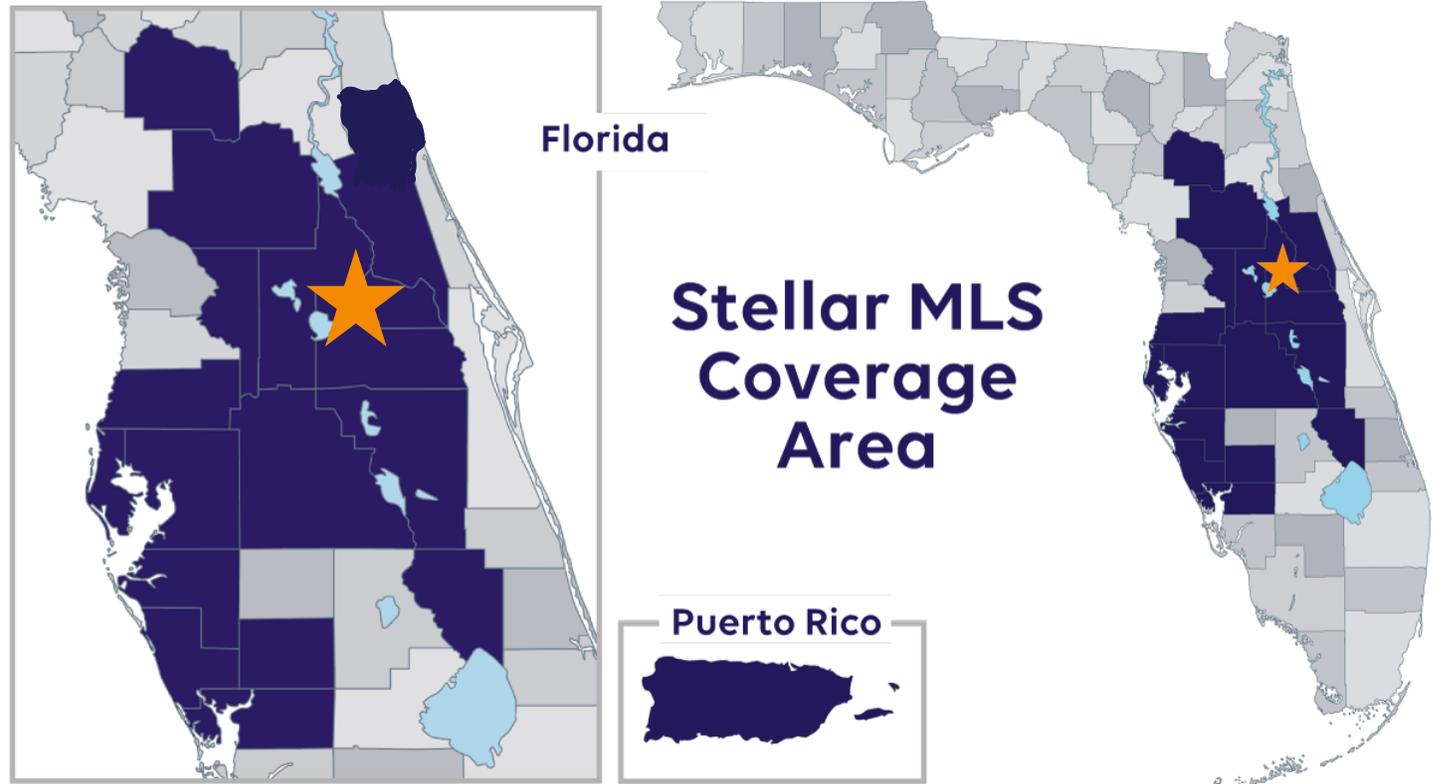


# MLS Listing Compliance

# Stellar MLS Headquarters

247 Maitland Ave. Ste. 2000,  
Altamonte Springs, FL 32701



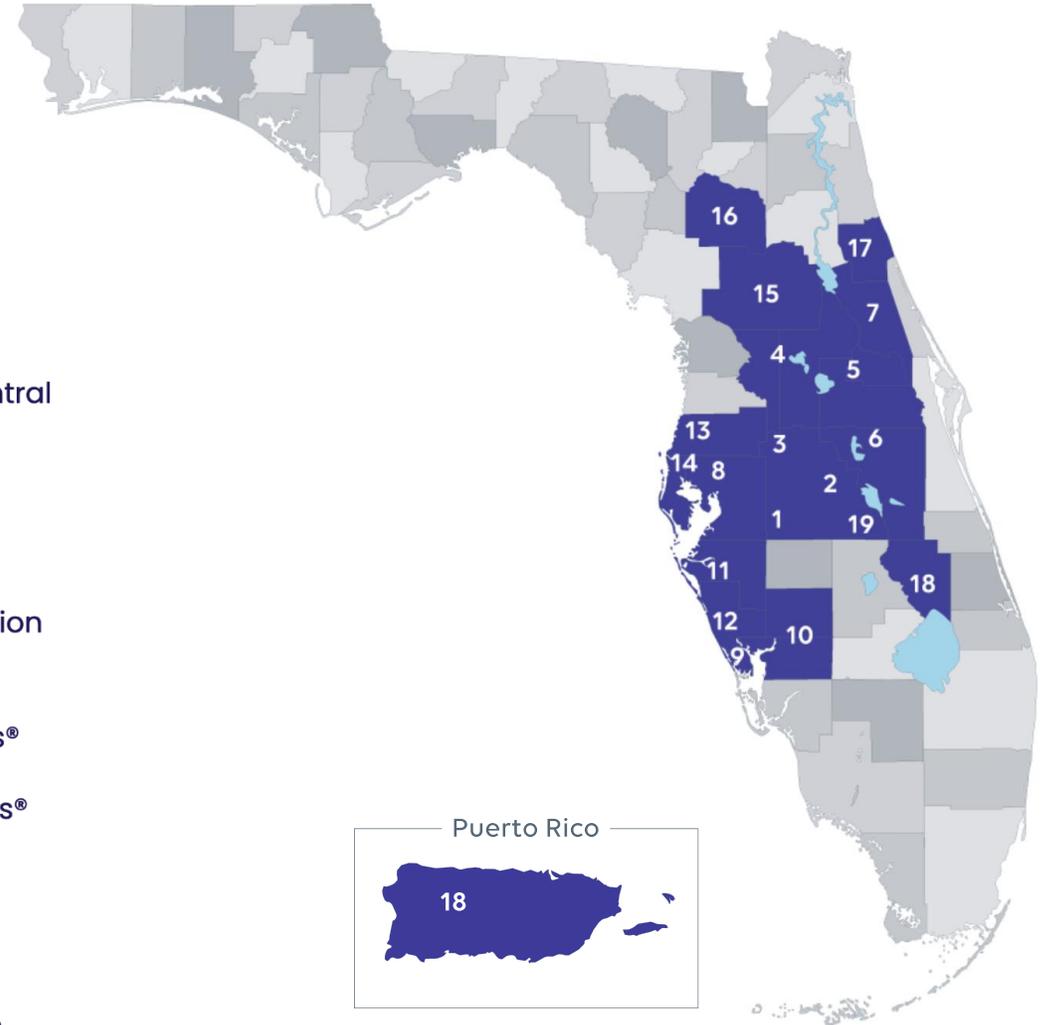
# Stellar MLS Coverage Area

## Shareholder Organizations

1. Bartow Board of REALTORS®, Inc.
2. East Polk County Association of REALTORS®
3. Lakeland REALTORS®
4. REALTORS® Association of Lake & Sumter Counties
5. Orlando Regional REALTOR® Association
6. Osceola County Association of REALTORS®
7. West Volusia Association of REALTORS®
8. Greater Tampa REALTORS®
9. Englewood Area Board of REALTORS®
10. REALTORS® of Punta Gorda–Port Charlotte–North Port–DeSoto, Inc.®
11. REALTOR® Association of Sarasota & Manatee
12. Venice Area Board of REALTORS®
13. West Pasco Board of REALTORS®
14. Pinellas REALTOR® Organization & Central Pasco REALTOR® Organization
15. Ocala Marion County Association of REALTORS®
16. Gainesville–Alachua County Association of Realtors®
17. Flagler County Association of Realtors®
18. Okeechobee County Board of Realtors®

## Customer Organizations

19. Lake Wales Association of REALTORS®
20. Puerto Rico Association of REALTORS®



# Why an MLS?

---

- ❖ Provides a framework for Data Integrity!
- ❖ Blanket Unilateral Offers of Compensation
- ❖ Nationally, in-house sales are under 25%



Cooperation fuels business!

