

Listing Requirements

This program is available to all LeadingRE members on a per listing basis, so long as listings meet the criteria below:

- Listings should first meet basic territory requirements for exposure on leadingre.com to qualify for this program:
 - » For U.S. Brokers, property listings within the state(s) of the Affiliate's approved Designated Geographic area will be displayed on LeadingRE.com
 - » For Non-US Brokers, property listings within the country of the Affiliate's approved Designated Geographic area will be displayed on LeadingRE.com
 - » For questions related specifically to your company's Designated Geographic area, please contact your relocation department
- For residential listings only. Rental, commercial, mixed use and multi-family properties are not eligible. Select land listings may qualify.
- Listings must be priced at minimum \$499,900 USD.
- A minimum of five (5) professional photos per listing required.
 - » Photos with company watermarks will not be accepted or displayed for listings enrolled in this program.
- Most property updates should happen automatically via your company's data feed to leadingre.com. Should manual updates to your listing be required (including edits to photos or description), one complimentary update to the property is allowed during the initial 6-month enrollment period. Beyond that, any additional manual changes will be subject to a \$25 change fee for each request.

Program Enrollment ([View Benefits](#))

- Enrollment Fee: \$399 for 6 months or until the listing sells (whichever comes first).
- Enrollment fee will not be refunded for listings that sell, go off market, or are transferred to another agent/ brokerage prior to membership end date.
- Enrollment fee will not be refunded if agent leaves member brokerage (rendering agent ineligible for LeadingRE program benefits) before membership end date.
- Payment by credit card is required to complete the enrollment process.
- Enrollment is for one listing and not transferable. Additional listings may not be substituted for the originally enrolled property.
- To continue this program after the initial six (6) months, the property may be re-enrolled at the discounted rate of \$199 for the next six (6) months.
- If a price reduction occurs during enrollment, the listing may remain in the program even if reduced below \$499,900 USD. Listings reduced by more than 30% are no longer eligible for inclusion.

Other Property Types

The following may be enrolled if they meet the standard listing criteria and details below.

Non-MLS, Pocket & Exempt Listings

- When a pocket listing is price reduced or sold, please notify featuredproperties@leadingre.com to make any updates.

Other Property Types (continued)

Vacant Land Listings: Requires (5) professional photos of exceptional views and/or the site.

- Land listings must be zoned for residential use to be approved.
- Vacant lots without exceptional locations, views or other amenities will not be accepted.

Construction Listings

- Under Construction & Pre-Construction – Minimum of one (1) full color rendering required. The remaining three (3) photos can be renderings, views, site photos or “under construction.”
- New Construction – Up to three (3) units in the same building may be enrolled in this program at one time. Each listing must include a minimum five (5) unique photos/images.