



SELLER CONTROLLED MARKETING DISCLOSURE

For use by Northeast Florida Multiple Listing Service, Inc. (realMLS)

Participants & Subscribers

IMPORTANT – PLEASE READ: If Seller chooses to enter the listing as Active in the MLS, within 3 days of the effective listing agreement (Listing Date), this disclosure is unnecessary.

Sellers have control over how their listing is marketed and can choose from various marketing strategies with their real estate professional based on their specific needs, desired timeline, and market conditions. Each marketing option below offers different advantages in terms of listing exposure, marketing and pricing strategy, and timeline to sell.

Property Address: _____

Listing Date: _____ Expiration Date: _____

Entering the listing as **Active** in the Multiple Listing Service (MLS) produces the widest and most immediate exposure to the listed property. An **Active** listing in the MLS benefits from:

- **Immediate exposure to thousands of real estate professionals** who can share the listing information directly with prospective buyers, within minutes.
- **Immediate display on vast public marketing channels** including thousands of brokerage websites and national and international real estate platforms.
- **Increased visibility** for the listed property.

Although choosing to enter the property listing in the MLS as **Active** provides the listing unparalleled marketing exposure, Sellers have the following alternative marketing choices available.

INSTRUCTIONS:

Please **choose OPTION 1** (Coming Soon) **or OPTION 2** (Seller’s Waiver of MLS Benefits). If **OPTION 2** is selected, then option **(a)** or **(b)** on page 2 is required.

Option 1: Coming Soon (Pre-Marketing)

Seller Initials	Seller Initials
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Listing is not ready to be Active in the MLS, but will be ready within 30 Days

- Entered into the MLS as **Coming Soon** within **3 days** of the effective listing agreement
- **Immediately** available in the MLS to thousands of real estate professionals and their prospective buyers.
- **Will NOT** be made available for display on thousands of brokerage websites or national and international real estate platforms.
- **Limited** to display on the Listing Agent/Brokerage website only.
- The listing may be marketed in a manner consistent with the **SELLER’s** choice.
- While in Coming Soon the property **CANNOT be shown** until after the “Start Showing Date”.
- Days On Market is calculated from the “Start Showing Date”.

Seller Approved “Start Showing Date”: _____

(Listing will go Active on the “Start Showing Date”. This date may be modified at the request of the seller in writing but cannot go past 30 days from the date of entry.)

OR

Option 2: Seller’s Waiver of MLS Benefits

Seller Initials	Seller Initials
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Listing will not be entered into the MLS within 3 days of the effective listing agreement

- **NOT** entered into the MLS within 3 days of the effective listing agreement.
- **NO** public marketing permitted.
- Will **NOT** appear on any real estate website, no mass digital marketing, signs, or publicly distributed flyers.
- Upon entry into the MLS as Active, the listing will receive all benefits of an Active listing (if applicable).

****REQUIRED: If Option 2 (Sellers Waiver of MLS Benefits) is selected above, please choose option (a) or (b) on Page 2****



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Seller's Waiver of MLS Benefits (cont.)

Please initial next to option (a) or (b) below. (Note: Only required if Option 2 "Sellers Waiver of MLS Benefits" on Page 1 is initialed)

Seller Initials	Seller Initials
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- (a) Seller requires privacy to sell the listing and agrees to **permanently** waive MLS benefits during the term of the listing agreement.
- o **NO** public marketing permitted.
 - o Listing will **NOT** be entered into the MLS at any time during the term of the Listing Agreement. (Listing may be submitted as "Sold – Comp Only" upon closing.)

OR

Seller Initials	Seller Initials
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- (b) Seller needs to prepare the listing and agrees to **temporarily** waive MLS benefits.
- o **NO** public marketing permitted.
 - o Listing will **NOT** be entered into the MLS within 3 days of the effective listing agreement.
 - o Days On Market is calculated from the effective date of the listing agreement.
 - o Listing is **NOT** allowed to be entered into the MLS as Coming Soon.
 - o Seller agrees for the listing to be entered into the MLS as **ACTIVE** on or before:

Seller Approved "MLS Entry Date": _____
 (This date may be modified at the request of the seller in writing.)

The intent of this disclosure is to ensure Sellers are informed of MLS benefits and the marketing options available for their listing while keeping the listing broker in compliance with NEFMLS (realMLS) Rules and Regulations. **Initials next to the selected option, signatures of all parties, and all applicable fields are required.**

REQUIRED: IF SELLER CHOOSES OPTION 2 – SELLER'S WAIVER OF MLS BENEFITS, THIS FORM MUST BE EMAILED WITHIN 3 DAYS OF THE LISTING DATE TO:

ListingWaiver@realMLS.com

Sellers Signature: _____ Date: _____

Sellers Signature: _____ Date: _____

Listing Licensee Signature: _____ Date: _____

Printed Name of Licensee: _____

Listing Broker Signature: _____ Date: _____