# Why Listing Compliance?

---

- ❖ Understanding the MLS Rules & Regulations ensure that we all have better data!
- ❖ Violations can be costly to your business and to the business of others.
- ❖ An overview of the listing entry process as it pertains to the MLS Rules and Regulations

# MLS Subscription

- ❖ An MLS subscription is only for **one** user
- ❖ The MLS contains highly sensitive data
- ❖ Unlicensed assistants and Appraisers must have their own accounts, purchased through your local Realtor<sup>®</sup> Board

Password sharing is strictly prohibited, and fines can range from \$500 (first offense) to \$15,000 (multiple offenses)



Rules &  
Regulations

---

# Rules & Regulations

# Who Makes the Rules & Regulations?



- ❖ Several rules come directly from the National Association of Realtors® Handbook on Multiple Listing Policy
- ❖ Other rules are enacted by the Board of Directors of Stellar MLS
  - ❖ Recommendations from MLS Advisory Council (MAC)



**DIRECTORS**

# MLS Rules & Regulations

- ❖ Ensures the spirit of cooperation
- ❖ Ensures that accurate data is shared in a timely manner
- ❖ The online version is easily searchable!

The screenshot shows the Stellar Rules and Regulations website. The header is dark blue with the text "Stellar Rules and Regulations" and a menu icon. A sidebar on the left lists various articles under the heading "Stellar Rules and Regulations". The main content area has a white background with the title "Stellar Rules and Regulations" and a sub-header "Created by Stellar MLS IT, last modified on Jan 28, 2021". Below this is the Stellar MLS logo, which consists of a blue starburst icon and the text "StellarMLS". A green callout box with a checkmark icon contains the text: "Welcome! Any matter not specifically addressed in these Rules and Regulations shall be governed by the policies and procedures set forth by the National Association of REALTORS® as from time to time amended as well as the Policies and Procedures established by Stellar MLS." At the bottom of the page, there is a search bar with the text "Search Rules & Regulations".

Stellar Rules and Regulations

Stellar Rules and Regulations

Created by Stellar MLS IT, last modified on Jan 28, 2021

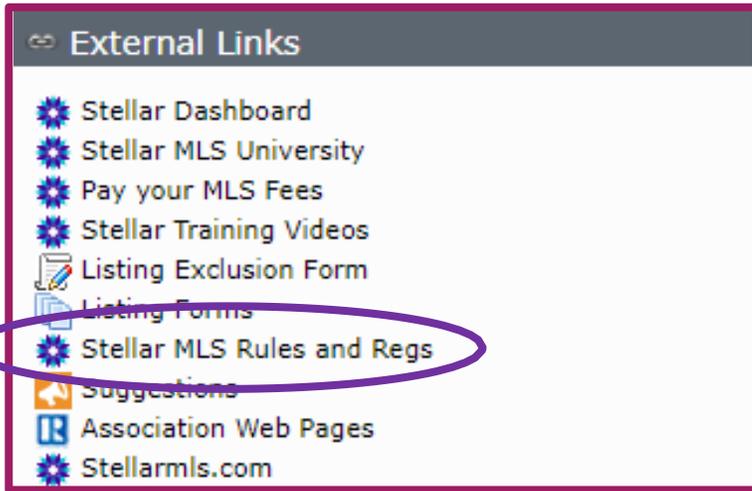
StellarMLS

✓ Welcome!  
*Any matter not specifically addressed in these Rules and Regulations shall be governed by the policies and procedures set forth by the National Association of REALTORS® as from time to time amended as well as the Policies and Procedures established by Stellar MLS.*

Search Rules & Regulations

# Where do you find the Rules & Regs?

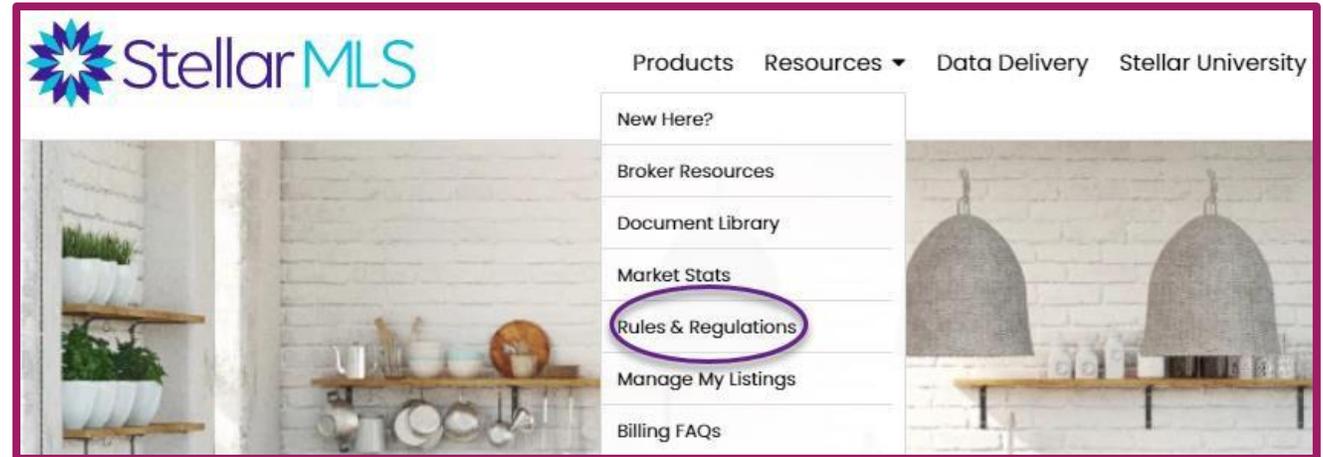
## Matrix



External Links

- Stellar Dashboard
- Stellar MLS University
- Pay your MLS Fees
- Stellar Training Videos
- Listing Exclusion Form
- Listing Forms
- Stellar MLS Rules and Regs**
- Suggestions
- Association Web Pages
- Stellarmls.com

## StellarMLS.com -> Resources tab



StellarMLS

Products Resources Data Delivery Stellar University

- New Here?
- Broker Resources
- Document Library
- Market Stats
- Rules & Regulations**
- Manage My Listings
- Billing FAQs

