

LISTINGS: WHERE DO THEY GO? WHAT ARE THE RULES?



STATUS/ LISTING TYPE	REQUIRE MLS ENTRY	HOW THE LISTINGS GET SHARED						OK TO ADVERTISE	AVM	CONSUMER COMMENTS (BLOGGING)	ADDRESS ON INTERNET	ACCRUE DAYS ON MARKET	SHOWINGS	OPEN HOUSES	ACCEPT OFFERS
		PUBLIC DISTRIBUTION		VOW	BBO	WITHIN MLS: PARTICIPANTS & SUBSCRIBERS	PUBLIC MARKETING								
		IDX	SYNDICATION TO THIRD-PARTY SITES												
ACTIVE - INTERNET Y	YES	YES	YES	YES	YES	YES	YES	YES or NO	YES or NO	YES or NO	YES or NO	YES	YES	YES	YES
ACTIVE - INTERNET N	YES	NO	NO	NO	NO	YES	YES	YES or NO	NO	NO	NO	YES	YES	YES	YES
ACTIVE UNDER CONTRACT	N/A	YES or NO	YES or NO	YES	YES	YES	YES	YES or NO	YES or NO	YES or NO	YES or NO	YES	YES	YES	YES (Back Ups)
CANCELED	N/A	NO	NO	YES	YES	YES	NO	NO	NO	NO	NO	NO	NO	NO	NO
CLOSED	N/A	YES or NO	YES or NO	YES	YES	YES	NO	NO	NO	YES or NO	YES or NO	NO	NO	NO	NO
COMING SOON	YES	YES or NO	YES or NO	YES	YES	YES	YES	YES or NO	YES or NO	YES or NO	YES or NO	NO	NO	NO	YES
COMP ONLY SALES	YES	NO	NO	NO	NO	YES	NO	NO	NO	NO	NO	NO	NO	NO	NO
OFFICE EXCLUSIVE	NO	NO	NO	NO	NO	NO	YES	NO	NO	NO	NO	NO	YES	YES	YES
PENDING	NO	YES or NO	YES or NO	YES	YES	YES	YES	YES or NO	NO	YES or NO	YES or NO	NO	NO	NO	NO
TEMPORARILY OFF MARKET	N/A	NO	NO	YES	YES	YES	NO	NO	NO	NO	NO	NO	NO	NO	NO
WITHDRAWN	N/A	NO	NO	YES	YES	YES	NO	NO	NO	NO	NO	NO	NO	NO	NO

REMINDERS:

- **ACTIVE (INTERNET N, INTERNET Y) AND COMING SOON** LISTINGS MUST BE ENTERED INTO THE MLS WITHIN 2 BUSINESS DAYS OF THE EFFECTIVE DATE OF A LISTING AGREEMENTS(RULE 15.1.1).
- ALL STATUS CHANGES MUST BE REPORTED TO THE MLS WITHIN 2 BUSINESS DAYS (RULE 15.2.6), EXCEPT FOR WHEN OWNER ACCEPTS AN OFFER IN COMING SOON, WHICH MUST BE DONE WITHIN 1 BUSINESS DAY OF ACCEPTING AN OFFER (RULE 4.5).
- **SELLER AUTHORIZATION FORM** REQUIRED FOR “**COMING SOON**” (RULE 4.5) AND “**OFFICE EXCLUSIVE**” (RULE 6.6) LISTINGS.
- **COMP ONLY SALES** (RULE 4.6) ARE ENTERED INTO THE MLS BY THE MLS.
- “**PUBLIC MARKETING**” AND “**OK TO ADVERTISE**” ARE DIFFERENT! “**PUBLIC MARKETING**” (RULE 3.17) includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites (including but not limited to social media), brokerage website displays (including IDX and syndication to third-party websites), digital communications marketing (e.g. email blasts), multi-brokerage listing sharing networks or multi-brokerage communications, and applications available to the general public.
“**OK TO ADVERTISE**” (RULE 15.5), if selected, allows others to display listings that are not their own outside of data feeds).