



May 20, 2022

## MARKETING PROPERTIES

The MLS is getting reports of properties that are being marketed, but are not in the MLS. Once you begin publicly marketing a listing it must be entered in the MLS by the next business day. **(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.)** If showings are not available the listing must be input with a status of Active/No Show. If your client does not want the listing in the MLS you must submit a completed MLS Exempt Listing Form to the association by the next business day.

### **\*\*ACTIVE/NO SHOW**

a) **All listings being marketed as “coming soon” will be input in the MLS as an Active/No Show (ANS).** 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” **(the property must be ready for showings to have a “New” status).**

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.)

### **\*\*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, after all necessary signature of the seller(s) to an exempt listing have been obtained. **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.

**Note:** Participants must distribute exempt listings within one (1) business day once the listing is publicly Marketed. See Section 1.01, Clear Cooperation.