## Stellar Central



MLS Education & Compliance

- Stellar Class Sign Up
- MLS Rules & Regs**
- MLS Training Videos

## Stellar University



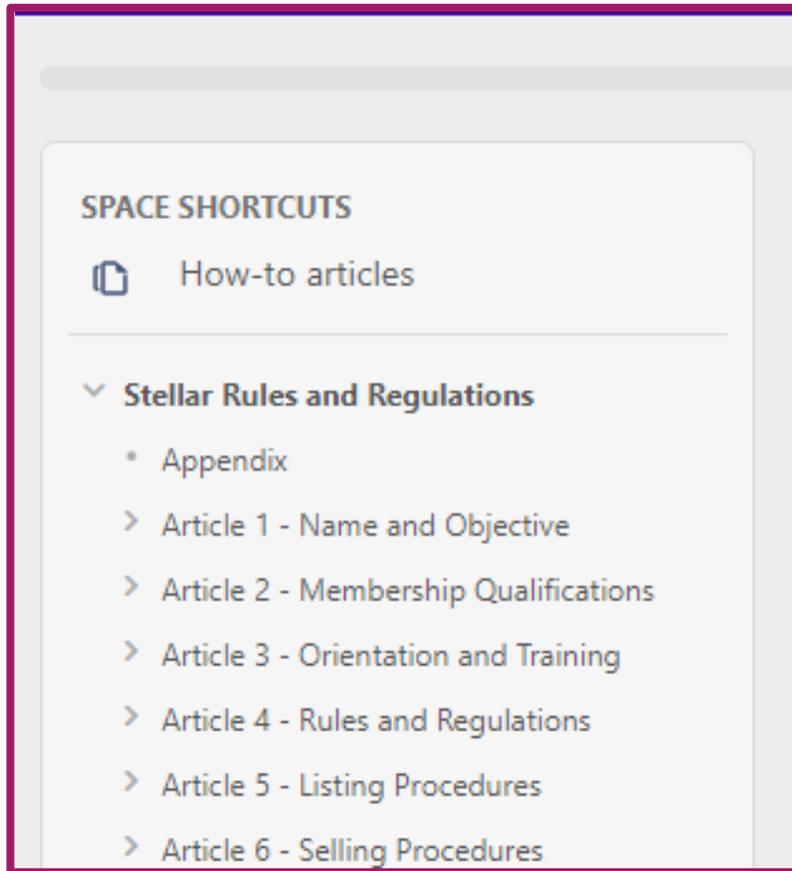
StellarMLS | University → **Rules & Regs**

View a comprehensive list of our MLS Rules and Regulations

Learn More

# Searching the Rules & Regulations

## By Article



SPACE SHORTCUTS

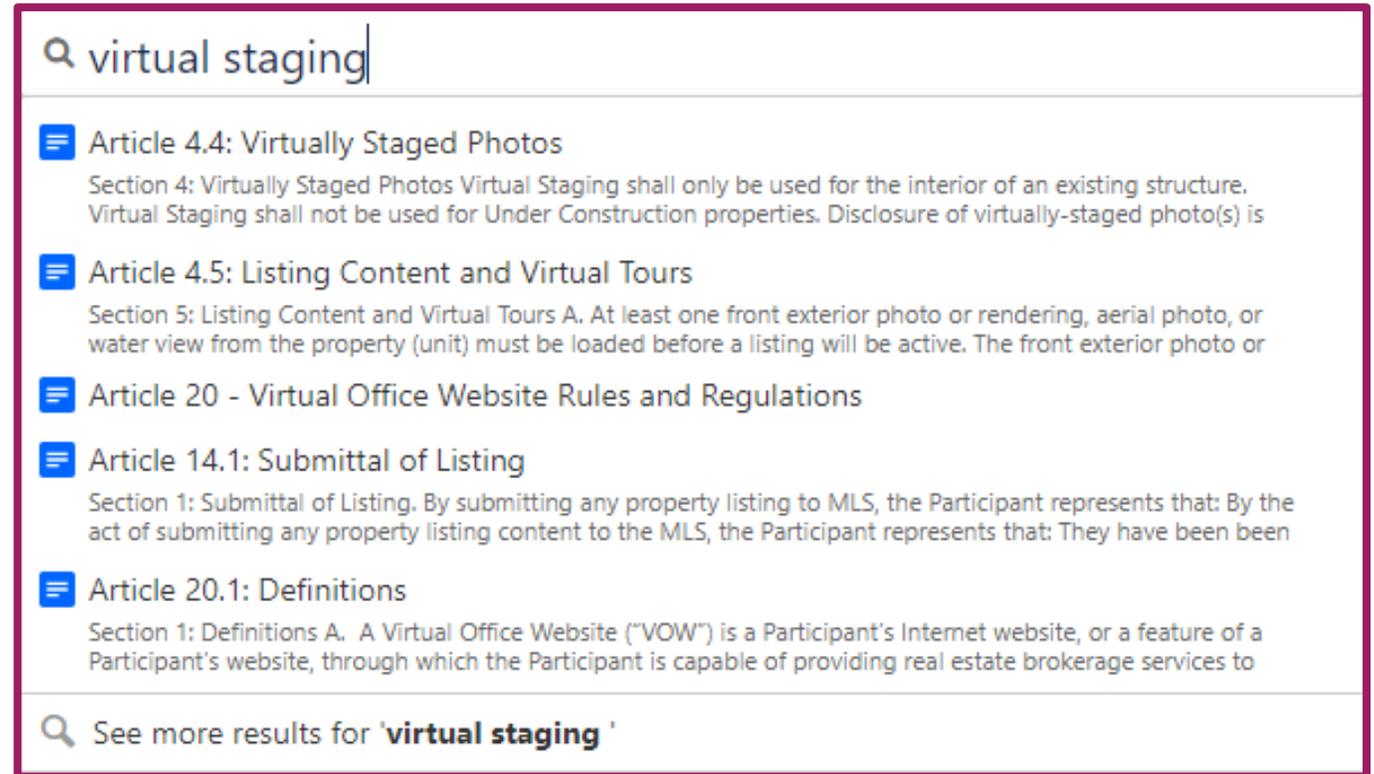
 How-to articles

---

▼ Stellar Rules and Regulations

- Appendix
- > Article 1 - Name and Objective
- > Article 2 - Membership Qualifications
- > Article 3 - Orientation and Training
- > Article 4 - Rules and Regulations
- > Article 5 - Listing Procedures
- > Article 6 - Selling Procedures

## By Keyword / Topic



🔍 virtual staging

-  Article 4.4: Virtually Staged Photos  
Section 4: Virtually Staged Photos Virtual Staging shall only be used for the interior of an existing structure. Virtual Staging shall not be used for Under Construction properties. Disclosure of virtually-staged photo(s) is
-  Article 4.5: Listing Content and Virtual Tours  
Section 5: Listing Content and Virtual Tours A. At least one front exterior photo or rendering, aerial photo, or water view from the property (unit) must be loaded before a listing will be active. The front exterior photo or
-  Article 20 - Virtual Office Website Rules and Regulations
-  Article 14.1: Submittal of Listing  
Section 1: Submittal of Listing. By submitting any property listing to MLS, the Participant represents that: By the act of submitting any property listing content to the MLS, the Participant represents that: They have been been
-  Article 20.1: Definitions  
Section 1: Definitions A. A Virtual Office Website ("VOW") is a Participant's Internet website, or a feature of a Participant's website, through which the Participant is capable of providing real estate brokerage services to

🔍 See more results for 'virtual staging'

# MLS Listing Types

## The MLS Accepts

Exclusive Right to Sell Listings

Exclusive Agency Listings

Exclusive Listings with Exceptions\*\*

## The MLS Does Not Accept

~~Net Listings~~

~~Open Listings~~

# Limited-Service Listings

---

- ❖ **Broker performs a la carte functions for set fee**
- ❖ **Specific wording in Listing Agreement (Not a FSBO)**
- ❖ **Cooperating broker may be instructed to work directly with seller**
- ❖ **Still makes offer of compensation**
- ❖ **Listing agent fully responsible for maintaining listing in MLS**

# Submission of Listings

---

Mandatory listing types must be submitted to Stellar MLS within 5 business days.....

*Date Owner(s) Sign Agreement*

*or*

*Effective Date of Listing Agreement*

*or*

*Within One “1” Business day of Public Marketing*



# What counts as public marketing?

Policy 8.0, Clear Cooperation, states that a property must be listed in the MLS within one business day of marketing a property to the public. 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

# Exempt Listings: Article 5.11

- ❖ Temporary Exclusion Form
- ❖ Office Exclusive – No Entry into the MLS Form
- ❖ ANY public marketing triggers the one-business day rule to enter the listing into the MLS.

