agent, in any medium whatsoever, without prior consent of the Listing Broker.