

# ListHub Overview for Brokers & Agents – Managing Online Listing Exposure

(Updated November 2025 – NWWMLS Resource)

ListHub allows brokers to control where their listings are sent for online marketing and to access exposure reports. It provides a secure connection from NWWMLS to select consumer websites and marketing platforms, helping brokers manage data accuracy and compliance.

## Why Brokers Use ListHub

- 1 Control where listings appear online by choosing approved publishers.
- 2 View detailed traffic and engagement reports for office listings.
- 3 Ensure compliance with MLS syndication rules and data standards.
- 4 Automate listing updates—changes in Matrix flow to publisher sites automatically.

## Common Publisher Examples

Century21.com, HomeFinder, Homes & Land / The Real Estate Book, Land.com Network, Apartment List, AdWerx, Juwai, HomeWinks, Zumper, and others. These options may vary depending on national publisher agreements and what NWWMLS enables for syndication.

## Major Portals (Zillow, Realtor.com, Homes.com)

These sites no longer use ListHub for data. They now receive listings directly from NWWMLS or through broker/franchise agreements. Brokers do not need to activate them in ListHub.

## Setting Up a Broker Account

- 1 Go to [www.ListHub.com](http://www.ListHub.com) and click Create an Account.
- 2 Select Broker/Franchise and choose Northwestern Wisconsin MLS (NWWMLS) as your MLS.
- 3 Enter office and contact information (must match your MLS record).
- 4 Accept the MLS data-license terms to connect the feed.
- 5 Log in and choose Publishers → Publisher Choices to enable or disable sites.
- 6 Click Save Changes or Activate Syndication. Updates appear on publisher sites within 24 hours.

## Agent Access Under a Broker Account

Agents cannot change syndication settings but may be granted access under their broker's login for visibility of reporting and publisher options.

### Advantages:

- 1 View which publishers the broker has approved.
- 2 Review listing exposure reports shared by the broker.
- 3 Understand where listings are being marketed to help communicate with sellers.
- 4 Maintain consistency with the office's syndication policy.

### Limitations:

- 1 Agents cannot enable or disable publisher sites.
- 2 Agents cannot authorize new syndication feeds.
- 3 Agents do not have individual traffic reporting separate from the office.
- 4 ListHub is not connected directly to Matrix for agent-level use.

## Agent Accounts in ListHub

Agents can create individual ListHub accounts if they have at least one active listing in the MLS. These accounts are linked to their MLS ID and allow agents to view performance data for their own listings only.

### **Agents Can:**

- 1 Register directly on [www.ListHub.com](http://www.ListHub.com) using their MLS credentials.
- 2 Access exposure and traffic reports for their own active listings.
- 3 See which publishers their broker has authorized for syndication.
- 4 Share performance reports with sellers as part of listing updates.

### **Agents Cannot:**

- 1 Change broker-level syndication settings or add new publishers.
- 2 Override office or MLS syndication policies.
- 3 Manage other agents' or office listings.

## Need Help?

ListHub Support: [support@listhub.com](mailto:support@listhub.com) | 877-847-3394

MLS Assistance: [staff@ranww.org](mailto:staff@ranww.org) | 715-835-0923