Was this listing on a temporary exclusion from the MLS prior to you entering it?

No



 **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/yy): \_\_\_\_\_

The purpose of a multiple listing service (MLS) is the orderly correlation 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 must be entered into the MLS within 5 business days of signature on 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 owners. 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 business 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 Brokerages. *Note: Public marketing includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites, all social media platforms public or private, brokerage website displays (including IDX 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.*

Owner Initials

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

By signing below, Broker/Office Manager and Agent affirm that this form has been fully reviewed with the Owners and acknowledge that the Form must be filed in accordance with Stellar MLS Rules and Regulations.  
*Note: both signatures required*

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

# Finding Exclusion Forms

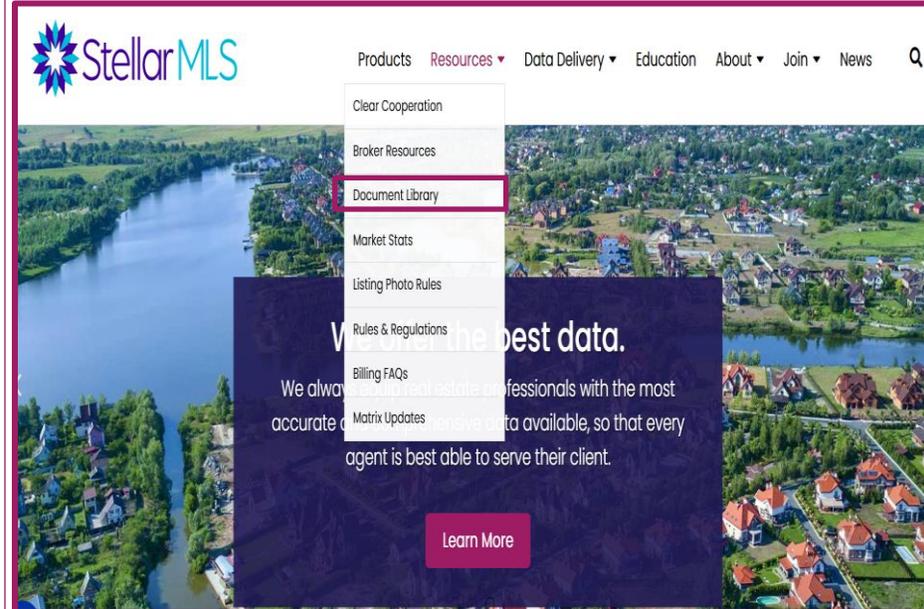
## External Links in Matrix

External Links

- Stellar MLS University
- Pay your MLS Fees
- Stellar On-Demand Library
- Listing Exclusion Form**
- Listing Forms
- Stellar MLS Rules and Regs

  
**PDF**  
Download the New Owner(s)  
Exclusion Form

## StellarMLS.com Document Library



The screenshot shows the StellarMLS.com website with a navigation menu. The 'Resources' dropdown menu is open, and the 'Document Library' option is highlighted. The background features an aerial view of a residential neighborhood with a river.

## Form Simplicity and Transaction Desk



Transaction Desk



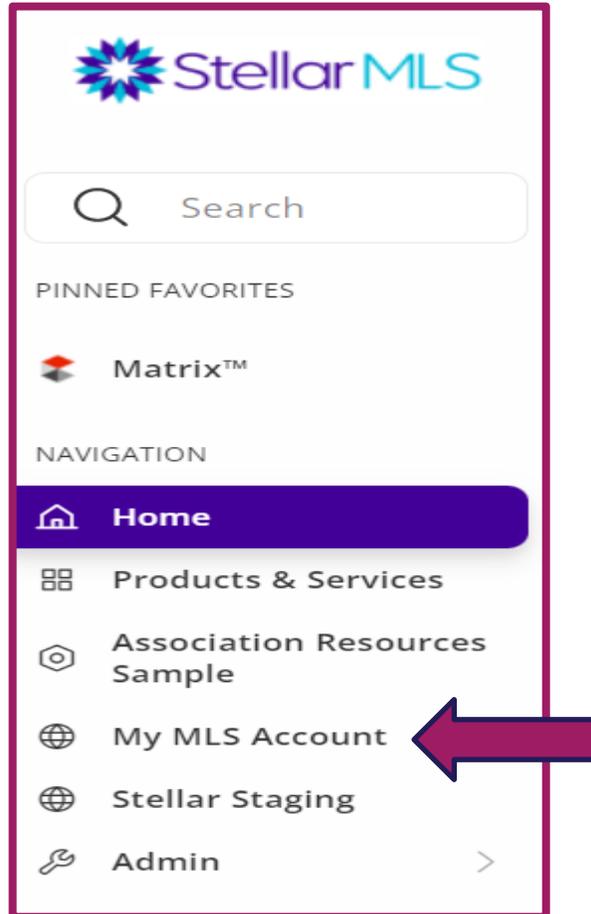
Form Simplicity

 Owner's Authorization to Exclude Listing from the MLS

# The Online Submission or Reporting Process

***Log in to StellarMLS.com***

***From the Stellar Central Workspace, go to the “My MLS Account”***



# Submit and Manage Exclusion Forms

You are currently logged in with MLS ID



Membership Info



My Profile



Class Sign Up



Class History



Manual Member



Manual Office



Owner(s) Exclusion



Report a Clear Cooperation Violation

# Searching Exclusion Forms

You are currently logged in with MLS ID: 025800408



Membership Info



My Profile



Class Sign Up



Class History



Manual Member



Manual Office



Owner(s) Exclusion



Report a Clear Cooperation Violation

# Executed Listing Agreement – 5 Business Days

Day 1

Day 2

Day 3

Day 4

Day 5

1. Put in the MLS

or

2. File a Temporary Exclusion

or

3. File an Office Exclusive Exclusion

What if...



# 1 Business Day to Enter



# Listings

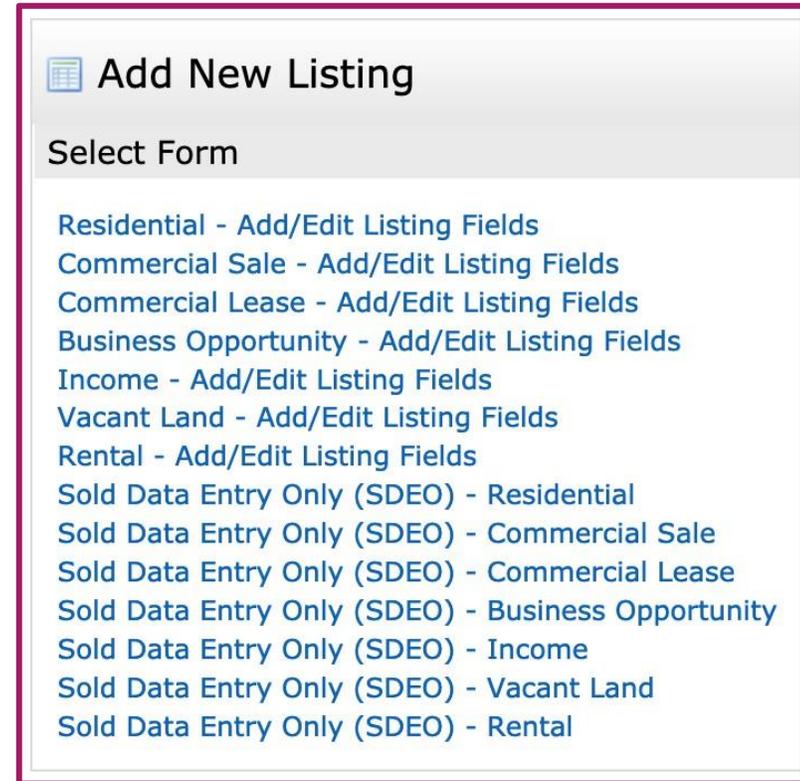
# Mandatory Listing Types

---

- ❖ **Single Family homes for sale or exchange**
- ❖ **Condominiums, co-ops and townhouse for sale or exchange**
- ❖ **Vacant Residential lots or parcels for sale or exchange**
- ❖ **Mobile homes with land for sale or exchange**
- ❖ **Duplexes, triplexes or quadruplexes for sale or exchange**
- ❖ **Commercial and Residential lease**

