

Flyers displayed
in windows



Yard signs



Multi-brokerage listing
sharing websites



WHAT COUNTS AS PUBLIC MARKETING?

Per Policy 8.0



Brokerage
website displays
(including IDX and VOW)



Digital marketing on
public facing websites



Digital communications
marketing
(email blasts)

TRIGGERS FOR POLICY 8.0

Listing agreement is signed:

5 business days to enter listing into MLS



Marketed before the 5th day



Policy 8.0 triggers and you must add listing to the MLS within one business day

Listing is not ready for market:

The Temporary Exclusion Form is filed within 5 business days of listing agreement being signed



Property is publicly marketed at any time after the Temporary Exclusion Form is filed



Policy 8.0 triggers and you must add listing to the MLS within one business day

Listing is an Office Exclusive:

The No Entry Into MLS Form is filed within 5 business days of listing agreement being signed




Property is publicly marketed at any time after the No Entry Into MLS Form is filed



Policy 8.0 triggers and you must add listing to the MLS within one business day

MLS EXCLUSION FORMS: WHEN TO USE EACH FORM

 **OWNER(S) AUTHORIZATION TO TEMPORARILY EXCLUDE LISTING FROM THE MLS**

Property Address: _____
 Listing Agreement Beginning Date: _____ Listing Expiration Date: _____
 Listing Brokerage Name: _____
 Date to be entered into Stellar MLS (mm/dd/yyyy): _____

The purpose of a multiple listing service (MLS) is the orderly collection and dissemination of listing information, including properties for sale to allow cooperation among MLS brokers and their agents to better serve the buying and selling public. Properties that are entered into the MLS within 5 business days of signing the Listing Agreement. It is understood that five days may not be sufficient to ready a property for the market and MLS Rules provide an exception with written instructions by the property owner. Use of this form will provide notice to the MLS if the listing will be excluded from the MLS beyond the allowed five days. Note: Submission of this form is required within 5 days of the dated signature of the owner(s) of record or the listing effective date on the Listing Agreement if not entered immediately into the MLS.

Initials and signatures of all owners and signatures of both the listing broker/office manager and agent are required for validation – no changes or strike-throughs to this form will be accepted.

As Owner(s), I/We understand that any public marketing of this property will trigger the MLS Rules and Regulations requirement that the property be entered into the MLS within one business day for cooperation with other MLS Brokers. Note: Public marketing includes, but is not limited to, signs displayed in windows, yard signs, digital marketing on public facing websites, all social media platforms public or private, brokerage website displays (including iCL and VOW), digital communications marketing (email or text blasts, or automated voice calls / messaging), multi-brokerage listing sharing networks, and applications available to the general public.

Signatures below and initials above affirm the owner(s) instructions to withhold this property from publication in the MLS until the date noted. Owners acknowledge that if an offer is accepted during the temporary exclusion period, the property must be entered into the MLS in accordance with MLS Rules and Regulations. Note: This Listing Exclusion may be withdrawn by the listing office at any time and placed in the MLS upon Owner's authorization.

Owner Name (Print) _____	Owner Signature _____	Date _____
Owner Name (Print) _____	Owner Signature _____	Date _____
Agent Name (Print) _____	Agent Signature _____	Agent MLS ID _____
Broker/Office Manager (Print) _____	Broker/Office Manager Signature _____	MLS Office ID _____


Owner's Authorization to Exclude Property from MLS version 11-19 Page 1 of 1

Temporary Exclusion

Owner(s) Authorization to Temporarily Exclude Listing From the MLS

Example Use:

The listing agreement has been signed, but the seller is doing upgrades to the property and is not ready for it to be publicly marketed.

 **OFFICE EXCLUSIVE – NO ENTRY INTO THE MLS**

Property Address: _____
 Listing Agreement Beginning Date: _____ Listing Expiration Date: _____
 Listing Brokerage Name: _____

While the purpose of the MLS is to facilitate cooperation between MLS Brokers and their agents to successfully bring sellers and buyers together, it is also understood that there are circumstances under which the property owner(s) may seek exclusivity and request that their broker to withhold their property listing from the MLS. Initiating and signing of this form will be notice to the MLS that you, as the property owner, have instructed your brokerage that the sale of your property will be handled exclusively within the listing brokerage. Note: Submission of this form is required within 5 days of the dated signature of the owner(s) of record or the listing effective date on the Listing Agreement if not entered immediately into the MLS.

