



Clear Cooperation for Agents

What is the Clear Cooperation policy?

The Clear Cooperation policy means that all member brokers are required to enter their listings into the MLS within one business day of publicly marketing the listing.

Q: What is public marketing?

A: All of these are considered public marketing:

- 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: Are there any exceptions to the Clear Cooperation Policy?

A: Yes, there is one exception only: an Office Exclusive listing.

Q: What does Office Exclusive mean?

A: If your seller chooses this option, you are prohibited from publicly marketing the listing. You can only discuss the listing with other brokers in your firm.

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

A: If you publicly market your listing, you must enter the home in the MLS within **one business day** of the time it was first publicly marketed. Business days exclude Saturdays, Sundays and holidays, including all recognized federal and state holidays.

Q: What if I need time to take pictures before entering my listing in the MLS?

A: The Clear Cooperation policy only addresses the time between publicly marketing a home and entering it in the MLS. Other MLS rules regarding deadlines for entering your listings are not affected. Paragraph 1.7.3 of the MLS rules allows you 72 hours from either "the effective date of the listing or after all necessary signatures of Seller(s) and listing firm have been obtained, whichever is later."

Q: Why did you make this rule?

A: This rule was created by NAR 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 in the listing agreement.

Q: What happens if I don't enter my listing in the MLS within one business day of publicly marketing it?

A: You can be fined up to \$500 for each offense.

Q: What if I am following legal instructions from my seller client?

A: Any broker who is fined for an MLS violation has the option to present their case to the MLS Committee. The Committee may, at its sole discretion, choose to waive or reduce fines.