# Listing Classifications

- ❖ Multi-family income generating property such as duplexes, triplexes, etc. go under “Income Property”, not “Residential”
- ❖ Residential vacant lots go under “Vacant Land”
- ❖ Properties with tenants in place are entered as Residential (not income)



 Add New Listing

Select Form

- Residential - Add/Edit Listing Fields
- Commercial Sale - Add/Edit Listing Fields
- Commercial Lease - Add/Edit Listing Fields
- Business Opportunity - Add/Edit Listing Fields
- Income - Add/Edit Listing Fields
- Vacant Land - Add/Edit Listing Fields
- Rental - Add/Edit Listing Fields
- Sold Data Entry Only (SDEO) - Residential
- Sold Data Entry Only (SDEO) - Commercial Sale
- Sold Data Entry Only (SDEO) - Commercial Lease
- Sold Data Entry Only (SDEO) - Business Opportunity
- Sold Data Entry Only (SDEO) - Income
- Sold Data Entry Only (SDEO) - Vacant Land
- Sold Data Entry Only (SDEO) - Rental

# Manufactured Homes / Mobile Homes

- ❖ Must be on seller-owned land or in a resident-owned / Co-op Mobile Home Park
- ❖ Otherwise, not allowed in MLS
- ❖ Check tax records for ownership details



<b>MH Make</b> <input type="text"/>	<b>MH Model</b> <input type="text"/>	<b>MH Width</b> <input type="checkbox"/> Double Wide <input type="checkbox"/> Single Wide <input type="checkbox"/> Triple Wide
--	---	---

# New Construction

To be considered Residential, must have:

- ✓ Specific Lot
- ✓ Specific Structure
- ✓ Specific Price

Otherwise, the listing must be classified as vacant land

New Construction Y/N

No ▾ ⓘ

# Sold Data Entry Only



- ❖ **Agent facilitates the sale of a property not listed in Stellar MLS**
- ❖ **Separate listing input form**
- ❖ **Must contain at least one photo**
- ❖ **Must be entered within 30 days of closing**

 Add New Listing

Select Form

- Residential - Add/Edit Listing Fields
- Commercial Sale - Add/Edit Listing Fields
- Commercial Lease - Add/Edit Listing Fields
- Business Opportunity - Add/Edit Listing Fields
- Income - Add/Edit Listing Fields
- Vacant Land - Add/Edit Listing Fields
- Rental - Add/Edit Listing Fields
- Sold Data Entry Only (SDEO) - Residential**
- Sold Data Entry Only (SDEO) - Commercial Sale**
- Sold Data Entry Only (SDEO) - Commercial Lease**
- Sold Data Entry Only (SDEO) - Business Opportunity**
- Sold Data Entry Only (SDEO) - Income**
- Sold Data Entry Only (SDEO) - Vacant Land**
- Sold Data Entry Only (SDEO) - Rental**

# Listing Preparation Checklist

---

**Are you ready to enter a Listing?**

- Signed Listing Agreement
- Listing Data Entry Form
- Photos
- Attachments (disclosures, floor plans, surveys, etc.)
- Customize Showing Time Defaults

# Listing Data Entry Form

- ❖ Listing Data Entry form must be
  - completed prior to entering the listing and
  - signed by both the sellers and broker
- ❖ Forms for each listing classification.

External Links

- Stellar Dashboard
- Stellar MLS University
- Pay your MLS Fees
- Stellar Training Videos
- Listing Exclusion Form
- Listing Forms**
- Stellar MLS Rules and Regs
- Suggestions

StellarMLS

RESIDENTIAL LISTING DATA ENTRY FORM

■ Indicates Multiple Choice   ● Indicates Single Choice   \* Indicates Required Field

**LISTING INFORMATION**

<b>Listing Contract Date</b> <input type="text"/>	<b>List Price*</b> <input type="text"/>	<b>Expiration Date*</b> <input type="text"/>	<b>Special Sale Provision*</b> <input type="checkbox"/> Auction <input type="checkbox"/> Bank-Owned/REO <input type="checkbox"/> Short Sale <input type="checkbox"/> None
<b>Listing Type*</b> <input type="radio"/> Exclusive Agency <input type="radio"/> Exclusive Right with Exception	<input type="radio"/> Exclusive Right to Sell <input type="radio"/> Exclusion/Variable Commission	<b>Listing Service Type*</b> <input type="radio"/> Full Service <input type="radio"/> Limited Service	<b>Representation</b> <input type="radio"/> Seller Represented <input type="radio"/> Seller Not Represented

# 360 Property View

Listing Tax Photos History Parcel Map Flood Map Foreclosure



**County:** Hillsborough  
**Status:** Active  
**Subdiv:** HERITAGE HARBOR PH 1B  
**On Market Date:** 08/10/2021  
**Beds:** 5  
**List Price:** \$950,000  
**Baths:** 4/1  
**Year Built:** 1999  
**Pool:** Private  
**Special Sale:** None  
**Property Style:** Single Family Residence  
**ADOM:** 169  
**CDOM:** 169  
**Lot Features:** Conservation Area, Corner Lot, Cul-De-Sac, Near Golf Course, On Golf Course, Sidewalks, Street Dead-End, Street Paved, Street Private  
**Total Acreage:** 1/2 to less than 1  
**Pets:** No  
**Garage:** Yes **Attch:** Yes **Spcs:** 4  
**Carpport:** No **Spcs:**  
**Garage/Parking Features:** Covered Parking, Driveway, Garage Door Opener, Guest Parking  
**LP/SqFt:** \$197.51  
**Heated Area:** 4,810 SqFt / 447 SqM  
**Total Area:** 6,684 SqFt / 621 SqM  
**New Construction:** No  
**Total Annual Fees:** 1,380.00  
**Average Monthly Fees:** 115.00  
**Flood Zone Code:** A

1 / 87



Actions Refine Save Carts Previous 1 2 3 4

Criteria Email Print CMA Directions Stats Export Quick CMA Cloud CMA ShowingCart Custom PDF Reports



---

# Disclosures

# Special Sale Provisions

The following Special Sale Provisions must be disclosed:

Auction (Article 5.24)

REO/Bank Owned (Article 4.18)

Short Sale (Article 4.14 & Article 5.1)

### Special Sale Provision

- Auction
- Bank Owned/REO
- Short Sale
- None

Listing Tax Photos History Parcel Map Flood Map Foreclosure

Tour 1

County: Polk

Status: Active

On Market Date: 01/15/2022

List Price: \$127,000

Year Built: 1995

**Special Sale: Auction, Real Estate Owr**

ADOM: 11

CDOM: 11

Pets:

Max Times per Yr:

Carport: No Spcs:

Heated Area: 1,512 SqFt / 140 SqM

Subdiv: RAMBLEWOOD SUB

Beds: 3

Baths: 2/0

Pool: None

Property Style: Mobile Home

Total Acreage: 1/4 to less than 1/2

Minimum Lease Period: No Minimum

Garage: No Attch: No Spcs:

Garage/Parking Features:

