

FAQ for MLS Markets with Both ListHub and Point2

My MLS currently uses Point2 and ListHub for syndication. What will happen to our Point2 listing syndication service now?

Since your market is already set up for access with ListHub it will be an easy transition. Brokers who are currently using Point2's syndication services will have a free ListHub account set up on their behalf to ensure there is no gap in syndication. Once their ListHub account is created they will be invited to login and make choices about where their listings will be distributed online.

While the acquisition is effective immediately, the transition of service will be managed and timed when most convenient for your MLS, sometime over the next six months. ListHub and Point2 will work collaboratively to ensure a seamless process for all customers, including support for member communications. Point2's services and support for syndication will sunset at the end of February 2015.

Will Point2 continue to offer other online marketing services, other than syndication?

Yes! Point2 will continue to provide real estate marketing solutions, agent websites, IDX tools, and mobile applications, and MLS public websites, and additional tools to help real estate professionals to be more productive and competitive. Please contact Point2 directly for more information about their suite of real estate marketing products - 1-866-977-1777 or customercare@point2.com.

Will I continue to receive a rev share?

Yes. If you receive a rev share from Point2 today, it is related to the sales of Point2 agent websites and other marketing solutions. These products will still be available from Point2, and your agreement with Point2 for rev share on these products is unaffected by Move's acquisition of Point2's syndication business.

When does the transition happen?

ListHub will coordinate with your MLS to identify a specific roll-out date to begin transitioning existing Point2 broker accounts to ListHub. Brokers with Point2 may also [create their free ListHub account](#) at any time to begin using the ListHub service immediately. To establish your estimated cutover date please contact the ListHub team at mls.info@listhub.com.

What if my MLS has a bulk feed with Point2, but does not with ListHub?

Your ListHub MLS-level settings will not be affected by this change, however if you wish to review or modify your opt-in vs bulk feed settings with ListHub please contact the ListHub team at mls.info@listhub.com.

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How will this acquisition affect my members who use Point2's Listing Syndication services?

During the transition period, while your MLS is still using Point2's syndication services, there will be no effect on your members.

Before the Point2 service is terminated ListHub will create ListHub accounts for broker members who had previously used Point2 listing syndication. Once the account is created broker members will be invited to login to their free account to access the complete suite of ListHub tools and services, and to make their online marketing choices. Brokers may choose to send to all of the publishers in the ListHub network, choose publishers selectively, or choose not to syndicate at all. Either way it is always the broker's choice.

What are the benefits for members who are transitioning to ListHub?

ListHub provides a single platform that handles all aspects of marketing a listing online, from ensuring accuracy to providing tools that help brokers make wise choices about where to syndicate to measuring and analyzing the results.

ListHub has a host of unique advantages, including: support for syndication to franchise websites (remax.com, coldwellbanker.com, century21.com and more), integration with both Fannie Mae and Freddie Mac's websites for agents who list and sell these REO properties, robust (free) education programs like WiseAdvertise, and many more.

How many publishers are in the ListHub network?

ListHub gives brokers the option of advertising their listings on over 60 national real estate search websites.

Will Point2 customers have access to the same network of publishers in the ListHub network?

No, but the good news is that your members will have access to a broader selection of publisher websites to choose from, including some of the top sites for traffic, like Homes.com. While many of the same publishers are available in both networks, there may be some websites that are not included in the ListHub network as were in the Point2 network. ListHub requires that all of our network publishers meet our rigorous standards and abide by the same set of comprehensive listing content protections to ensure proper use of the data. [Click here](#) to view a summary of our content protections. ListHub's publisher team will be reaching out to publishers in the Point2 network to invite them to transition with us, as appropriate. If you have a special request please contact the ListHub team at mls.info@listhub.com.

How can we educate our members about ListHub?

At ListHub we believe education is the key to a successful online marketing strategy. We have a number of resources available to help you spread the word about ListHub and educate your members on best practices around syndication. A member of our industry relations team will work with you to help educate members who are new to the ListHub platform. We can provide:

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- Prewritten email messaging to share with your members
- Video tutorials on our [YouTube page](#)
- [Newsletter](#)/blog articles
- Host onsite or live webinar presentations exclusively for your members
- [WiseAdvertise](#), a self-paced eLearning program to help educate your members all about syndication
- Custom display banners for your MLS dashboard or website

What new benefits will members have with ListHub that they did not have with Point2?

- **MORE SYNDICATION OPTIONS:** ListHub provides a broader selection of publisher websites to choose from, including some of the top sites for traffic, like Homes.com
- **DATA PROTECTIONS:** ListHub has the industry's most comprehensive listing content protections in place with all of our publisher partners to ensure that the listings are used only for consumer display and in a broker-friendly manner. [Click here](#) to view a summary of our content protections.
- **REPORTS:** ListHub is the only source for complete and objective consumer traffic data in the real estate industry, including metrics from dozens of publisher websites such as realtor.com, Zillow, Trulia, Homes.com, as well as MLS public websites, franchise and brokerage websites, and more.
- **THE REAL ESTATE NETWORK:** An opportunity for brokers to choose to send listings to national franchise websites and MLS public websites. Sites include remax.com, coldwellbanker.com, realtyexecutives.com, century21.com, and HAR.com (TX only).
- **SUPPORT FOR REOs:** ListHub is the exclusive partner for Freddie Mac (Homesteps.com) and Fannie Mae's (HomePath.com) websites.
- **GLOBAL:** ListHub offers the industry's most robust international syndication package for those brokers who choose to invest in international real estate opportunities.
- And much more! [Click here](#) to review more member benefits.

What if my MLS or a member has a support request regarding their listing syndication?

During the transition period MLSs and their members who are still actively using Point2 for syndication will contact Point2's team (1-866-977-1777 or customer@point2.com) for support regarding syndication.

Once broker and agent members are migrated to ListHub, all support inquiries will then go through ListHub. We have a dedicated support contact for MLS support requests, and a variety of support options for members. Brokers and agents should login to their account and click "support" to view all options.