

Disclose Virtually Staged or Digitally Altered Images in Matrix

Images may be digitally altered, including virtual staging, if they still portray the property accurately. All edits must be disclosed in the public remarks or by adding a label to the images.

Digitally altered images

ITSO MLS® Rules (Rule 2.15) allow images to be digitally altered, including digital staging. The images must not be changed in a way that inaccurately portrays the property.

Here are examples of edits that are allowed and not allowed in listing photos.

Allowed:

- add furniture and pictures
- remove tenant belongings
- remove brokerage advertising and For Sale signs from windows

Not allowed:

- add trees or shrubs that are not on the property
- move vents or windows
- change light fixtures or paint colours

Tips

- For the full image rules, see the ITSO MLS® Rules (Rule 2.15).

Source: <https://support.itsosystems.ca/kb/133>