



Clear Cooperation for Sellers

I want to sell my home, but I don't want it on the MLS. What are my options?

If you list your home for sale with a member of the Outer Banks Association of REALTORS, your listing broker is required to enter your home into the MLS. There is only one exception: an Office Exclusive listing. This option can be selected by checking the box on page 6 of the Listing Agreement.

Frequently Asked Questions

Q: What is the MLS?

A: Short for Multiple Listing Service, the MLS is a marketplace that real estate brokers use to cooperate with other brokerage firms. Online listing services like Zillow and Realtor.com use data from the MLS to market your property to potential buyers all over the world. Entering your home in the MLS provides the widest exposure to potential buyers and their agents.

Q: What does Office Exclusive mean?

A: Office Exclusive listings are not entered in the MLS. If you choose this option, your home will only be known to other agents within the listing broker's firm. They can tell their buyers about it, but no other agents or buyers will know about it. Your listing agent will not be allowed to publicly market your home.

Q: What is public marketing?

A: All of these are considered public marketing and are specifically prohibited for Office Exclusive listings:

- Flyers
- Yard signs
- Email blasts
- Social media advertising
- Marketing on any public website
- Multi-brokerage listing sharing networks
- Phone calls to other brokers (outside the listing firm)

Q: What happens if I publicly market my home after choosing the Office Exclusive option?

A: If your home is publicly marketed in any way, your agent must enter the home in the MLS within one business day of the time it was first publicly marketed.

Q: Why did you make this rule?

A: This rule was created at the national level to ensure sellers have access to the benefits of full public exposure in the efficient marketplace created by the MLS. Sellers can make the informed decision to decline this exposure only by selecting the Office Exclusive option.