



September 13, 2019

MARKETING PROPERTIES

The MLS is getting reports of properties that are being marketed, but are not in the MLS. Once you begin marketing a listing, you must either submit a completed MLS Exempt Listing Form to the association or input the listing in the MLS with a status of Active/No Show.

**EXEMPT LISTINGS (“OFFICE EXCLUSIVE”)

If a property owner requests an exempt listing, the property shall not be entered into the MLS for at least 90 days after the submission of the [MLS Exempt Listing Form](#) to the Association. The MLS Exempt Listing Form must be submitted to the Association by the next business day of any advertising or marketing. **The form must be signed by the seller, listing broker and MLS participant (firm broker) or it will not be accepted by the MLS.** Seller may petition the MLS Steering Committee for a waiver of the 90 day time period.

**ACTIVE/NO SHOW

- a) All listings being marketed as “coming soon” will be input in the MLS. If the property is not ready for showings, this shall be noted in the Agent Remarks section and you can also put that it is “coming soon”.
- b) No showings by anyone are allowed during this period of time. If you are going to show the property this information must be deleted and opened up to all members to show.
- c) Do not put the property Temporarily off the Market (TOM) as if you do you are not able to market the property. Form 4145 TERMINATION/TEMPORARY SUSPENSION OF LISTING AGREEMENT reads as follows: Temporarily Off Market. Seller and Firm agree that the Property shall be taken off the market temporarily, such that no active marketing activity shall be conducted at this time. Seller and Firm agree that the relationship between them shall continue to exist, and all rights to commission and other terms and provisions of the Listing Agreement shall continue to apply. (Signatures of at least one Seller or Firm's Broker required.)

CANCEL AND RE-LIST POLICY

Listing a property, canceling it and entering it in as “NEW” is not acceptable. You must have a **minimum of 30 days** after canceling a listing before you can enter it in as a “New” listing **in the same office**. This is a fineable offense and will be closely monitored.

