

# Lenson Realty Elite

## Photo Use Policy

Lenson Realty Elite & New Floresta Realty

### Purpose

This policy exists to protect the brokerage, its agents, and affiliated professionals from copyright infringement, lawsuits, and damage to our reputation. It is essential that all real estate professionals affiliated with Lenson Realty Elite and New Floresta Realty understand and strictly adhere to the rules regarding the use of images in marketing materials, MLS listings, websites, social media, and any other public or internal communications.

### General Rule

You may only use a photo if:

1. You personally took the photo, OR
2. You hired a professional photographer and received written permission/license to use the photo, OR
3. You have written permission from the photographer who owns the rights to the image AND they have the legal authority to grant that permission.

**WARNING:** If you did not take the photo or do not have explicit written permission, DO NOT use the image.

### Prohibited Sources

The following are strictly off limits for image use:

- Google Images
- Stock image sites (e.g., Shutterstock, Getty Images, iStock, Adobe Stock, etc.) unless you have paid for and received a proper license
- Community association or HOA photos, even if given by a board member or president
- Facebook or other social media photos not taken by you
- Photos taken by previous listing agents or photographers
- Photos sent by homeowners, unless written release is provided by the original photographer
- Any third-party website unless usage rights are explicitly and verifiably granted

### Best Practices

- Always document written permission when using photos you did not personally take.
- Store all photo release documents in your transaction file.
- Use reputable professional photographers who provide usage rights in writing.
- When in doubt, don't use the image. Contact the broker or call the Help Line at (561) 441-9298.

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## Liability Warning

Failure to follow this policy may result in:

- Legal action and financial damages
- Loss of MLS privileges
- Disciplinary action by the brokerage
- Damage to your professional reputation

We have already experienced legal liability due to misuse of photos. This is not a theoretical risk - it is real, and it is costly.

## Final Reminder

All images used in real estate marketing must be used ethically, legally, and with proper authorization. This protects not only you as an agent but the brokerage and your clients as well.

If you have any questions or are unsure, always err on the side of caution and call the Help Line before using the image.