LP/SqFt: \$83.99

New Construction: No

Total Annual Fees: 0.00

Average Monthly Fees: 0.00

Flood Zone Code: X

1 / 10

# Housing for Older Persons

---

**Indicate if a property is part of a  
55+ community**

Community
<b>Housing for Older Persons Y/N</b> <input type="checkbox"/> 

# Agent Owned Property

- Must disclose if listing personal property or property of family member (Article 9.4)
- Realtor Information field and remarks
- Must also disclose in writing if purchasing property for yourself or family member to listing broker no later than time of submitting offer

**Realtor Information**

In Foreclosure

Lease Restrictions

Leasing Not Allowed

List Agent is Owner

List Agent is Related to Owner

Mtge - Owner Will Hold

No Sign

Other

Owner Motivated

Owner Will Assist with Closing Costs

**Realtor Remarks:** The listing agent is the owner of the property.

# Compensation Rules

Compensation			
Single Agent Comp ? <input type="text"/>	Non Rep Comp ? <input type="text"/>	Trans Broker Comp ? <input type="text"/>	
Bonus Y/N ? <input type="text"/>	Bonus Amount ? <input type="text"/>	Bonus Expiration Date ? <input type="text"/>	Dual/Variable Compensation ? <input type="text"/>

**Commission amounts and splits are at the sole discretion of the listing broker. Stellar MLS cannot be involved in these decisions.**

**Prior to activating a listing, the compensation amount offered to cooperating broker must be entered. (Must match listing agreement)**

**Must be a blanket, unilateral offer of compensation (no additional terms in**

**Be sure to use the % symbol for percentages and/or the \$ sign for dollars.**

# Dual / Variable Compensation

Compensation			
Single Agent Comp ? <input type="text"/>	Non Rep Comp ? <input type="text"/>	Trans Broker Comp ? <input type="text"/>	Dual/Variable Compensation ? <input type="text"/>
Bonus Y/N ? <input type="text"/>	Bonus Amount ? <input type="text"/>	Bonus Expiration Date ? <input type="text"/>	

A Variable Compensation is when the seller owes the listing brokerage a higher commission amount if the cooperating broker brings a buyer.

If the listing agent brings the buyer and there is a multiple offer scenario, the listing broker's offer *could* be more competitive since a lower commission would be owed.

This must be disclosed and match what is written into the listing agreement.

# Showing Instructions

- ❖ Only place to enter confidential showing information (codes, etc.)
- ❖ Only viewable by clicking on the ShowingTime button in the listing
- ❖ Subscribers must have a valid real estate license to access



Showingtime

### Showing Information

**Call Center Phone Number**  
 ?

**ShowingTime Secure Remarks**  
 ?

**Occupant Type**  
 ?

Characters Remaining: 500

### Showing Instructions

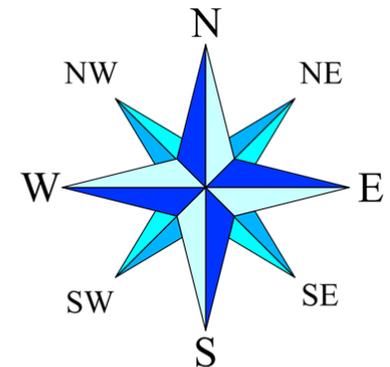
No Sign ?  
 Other  
 Pet On Premises  
 See Remarks  
 Under Construction  
 Use ShowingTime Button

# Driving Directions

- ✓ Turn-by-turn directions are required from a major intersection
- ✓ First direction needs to be a cardinal/compass direction
- ✓ No URLs or contact information

✓ I 75 to Exit 240. West towards Ruskin. Right on US 41. Left on Shell Pt Rd. Right on 32nd St. Cross bridge into Little Harbor. Left at stop sign. Town home located in 3rd building on the right.

✗ Use GPS, Google maps or your favorite map tool.



# Where Do Listings Go?

### Listing Distribution

Brokers choose where listings are distributed to for the entire office. If your broker has chosen not to send listings to an option below then your listings will not be distributed to them.

<b>Internet Y/N</b> <input type="button" value="v"/> <input <="" td="" type="button" value="?"/> <td><b>IDX/VOW Display Comments Y/N</b> <input type="button" value="v"/> <input <="" td="" type="button" value="?"/><td><b>IDX/VOW AVM Y/N</b> <input type="button" value="v"/> <input <="" td="" type="button" value="?"/><td><b>Distribute To</b> <input <="" td="" type="button" value="?"/></td></td></td>	<b>IDX/VOW Display Comments Y/N</b> <input type="button" value="v"/> <input <="" td="" type="button" value="?"/> <td><b>IDX/VOW AVM Y/N</b> <input type="button" value="v"/> <input <="" td="" type="button" value="?"/><td><b>Distribute To</b> <input <="" td="" type="button" value="?"/></td></td>	<b>IDX/VOW AVM Y/N</b> <input type="button" value="v"/> <input <="" td="" type="button" value="?"/> <td><b>Distribute To</b> <input <="" td="" type="button" value="?"/></td>	<b>Distribute To</b> <input <="" td="" type="button" value="?"/>
<b>Third Party Y/N</b> <input type="button" value="Yes"/> <input type="button" value="v"/> <input <="" td="" type="button" value="?"/> <td><b>Show Prop Address On Internet Y/N</b> <input type="button" value="v"/> <input <="" td="" type="button" value="?"/><td></td><td><input checked="" type="checkbox"> Homes.com <input checked="" type="checkbox"/> HomeSnap <input checked="" type="checkbox"> International MLS <input checked="" type="checkbox"/> Realtor.com</input></input></td></td>	<b>Show Prop Address On Internet Y/N</b> <input type="button" value="v"/> <input <="" td="" type="button" value="?"/> <td></td> <td><input checked="" type="checkbox"> Homes.com <input checked="" type="checkbox"/> HomeSnap <input checked="" type="checkbox"> International MLS <input checked="" type="checkbox"/> Realtor.com</input></input></td>		<input checked="" type="checkbox"> Homes.com <input checked="" type="checkbox"/> HomeSnap <input checked="" type="checkbox"> International MLS <input checked="" type="checkbox"/> Realtor.com</input></input>

- ❖ **Brokers choose where listings are distributed to for the entire office.**
- ❖ **For an individual listing, you can opt out of certain sites if the seller does not want their property to display on them.**
- ❖ **The selections above originate from the FR Exclusive Right of Sale Listing Agreement.**

# Public Remarks

---

- ❖ Are intended to be visible on public sites and customer reports.
- ❖ Stick to the facts of the property
- ❖ No agent/company information, web sites, showing information, open house information, financial information
- ❖ Be careful to not misrepresent property or use overly vague terms (i.e. Close to the beach).
- ❖ Be careful not to “steer” buyers (Fair Housing)
- ❖ Restricted Words

# Public Remarks

---

Scenic, classic, and welcoming, this custom-designed home is located in Sarasota's preferred "West of the Trail" neighborhood on a quiet street. Configured for a variety of lifestyles, the floor plan includes two master suites with one located on each level. The owners' large master suite is on the ground floor along with a tastefully appointed kitchen open to the family and dining rooms. Also on the main floor is a second TV room/office with French doors, a laundry room, a half bath, and a large storage closet. Perfect for singles, empty nesters, retired couples, or seasonal residents. Upstairs is ideal for the kids, grandkids, or guests, with three bedrooms and two additional full baths easily sleeping 7 or more. There are two brand new high seer rated A/C units and a new 50-gallon hybrid hot water heater. Enjoy your own private pool, Jacuzzi, and large fenced back yard. The desired upgrades are all present in this beautiful home. Enjoy afternoon bay breezes and close proximity to beaches, downtown, great schools, and all of the culture Sarasota offers. Own this home for 5% down.

