



## realMLS's Local Implementation - Multiple Listing Options for Seller's

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### **Expanding Seller Controlled Marketing:**

- Allow up to 3 days (from effective listing date or final signatures) for listings to be submitted to the MLS (previously 24 hours).
- Listing Distribution Options under Broker Distribution tab in Listing Add/Edit:
  - o Internet Data Exchange (IDX) – Y or N field (defaulted to Yes)
  - o \*NEW\* Virtual Office Website (VOW) - Y or N field (defaulted to Yes)
- Listing Syndication Options under Broker Distribution tab in Listing Add/Edit:
  - o \*NEW\* REALTOR.com – Y or N (defaulted to Yes)
  - o \*NEW\* ListHub – Y or N (defaulted to Yes)
- NEW realMLS Disclosure form “Seller Controlled Marketing Disclosure” with both options:
  - o Option 1: Coming Soon
  - o Option 2: Seller’s Waiver of MLS Benefits

### **Changes to Coming Soon Status:**

- Allow listings to be in Coming Soon status for up to 30 days (previously up to 21 days).
- Coming Soon Listings will be included in Virtual Office Website (VOW) data feeds.
- Coming Soon Listings may be publicly displayed on the Listing Agent’s website and the Listing Broker’s website.

### **MLS Policy Preserved:**

- Clear Cooperation Policy (CCP): within one (1) business day of marketing a property to the public, the listing broker must submit the listing to the MLS for cooperation with other MLS participants. Public marketing includes but is not limited to: flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays (including IDX and VOW), digital communications marketing (email blasts), multi-brokerage listing sharing networks, and applications available to the general public.
- Coming Soon listings - DOM hold at Zero until “Start Showing Date” which triggers listing to go to Active status.
- Coming Soon listings - NOT included in IDX or Syndication feeds.

### **Changes to Seller’s Waiver of Entry Options:**

- Now called: Seller’s Waiver of MLS Benefits.
- Two Seller Options:
  - o Seller requires privacy to sell the listing and agrees to **permanently** waive MLS benefits during the term of the listing agreement.

**OR**

- o Seller needs to prepare the listing and agrees to **temporarily** waive MLS benefits but agrees to enter the listing into the MLS as ACTIVE on or before the Seller Approved "MLS Entry Date".
- No public Marketing with either option.
- CCP still applies to ALL Seller’s Waiver of MLS Benefits Listings.