Initials and signatures of all owners and signatures of both the listing broker/office manager and agent are required for validation – no changes or strike-throughs will be accepted.

A. As Owner(s), I/We understand that excluding the listing from the MLS is a provision provided to the property Owner(s) to allow the brokerage to act in the Owner(s)'s best interest and meet the Owner(s)'s needs, with no intent to give the brokerage any advantage in finding a buyer for the property instead of submitting in the MLS and having cooperating arrangements to assist in procuring a buyer for the property.

B. As Owner(s), I/We understand that any public marketing of this property will trigger the MLS Rules and Regulations requirement that the property be entered into the MLS within one business day for cooperation with other MLS Brokers. Note: Public marketing includes, but is not limited to, signs displayed in windows, yard signs, digital marketing on public facing websites, all social media platforms public or private, brokerage website displays (including iCL and VOW), digital communications marketing (email or text blasts, or automated voice calls / messaging), multi-brokerage listing sharing networks, and applications available to the general public.

C. **FAIR HOUSING** - By signing this form, I/We affirm that the property is not being excluded from the MLS based upon reasons based on race or ethnicity to show, sell, negotiate or sell property to any individual or group of individuals on the basis of membership in any class, including but not limited to race, color, religion, national origin, sex, ancestry, age, marital status, physical or mental handicap, familial status or any other class protected by local, state and federal fair housing laws.

In accordance with MLS Rules and Regulations, by initiating above and signing below, as the property Owner(s), I/We are providing written instructions to the listing brokerage affirming that the property will not be entered into the MLS during the entire listing period and further acknowledge that any public marketing of the property will require entry into the MLS within one business day. This Listing Exclusion may be withdrawn by the listing office at any time and placed in the MLS upon the Owner's authorization.

Owner Name (Print) _____	Owner Signature _____	Date _____
Owner Name (Print) _____	Owner Signature _____	Date _____
Agent Name (Print) _____	Agent Signature _____	Agent MLS ID _____
Broker/Office Manager (Print) _____	Broker/Office Manager Signature _____	MLS Office ID _____

Office Exclusive version 11-19 Page 1 of 1

Office Exclusive

Office Exclusive – No Entry Into The MLS

Example Use:

When a homeowner does not want photos of their property online, or any listing information available to the public for the entire duration of the listing period.

ONCE PUBLIC MARKETING BEGINS, THE LISTING MUST BE ENTERED INTO THE MLS WITHIN ONE BUSINESS DAY.

Download forms: stellarmls.com/documents/listing-forms



8.0 FAQ

Q. Can I advertise a property as "Coming Soon"?

A. Any public advertising of a property (whether it includes the words "Coming Soon" or not) will require entry into the MLS within one business day.

Q. Can I do a "Coming Soon" advertisement for a property if I do not have the address in the advertisement?

A. No. That is a violation of the Clear Cooperation rule.

Q. If I have a form on file with MLS, can I advertise the property before putting the listing in the MLS?

A. No. While this used to be the case prior to the institution of the NAR Clear Cooperation rule, now public advertising of the property overrides any forms that are on file with the MLS and requires entry into the MLS within one business day.

Q. If an interested buyer comes to me as an agent during the exclusion period, can I show the property to them?

A. Yes, however showing the property while on a Temporary Exclusion would be considered public marketing and a Clear Cooperation "trigger" to enter the listing into the MLS within 1 business day. The showing would not trigger the property to be entered into the MLS only if the listing were an office exclusive, shown only to an internal client of the firm.

Q. What if my sellers do not want their home on the MLS at all?

A. You would use an Office Exclusive form in this situation. With this form, you as an agent can discuss the property within your own office. Again, any public marketing of the property will require entry into the MLS within one business day.