Smile In  
3

**Photos**

# Photos

---

- ✓ At least **one** photo required prior to activating listing (100 max.)
- ✓ No **copying** of other brokers' photos without written consent.
- ✓ Stellar does not remove photos. You will need to remove and/or update them.
- ✓ There can be **no** agent/company branding, signage, or any other text in photos
- ✓ No characters or people in the photos



# First Photo Rules

---



**OR**



**OR**



Front Exterior  
no broker  
signage

Water View from  
the Subject  
Property

Aerial View  
from a non-  
copyrighted  
source

**If you use either water view or aerial photo – the second photo MUST be front exterior.**



# Photos **X**

A Swimming pool alone does **not** qualify as a water view for the first listing photo.



Floorplans are allowed as images, but may not contain any branding.



Adding a view that is not possible from the location is prohibited.



Photos & virtual tours featuring people, **including if in costume**, are not allowed in the MLS.





Property  
Panorama

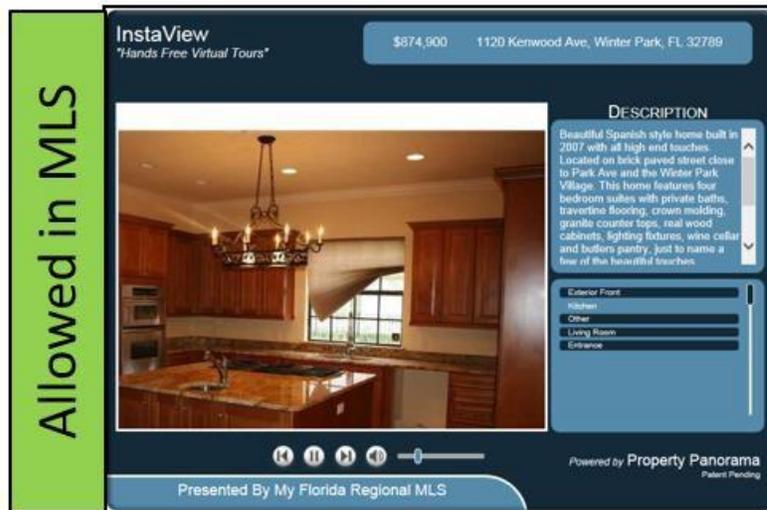


RealBiz Media

# Virtual Tours

# Virtual Tours

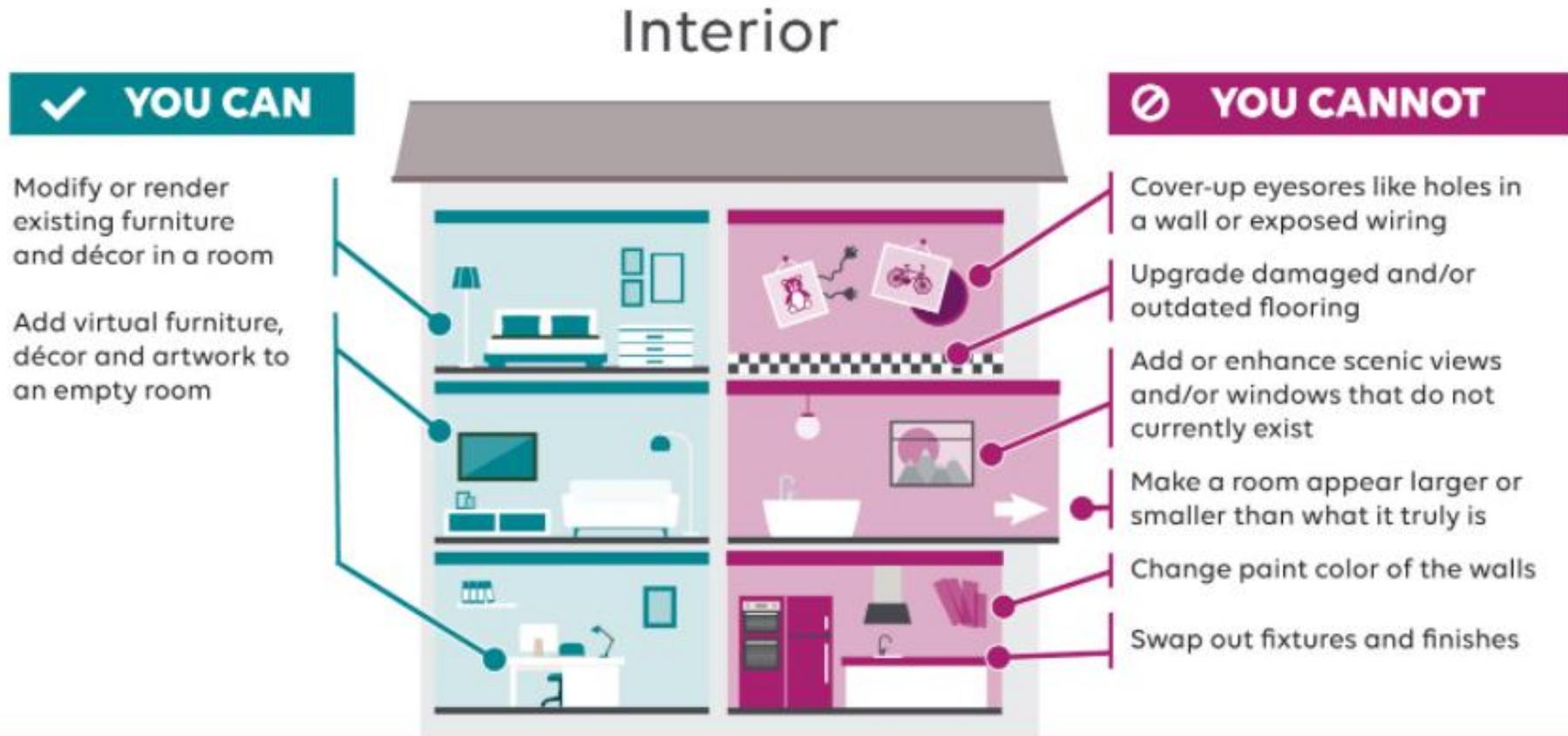
- Only unbranded virtual tours may be placed in Virtual Tour links
- Property Panorama offers an unbranded virtual tour for the first 5 images
- No contact information or agent/office branding
- YouTube videos must be an embedded link (no visible channel information)





# Virtually Staged

# Virtual Staging



# Virtual Staging



# Virtually Staged

1. You must check the “Virtually Staged” box to populate the Public Remarks of a listing.

Public Remarks (English Only)

Virtually Staged 

Check this box ONLY if one or more photos have been digitally edited by adding images of furniture, mirrors, artwork, plants, etc. OR Removing existing furniture from a photo and replacing it with digital images of furniture, mirrors, artwork, plants, etc., is allowed. Auto-populated remarks will be placed in Public Remarks when this box is checked.

Characters Remaining: 1530

2. You must also indicate “Virtually Staged” in the caption of each virtually staged photo.



Virtually staged.



Virtually staged.



Virtually staged.



