



Vision Alliance Realty, Inc.

□ Standard Operating Procedures (SOP) for Real Estate Website

Company: Vision Alliance Realty, Inc.

Location: New York

Approved By: Rahhim Shillingford

Purpose

To ensure the brokerage's website operates legally, professionally, and efficiently — reflecting the brand's standards while maintaining compliance with New York Department of State (DOS) advertising regulations, NAR guidelines, and MLS/IDX rules.

Scope

Applies to all employees, agents, contractors, and vendors who create, manage, update, or publish any digital content or listing on the brokerage's website and affiliated online platforms.

Roles and Responsibilities

Broker of Record - Ensures full compliance with NYDOS, MLS, and Fair Housing laws.
Website Administrator - Manages site structure, security, hosting, updates, and backups.
Marketing Coordinator - Creates and updates property listings, blog posts, and agent profiles.
Licensed Agents - Submit accurate listing data, disclosures, and marketing materials.
IT / Web Developer - Ensures performance, uptime, SEO, ADA compliance, and IDX integration.

Website Management Procedures

Domain & Hosting - Domain registered under brokerage entity; secure hosting with SSL.
Branding & Design - Display broker name, office info, and maintain ADA compliance.
IDX Data - Update listings every 12-24 hours and remove expired ones.
Property Listings - Submit, review, approve, publish, and update with broker oversight.
Lead Capture - Route leads to CRM, respond within 1 business day, ensure TCPA compliance.
Content



Vision Alliance Realty, Inc.

Management – Use accurate, non-discriminatory, informative posts with disclaimers.
Advertising Compliance – Follow NYDOS §175.25; display broker name, license type, and Fair Housing logos. Data Security – Use SSL encryption, backups, and secure data storage. Maintenance – Monthly audits for performance and compliance. Complaint Procedure – Log, review, and correct within 3 business days.

Review & Updates

SOP to be reviewed annually or after any changes in NYDOS rules, MLS/IDX agreements, or company policies.

Appendices

A. Website Access Log B. Content Approval Form C. IDX Agreement & Compliance Checklist D. Website Backup Schedule E. Advertising Compliance Quick Reference (NY §175.25) F. Fair Housing Notice Template

Signatures:

Broker of Record:

Rahim Shillingford

Date:

10/13/2025

Website Administrator:

Date:
