



Branch Office & Regionalization in kvCORE - It's Finally Here!

Introducing a new feature in kvCORE that empowers agents to personalize their profile by selecting an authorized branch or regional office address, instead of automatically displaying the generic kvCORE office entity address registered with the MLS.

Unlike conventional brick-and-mortar buildings, office entities within the eXp instance of kvCORE represent diverse MLS feeds. However, the default address associated with office profiles may not accurately reflect the locations where our agents reside or the markets they specialize in.

To address this challenge, while still ensuring MLS compliance, this feature enables agents to showcase their connection to specific authorized branch or regional offices, aligning their profiles more closely with their expertise and geographic focus.

Where you will see the change

- The regional or branch office address chosen will display in the footer of the kvCORE agent site
- The office or branch office address chosen will be sent via text message to contacts & clients.

What is remaining the same

- An address will be visible in the footer of the office websites & the agent sites
- The option for adding an additional office address under Web & IDX Settings is still available

What Next?

If you want to update your office address in kvCORE, please [fill out this form](#) to start the process!

If you have additional questions about this feature...

Contact your managing broker or the state/regional broker team and they can assist! You can also email support@exprealty.com or visit the Tech Outpost in eXp World.

If you are still making a decision about how to proceed...

You don't need to rush this decision, there isn't a deadline to meet to be able to make use of this feature

FAQs

How do I request my kvCORE account be updated to reflect my branch or regional address?

To get the process started, fill out [this form!](#)

Can I use my personal address?

No, only broker team-authorized addresses can be used in this new feature.

You can enter an additional address using the Additional Office Address feature. This setting can be accessed and edited following these steps:

1. Log into kvCORE
2. Go to Web & IDX (along the left) → Website Settings
3. Under the "General" subheader, you will find "Additional Office Address"
4. In this section, enter the address you want visible on your agent site, then click Save

I added my branch office address already, but it needs to be updated. What should I do?

Contact your broker, as they and your state/province broker team have a form they use to make this change.

My broker said I can't use the address I want, why is that?

The address might not be authorized or you might not be registered with that office. Consult with your broker and they can provide more insight.

The address I already have on my agent site is fine, do I have to change?

No, it isn't a requirement to use this feature.

Where are the settings for me to change this myself?

Agents will not be able to change the regional or branch offices themselves, it will be completed by eXp staff after the request form has been approved by the state/province broker team.

I submitted my request last week, why haven't I heard anything?

Here is the expected timeframe upon agent submission of the request form:

- If the address is already available in kvCORE, the update will occur within three business days of submitting the request and the submitting agent will be contacted by email once their request has been completed
- If the address is not currently available in kvCORE, the update will occur within seven business days of submitting the request, and the submitting agent will be contacted by email once their request has been completed

Please note: Broker team approval is required for any regional office address additions or updates.