

BALDWIN | MLS

BROKERAGE EXCLUSIVE LISTING ADDENDUM

Certification by Property Owner to Enter a Brokerage Exclusive Listing into the Baldwin MLS

The undersigned Seller(s) owns the property at:

Address	City	State	Zip
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The Seller(s) of the property identified above understands that withholding their property listing from the Baldwin MLS will:

- A. Eliminate marketing exposure for your property by not:
 - a. Notifying over 3,200 in Baldwin REALTORS® MLS your property is available for sale.
 - b. Notifying hundreds of potential buyers who are working with BALDWIN REALTORS® that your property is available for sale.
 - c. Advertising your property on thousands of REALTOR® websites.
 - d. Advertising your property on national websites through the MLS; I.E. Realtor.com, Homes.com, etc.
- B. Eliminate the benefit of scheduling showings 24/7 through Baldwin MLS Showing Service.
- C. Advertising your property in any capacity (sign, email groups, social media, etc..) will violate the Clear Cooperation Policy and result in your property being entered into the Baldwin REALTORS® MLS within 24 hours of this violation.

I/we understand the above-mentioned marketing restrictions. Unless otherwise specified, this listing will be entered into the MLS upon the sale of the property for comp purposes. **Note – when entering the listing into the MLS at a future date, the Effective or Expected On Market, whichever is later, of the listing agreement is the List Date when entering the listing.**

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Seller Signature Date

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Seller Signature Date

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Listing Agent Signature

Listing Agent Name (Print)

Listing Agent ID

Date

Listing Company

Broker Name (Print)

Office ID

Date

Please submit this form to Baldwin MLS at MLS@BaldwinRealtors.com within three (3) business days from the effective date of the listing agreement.

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Frequently Asked Questions

What is this form for?

This form, or a form with similar information, is required to be submitted when a seller does NOT wish to market their property through Baldwin MLS.

When do I use this form?

When a seller directs you NOT to market their property through Baldwin MLS and only through your company.

When do I NOT use the form?

This form is NOT for facilitating the typical Coming Soon scenario or Clear Cooperation Policy.

If my sellers do not wish to market the listing through the MLS, do I still have to enter it?

No. You must submit this form AND the listing agreement to the MLS Compliance department at Baldwin MLS via email at MLS@BaldwinRealtors.com within three (3) business days of the effective date of the Listing Agreement.

What if my sellers change their minds and want to begin marketing the listing through the MLS?

A Brokerage Exclusive listing can, with your seller's permission, be entered into the MLS system at any time. PLEASE NOTE: The list date entered on that listing in the MLS MUST reflect the Effective or Expected On-Market Date on the listing agreement, whichever is later.

What if I want to enter the listing for comp purposes?

We encourage you to enter the listing after it has closed for comp purposes. Having the listing entered will make it easily available for comp purposes and benefit future buyers and sellers.

What is the Clear Cooperation Policy?

The Clear Cooperation Policy is mandated by the National Association of REALTORS®

Within one (1) business day of marketing a property to the public, the listing broker must submit the listing to the MLS for cooperation with other MLS participants. 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.