MLS of Roanoke Valley Rule on Digital and AI Photo and Media Alteration

Purpose: The purpose of this rule is to maintain transparency, honesty, and accuracy in property listings by regulating the use of digital editing or manipulation, including AI-based filters or tools on property photographs within the MLS. This rule aims to prevent misrepresentation and ensure that prospective buyers receive truthful visual information about listed properties. (*This rule will be incorporated in the MLS Rules & Regulations.)

Section 1. Scope

This policy applies to all MLS Users submitting property photographs to the MLS. It governs the use of digital and AI tools for enhancing or modifying images included in property listings.

Section 2. Statement

While digital and AI tools may be used to enhance photographic quality, any use of digital and AI filters must not misrepresent the physical characteristics or condition of the property.

All digital and AI-enhanced images must be clearly disclosed to ensure transparency.

Section 3. Permissible Use of Digital and Artificial Intelligence Filters

Digital and AI tools can be used to correct lighting, color balance, clarity, minor imperfections, and to provide a visualization of potential decorating or upgrade options.

A. Enhancements should serve to provide a more accurate depiction of the property's appearance without exaggerating or distorting features.
B. Virtual staging, digital rendering, or suggested alterations to physical aspects of the property must be accompanied by the original unaltered photograph.

Section 4. Prohibited Use of Digital and Artificial Intelligence Filters

A. Digital and AI tools must not be used to materially change the condition, size, proximity to other buildings, or other physical attributes of the property, improvements or fixtures, or its surroundings.
B. The primary goal is to prevent any image manipulation that could mislead potential buyers about the property's actual condition or features.

Section 5. Disclosure Requirements

All photos that have been digitally enhanced or modified using AI tools must include a clear, visible disclosure stating, "Digitally Enhanced," using the field indicator option available in Flex on the photo.

Section 6. Verification and Compliance

A. Listing agents are responsible for verifying that all altered or modified images comply with this policy.
B. The MLS reserves the right to audit listings periodically for compliance and reserves the right to examine the original photograph.
C. Any non-compliance identified during audits must be corrected.

Section 7. Enforcement

Violations of this policy may result in disciplinary actions, including but not limited to:

A. Issuance of a Violation Notice, requiring corrective action within 2 business days of date of notice. If not corrected, a $100 fine will be issued for the first offense, $250 for the second offense, and $500 for the third offense in a calendar year.
B. Each two (2) business day period with non-response will result in an additional $50 fine imposed and removal of the improper photo by MLS Staff.

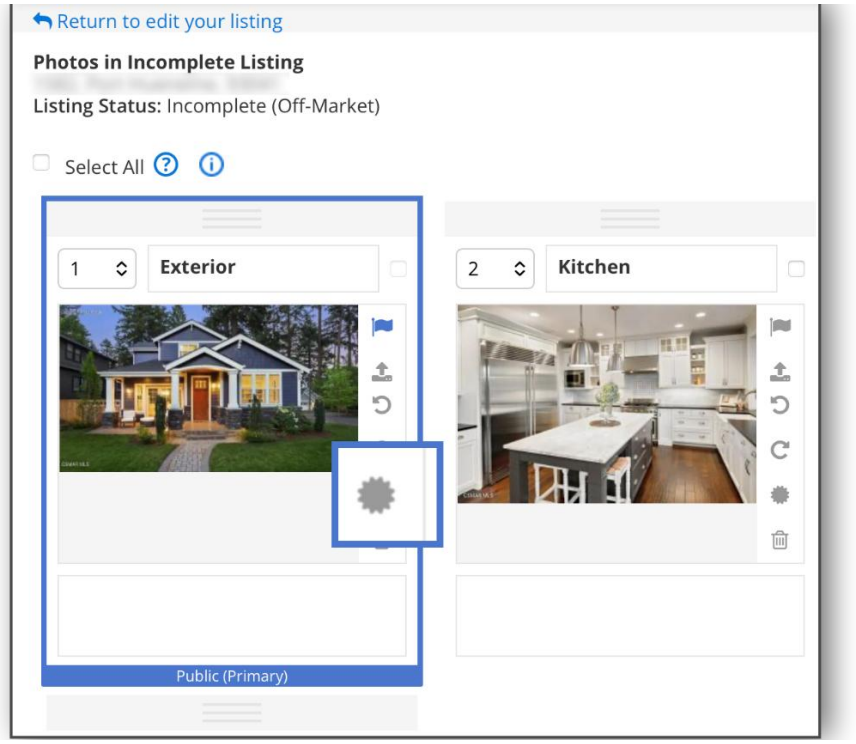
Section 8. Review

This policy will be reviewed periodically and updated as necessary to reflect technological advancements and regulatory changes.

MLS of Roanoke Valley - Adding "Digitally Enhanced" Secondary Watermark to Photos in Flex (Effective 12/1/2026)

(See Add or Change Listing Media & See Add or Change Listing Photos)

1. Once a photo is added - Click the **sunburst icon** in your uploaded photo.



The watermark will display in the upper left corner of the photo.



IMPORTANT NOTES:

- The watermark can be added to individual photos only.
- It cannot be added to a group of photos all at once.
- Once the watermark is added, it cannot be removed.
- If the watermark was added in error, delete the photo and re-upload it to the listing.

Primary Watermark:

All listings entered into MLS of Roanoke Valley will automatically have a primary watermark, MLSRV, added to the lower left corner of a photo.

