

5 THINGS TO KNOW ABOUT THE CLEAR COOPERATION POLICY

Advertising your listing? As a part of the Clear Cooperation policy, Residential sale listings must now be entered in the MLS within one business day of public advertising.

1

All listings must be entered within one Business day of public advertising.

You can still advertise your listing on social media and place your sign, the listing just needs to be entered into the MLS within one business day (Monday—Friday)



2

Public Advertising Includes:

Yard Signs—Flyers displayed in windows—Digital marketing On public facing websites (including social media) - Brokerage website displays (Including IDX and VOW) - Digital Communications marketing (email blasts) - Multi-brokerage listing sharing networks, and/or Applications available to the general public.



3

The Coming Soon Status Remains Available for Listings that Aren't Ready to be Shown.

Listings in this status cannot be publicly marketed and these listings are not available for showings.



4

This Policy Only Applies to Residential Sales.

It does not include Commercial, Rental, Multi-Family, New Construction or Land listings.



5

Fines Will Not be Assessed Without Warning

We will provide the opportunity to enter the listing before any fines are assessed.



The Clear Cooperation Policy was implemented April 1, 2020

Have questions about the Clear Cooperation policy?
Contact the MLS Department at 251-270-0328