



Photo Requirements

Primary Photo is required on all listings within 7 days of activation of the listing regardless of listing status.

- *Must be the subject building, or lot, that is for sale or lease as the focal point.*
- *If not submitted within the seven days, a \$100 fine will be assessed regardless of the listing Status.*
- *If a compliant primary image is subsequently submitted between days 8-14, the fine will be reduced to \$50*
- *If there is no compliant primary image within 14 days of listing activation, the listing will be changed to WITH-Temporarily Withdrawn from the PPMLS until a compliant image has been uploaded.*

Photo Violations

Common Photo Violations

- *Subject building, or lot, is not the focal point of the primary photo.*
- *Interior photo as a primary.*
- *Primary is a view from or of the property where the subject building, or lot, is not the focal point.*
- *Contact information - regardless of legibility - Broker, builder, or seller signs with phone numbers, email, websites, logos, company colors, etc.*
- *Landmark, Subdivision or Complex signs in the primary image.*
- *Primary photo does not represent construction status; To Be Built, Under Construction, New Construction, Pre-Sold. ([See Construction Status Definitions](#))*
- *Images of People.*
- *Copyright that belongs to another entity.*
- *Signs for other entities such as roofing, siding, etc.*
- *Address (excluding when the address is affixed to the property or landmark or decorative fixture).*
- *Overlays, other text, fades, borders, other graphics (with the exception of “To Be Built” and “Under Construction” banners).*
- *Dates (excluding the RSC watermark and dates applied by cameras).*
- *Financial, monetary information or incentives.*

Fines associated with Photo Violations

- *Contact information - Primary and Additional photos -regardless of legibility.*
 - *1st offense is a courtesy warning. Photo is immediately removed and replaced with a No Photo image.*
 - *Subsequent offense is an automatic fine of \$100.*
- *Primary photo violations - 2 courtesy notifications - 5 then 3 days. After 2nd notice if primary photo is not replaced, the fine is \$100 and a No Photo image is uploaded.*
- *If no compliant primary image is uploaded within 7 days of the fine, the listing will be changed to WITH-Temporarily Withdrawn from the PPMLS until a compliant image has been uploaded.*
- *Additional photo violations - 2 courtesy notifications - 5 then 3 days. After 2nd notice, if additional photo is not updated or remove a \$25 or \$50 fine will be assessed and photo will be removed.*

Please click on this link to view the entire photo policy within the [PPMLS Rules and Regulations](#)