



Content & Verified Media Provider Policy

Overview

The Cape & Islands Multiple Listing Service, Inc. (“CCIMLS”) maintains a program for content providers to become a Verified Media Provider. The following policy describes who is eligible, how to participate, and additional terms.

What Defines a Content Provider

A Content Provider is one who provides photography, videography, virtual tour services, and produces other similar media or content for CCIMLS Participants & Subscribers. A Content Provider may become a Verified Media Provider by participating in CCIMLS’s program.

How to Become a Verified Media Provider

The Content Provider must complete the CCIMLS Content Provider Agreement and pay CCIMLS a one-time setup and processing fee of \$50. If Content Provider will upload content directly to Participant and Subscriber’s listings via the CCIMLS listing software, a Participant Authorization Form signed by a Participant is also required.

Verified Media Provider Guidelines

In addition to the terms as stated in the Content Provider Agreement, the following shall also apply:

CCIMLS

- Will add the approved Content Provider to the list of Verified Media Providers on the CCAOR website subject to the receipt of a completed agreement and payment of the fee.
- Will allow limited access to the MLS listing software in order to provide the services mentioned in the Content Provider Definition subject to receipt of a Participant Authorization Form.

Content Provider

- Once approved, will become a Verified Media Provider, and may indicate on their website and within marketing materials that they are a Verified Media Provider for CCIMLS and its Participants and Subscribers.
- Must submit all copies of marketing materials that include the above language (e.g., Verified Media Provider) to CCIMLS.
- Must provide a list of all CCIMLS Participant clients on a quarterly basis.
- All content added to the MLS listing software must comply with the [rules and policies of CCIMLS](#).

Access to Listings

Once a Participant Authorization Form has been received, a Verified Media Provider will be provided with login credentials to access the MLS listing software. After login, they will only have access to the listings for which they are assigned upon listing entry by a listing agent. Within the assigned listings they will have the ability to add photographs, videos, and virtual tours only. Verified Media Provider is not allowed to perform any other functions in the MLS listing software.

Verified Media Provider must have a completed Participant Authorization Form on file with CCIMLS for each Participant to which Verified Media Provider wishes to upload content to their listings.

Participant Requirement

Each Participant must complete the Participant Authorization Form and return in to CCIMLS prior to using a new Content Provider or an approved Verified Media Provider if they would like them to have access to their listings. The Participant Authorization Form will be retained by CCIMLS for compliance purposes (i.e., ensuring Verified Media Provider has permission to add content to listings). Participant may revoke a Participant Authorization Form at any time.