



# Certified Photographer Program

# WHY The Certified Photographer Program?

## It's Safe

All Photographers on the list have passed our application process and been properly vetted.

## Save Time

The photographers have the ability to upload photos directly to listings on behalf of brokers.

## Limit Hassle

Many Photographers offer a variety of services including drone/aerial footage, virtual tours, photography services, making marketing the property easier.

## Right to Retain Photography

Photographers agree to a non-exclusive, unlimited license. That's a long way of saying in most circumstances, the MLS can retain the photos in the database free of copyright infringement forever.

## Application

Photographers that would like to be part of our Certified Photographer Program must complete & submit an application.

## Sign Agreement

Photographers sign an agreement with Mid Georgia MLS regarding licensing and copyright rights.

## Training

Photographers complete a Mid Georgia MLS provided training course for uploading photos directly to listing.

## Search/Use with Confidence

After the photographers have completed the steps above, they are added to the Certified Photographer Program.

## 1 Select a Location





Determine the area of the listing that requires photography services.

**Tip**  
Many photographers serve multiple areas; consider searching for one that serves many of the areas you list properties.

## 2 Review List

Review the list of photographers that serve that location and the photography needs.

**Tip**  
Look for the icons that represent services like:

-  Digital Photography
-  Virtual Staging/Enhancements
-  Aerial/Drone Footage
-  Virtual Tours

## 3 Choose Photographer

Select a Certified Photographer with confidence and ease.

**Tip**  
For more information, contact us.

 [midgamls.com](http://midgamls.com)

 [support@midgamls.com](mailto:support@midgamls.com)

 478-742-1261

Certified Photographer Program

# FAQs

## For Photographers

**Q:** How do I become a member of the Certified Photographer Program?

**A:** Apply at [www.midgaml.com](http://www.midgaml.com). We will review the application, and if you and the studio are a good fit, you will be invited to join.

**Q:** What are the requirements beyond the application?

**A:** Once adequately vetted, you will be asked to sign an agreement between Mid Georgia MLS and Photographer/Studio. Next, you must take an online training course for uploading photos into the MLS database. Lastly, once these items are completed, you will be added to the list.

**Q:** What are the benefits of becoming a Certified Photographer?

**A:** You'll get connected. More than 800 real estate professionals can access our Certified Photographer Program list within our private database. Building a professional relationship of loyalty and trust benefits both the Broker and the Photographer. We will recognize you on our public-facing website, [www.midgaml.com](http://www.midgaml.com).

**Q:** What is the cost of joining the Certified Photographer Program?

**A:** At this time, none!

## Certified Photographer Program

## FAQs

## For Brokers

**Q:** Who owns your property photos?

**A:** It depends on the agreement you enter with the photographer. To assist you with a basic understanding of Photography License Agreements. Here are the three most common types:

Work for Hire: This agreement provides that the commissioned photographs are a “Work for Hire,” which means the commissioning party is the automatic owner of the photographs from their creation.

Assignment Agreement: In this agreement, the photographer assigns the broker all rights, title, and interest in the photographs. The photographer grants the broker all rights necessary to transfer or license the copyright/intellectual property of the images to MLS or anyone else to whom the broker may transfer the license.

Exclusive License Agreement: A photographer may want to retain ownership of the photographs. In this agreement, the photographer grants the broker an exclusive license to display and distribute the photographs in connection with the real estate industry specific to the property. At the same time, it is listed as active for a specified period.

It is crucial to know what rights you own in photographs and how those rights permit you to use the photographs. To reduce your risk of copyright infringement, you should:

- Review photography agreements to assess what rights were granted or conveyed.
- Audit your use of listing photographs to ensure compliance with the relevant agreements.
- Determine how you will use photographs and ensure future agreements permit those uses.
- Maintain records of all assignments and licenses with your important legal documents.

## Certified Photographer Program

## FAQs

## For Brokers Continued

**Q:** If I use a photographer from the Certified Photographer Program (CPP), do I have the right to use the photographs in the MLS in advertising within the real estate industry?

**A:** Yes. While the property is being marketed, the photographs may be used in connection with the real estate industry when listed as an active property for sale. Beyond that, it depends on the agreement you enter with the photographer. The Certified Photographer Program (CPP) does not give you unlimited use. It allows the MLS to retain the photos in the MLS. All photographers participating in the CPP sign an agreement giving the MLS rights to maintain their photography in the MLS.

**Q:** Am I protected from copyright infringement if reproducing, displaying, printing, broadcasting, and licensing the images covered by the CPP?

**A:** Yes. You are protected using the photography while the property is for sale. After the property is sold, you ARE NOT safeguarded and do not have a right to reproduce or display the photos since it will depend on your individual agreements with the photographer. The MLS may retain them for viewing in the database.

**Q:** Can the Certified Photographer upload photos to listings on my behalf?

**A:** YES. All members of the Certified Photographer Program (CPP) complete a training course for uploading photos to listings via Flexmls. However, it is up to the brokerage if they want the photographer to upload the photos. You make that decision, not the MLS.

## Certified Photographer Program

# FAQs

### For Brokers Continued

**Q:** Can the photographer change the listing other than upload photos?

**A:** NO. The photographers are assigned a user number for the sole purpose of uploading photos to a specific listing in the MLS database.

**Q:** My photographer is not currently part of the Certified Photographer Program; can they be added?

**A:** YES. Simply refer them to our website: [www.midgaml.com](http://www.midgaml.com).

Look for the Certified Photographer Program on [www.midgaml.com](http://www.midgaml.com) and apply.

Certified Photographer Program

# Enrollment Checklist

FOR PHOTOGRAPHERS

- Complete Certified Photographer Program Application and submit.
- Once approved, complete Photographer/MLS Agreement and submit.
- Submit logo, website, and point of contact information.
- Review Certified Photographer Program list information.
- Start connecting with more than 800 real estate professionals.