

Greater La Crosse MLS Corporation
MLS Photo Submission Policy

When is a photo due?

Once a property is submitted to the MLS, you have 10 calendar days to submit the photo (due Monday if the 10th day falls on a weekend or non-working holiday). If a photo is not received within 10 days, the Broker will be billed \$12.00 per listing on the 25th of each month until that photo is submitted or until the listing expires.

Which listings require a photo?

Single family, Duplex, Multi-family, and Condo are all required to have a photo, even if they're Sold Before Print, 1-party listings, or In-House listings. The only exceptions are FSBOs, Vacant Land, Commercial, and Business listings, although photos are welcomed.

New Construction

If the property is New Construction, meaning there isn't a structure yet (defining as siding, windows, and roof), it is very important that you make a note in the top margin of the front of the profile sheet. If there is no note and no photo submitted within 10 days, the Broker will be billed \$12.00 per listing on the 25th of each month until that photo is submitted or correspondence is received explaining that the listing has no structure. If the listing is determined as New Construction, the MLS Coordinator will call once a month to check the status. Once there is a structure, you are required to submit a photo within 10 days.