

Unlock MLS now has a simplified syndication process in Matrix Add/Edit. Review this page for an overview of the third-party publishers available for listing syndication, including other FAQs.

The third-party publishers below are options for your office to display listings. To view your office's current syndication settings in Matrix, go to **Search > Office Quick Search**, and then search for your office. If any channels are listed under "Your Office has opted out of these vendors," then a listing agent will NOT be able to display listings on those sites.

<p><u>Property Search on ABoR.com</u> (AustinHomeSearch.com)</p>  <p><u>Email Support</u> 512-454-7636</p>	<p><u>Homesnap (The Broker Public Portal)</u></p>  <p><u>Email Support</u> 866-855-2622 <u>Online Support</u></p>
<p><u>Homes.com</u></p>  <p><u>Email Support</u> 866-774-2947 <u>Online Support</u></p>	<p><u>realtor.com</u></p>  <p>1-800-848-4166 <u>Online Support</u></p>
<p><u>ListHub</u></p>  <p><u>Email Support</u> 1-877-560-0171 <u>Quick Start Guide</u></p>	<p><u>Apartments.com</u> (LSE Only)</p>  <p><u>Email Support</u> 888-658-7368, ext. 2</p>

Syndication in Matrix Add/Edit

- Listing agents are able to choose which third-party publishers their listings will be sent to, **as long as their broker has opted into those channels.**
 - In other words, a listing agent can only **opt out** of sending a listing to a third-party publisher. However, a listing agent **cannot opt into** a channel that the broker has not opted into.
- Syndication includes sending the listing to HAR.com/TexasRealEstate.com and ListHub, which also sends the listing to the ListHub channels a broker has selected. [Learn more about ListHub.](#)
- **Brokers:** To make changes to your office's public portal selections, email support@abor.com with a request.

FAQs

Q: What is syndication?

A: Syndication is the process of distributing listing information to advertising websites. Agents can send listings to any of these sites, as long as the broker hasn't opted out of the channel:

- [Property Search on ABoR.com](http://PropertySearchonABOR.com) (AustinHomeSearch.com)
- [Homesnap](http://Homesnap.com)
- Homes.com
- realtor.com
- [ListHub](http://ListHub.com)
- HAR.com
- Apartments.com (Residential Lease only)

When selecting which sites to send listings to, note that the text in the Internet Display box shows which sites the broker has **opted out** of.

Q: How does a broker make these syndication selections for their office?

A: Brokers will need to email support@abor.com with a request to opt in/out of the third-party publishers that are available under **Add/Edit**. Remember, **only brokers will be able to make these requests**.

Any agent can view their office's syndication selections by going to **Search > Office Search > searching for the office > click the office ID**. The channels that have been opted out of will be listed on the right side of the syndication section. If you do not see any sites on the right-side list, your office is opted into all available options.

Q: Can agents opt into these feeds if their broker hasn't selected it?

A: No. Listing agents can only send listings to third-party publishers that the broker has opted into for his/her office(s).

Q: Do these syndication selections impact an IDX site?

A: No. **Syndication is not IDX (Internet Data Exchange)**, also known as "broker reciprocity." IDX enables brokers to share their listings with other brokers for display on their consumer-facing website, whereas syndication is the display of listings on third-party websites.