# Keeping your Listings in Compliance

# Withdrawn Listings

---

**Status:**  
**Withdraw Conditional**  
**Withdraw Unconditional (Canceled)**

- ❖ Can remain in that status until the expiration date
- ❖ Broker still may be entitled to commission

# Temporarily Off-Market



**N6108070** 1544 N CASEY KEY RD, OSPREY, FL 34229

County: Sarasota

**Status:** Temporarily Off-Market  
**On Market Date:** 11/24/2019

**List Price:** \$9,950,000  
**Year Built:** 1992

**Special Sale:** No  
**ADOM:** 395  
**CDOM:** 395

**Pets:**  
**Max Times per Yr:** 12  
**Carport:** No  
**Spchs:** No

**Heated Area:** 6,997 SqFt / 650 SqM  
**Total Area:** 10,137 SqFt / 942 SqM

**Subdiv:** PALMER  
**Beds:** 6  
**Baths:** 7/1  
**Pool:** Private  
**Property Style:** Single Family Residence  
**Lot Features:** Coastal Construction Control Line, Flood Zone, In County, Oversized Lot, Street Dead-End, Street Paved, Street Private  
**Total Acreage:** 2 to less than 5  
**Minimum Lease Period:** 1 Month  
**Garage:** Yes **Attch:** Yes **Spchs:** 2  
**Garage/Parking Features:** Garage Door Opener, Garage Faces Side  
**LP/SqFt:** \$1,422.04

**New Construction:** No  
**Total Annual Fees:** 0.00  
**Average Monthly Fees:** 0.00  
**Flood Zone Code:** VE

- ❖ Active Listings in the MLS must be available to show
- ❖ If a listing becomes unavailable for showings, status can be changed to “Temporarily Off- Market” (with seller’s written permission)
- ❖ May stay in “Temporarily Off-Market” status until expiration date

# Days on the Market

Active Days on Market (ADOM) is tied to a specific MLS ID

- Creating a new listing causes ADOM to reset to 0.

Cummulative Days on Market (CDOM) is tied to a specific Property ID

- Creating a new listing causes CDOM to reset to 0.

**C7439248 2902 SW ARMADILLO TRL, ARCADIA, FL 34266**



**County:** DeSoto  
**Status:** Temporarily Off-Market  
**Subdiv:** HIDDEN ACRES SEC 11  
**On Market Date:** 03/01/2021  
**Beds:** 4  
**List Price:** \$249,500  
**Baths:** 3/0  
**Year Built:** 2001  
**Pool:** None  
**Special Sale:** None  
**Property Style:** Mobile Home  
**ADOM:** 4  
**CDOM:** 531  
**Lot Features:** Flood Insurance Required, Oversized Lot, Street Paved, Zoned for Horses  
**Total Acreage:** 2 to less than 5  
**Pets:** Yes  
**Minimum Lease Period:** No Minimum  
**Max Times per Yr:**  
**Garage:** Yes **Attch:** No **Spcs:** 2  
**Carport:** Yes **Spcs:** 1  
**Garage/Parking Features:** Driveway  
**LP/SqFt:** \$105.90  
**Heated Area:** 2,356 SqFt / 219 SqM  
**Total Area:** 3,692 SqFt / 343 SqM  
**New Construction:** No  
**Total Annual Fees:** 0.00  
**Average Monthly Fees:** 0.00  
**Flood Zone Code:** X, AE

1 / 54

# Listing Manipulation

---

- ❖ A listing within the same office that expires, is withdrawn, or cancelled should be reactivated with the same MLS ID if this occurs within 30 days from the expiration, withdrawal, or cancellation date.
- ❖ Creating a new listing ID prior to 30 days from an expired, withdrawn, or cancelled listing from the same office to make it appear as new is a listing manipulation subject to a \$500 fine.

# Creating a New MLS Number

---

Valid reasons for creating new listing ID

1. Execution of a new listing agreement by new office
1. Execution of a new listing agreement on a property by the same brokerage dated 30 days or more after expiration or withdrawal of original listing

# Using MLS Data

---

- ❖ An IDX feed is the only authorized way to advertise another broker's active listing online without written permission.
- ❖ Print advertisements cannot contain other brokers' active listings without written permission.

# Print Advertising

---

- ❖ Information on sold listings and aggregate data
- ❖ Ads are not misleading and include the proper disclosures

## Article 6.5: Advertising of Listing Filed with Stellar MLS

Created by Stellar MLS IT, last modified on May 22, 2019

### Section 5: Advertising of Listing Filed with Stellar MLS

A listing shall not be advertised by any other Participant without the prior written consent of the Listing Participant. Use of information from Stellar MLS compilation of current listing information, from the Association's "Statistical Report" or from any "sold" or "comparable" report of an Association or Stellar MLS for public mass-media advertising by a Participant or in other public representations may not be prohibited. However, any print or non-print forms of advertising or other forms of public representations based in whole or in part on information supplied by the Associations or Stellar MLS must include the following notice:

"Based on information from the Stellar Multiple Listing Service for the period (date) through (date). This information may or may not include all listed expired, withdrawn, pending or sold properties of one or more members of the Stellar Multiple Listing Service".

# Timeline

---

5

1

2



# Violations

# How Violations are Detected

❖ To maintain data integrity, Stellar MLS uses scanning software for common violations.

❖ The Stellar Data Integrity Team closely monitors listings.

## **\*\*1st Notice: Please Review Your MLS Listing for Compliance\*\***

It appears that your MLS listing may not be in compliance with the MLS Rules and Regulations. If not corrected by the grace period indicated you may be assessed a fine. For reference, view [Stellar MLS Rules & Regulations](#).

One of the key services that Stellar MLS can offer its subscribers is the most current and complete data in the MLS database. Data integrity is priority number one for us! It is critical to have a clean database that you can have confidence in.

To view all of your violation notifications, visit [My Notifications](#).

To view all of your violations, visit [My Violation Inventory](#).

<b>Listing Details:</b>	<b>MLS#:</b>
	<b>Address:</b>
<b>Notification#</b>	<b>Notification Details</b>
5008164	<b>Grace Period to Correct Without Fine:</b> 07/06/2021
	<b>Rule Name:</b> Pending Listing w/Past Expected Closing Date
	<b>Description:</b> <a href="#">Article 4.29: Expected Closing Date</a> You have a Pending listing with an expected closing date which has passed.
	<b>Instructions:</b> Please update the status to Sold or extend the expected closing date.
<b>Violation Fields:</b>	
<b>Expected Closing Date:</b>	06/30/2021

# How to Report a Violation

---

- ❖ Collaboration with other agents is encouraged
- ❖ If you notice a violation on a listing, report the violation anonymously by clicking the link on the bottom of the listing.



[If you believe there is a violation on this listing, click here to report the problem.](#)

# Violations Info

---

- ❖ For minor violations, a Courtesy Warning may first be issued. The violations must be corrected within a designated timeframe before a fine is assessed.
- ❖ For more serious violations, automatic fines are assessed.
- ❖ Violations must be corrected promptly, or fine amount will increase.
- ❖ If a fine is issued in error, there is a waiver and appeal process.



**TOP**



**VIOLATIONS**

# Top Violations

## Contact Information in Public Remarks

### Article 4, Section 6

Public remarks cannot contain any contact information, including but not limited to: phone numbers, compensation, website URLs, or office information. Public remarks should only pertain to the subject property or transaction.



## Exempt Listings

### Article 5, Section 11

If a seller does not want their listing in the MLS, The Owners Authorization to Exclude Listing From the MLS Form can be used. Agents must use the online submission process to submit their forms according to compliance guidelines. Per NAR® policy, as soon as a listing is publicly marketed it must go into the MLS



## Pending Listing with a Past Expected Closing Date

### Article 4, Section 29

Expected closing date must be maintained in the system. If a property goes past the closing date recorded in the system, the date must be updated to avoid a fine.



# Top Violations

## Failure to Report a Sold Listing

### Article 5, Section 12

A change in listing status must be reported in the Stellar MLS system within 2 business days. If a listing has sold and proof of this recent sale can be found an immediate fine will apply.



## Listing Manipulation

### Article 4, Section 15

A new listing cannot be created by the same office within 30 days of the expiration, withdrawn or canceled date of the original. A withdrawn, canceled, or expired listing should only receive a new MLS number if outside of 30 days.



## Photo, Virtual Staging & Virtual Tour Violations

### Article 4, Section 5

Photos and virtual tours cannot include branded signage, text or graphics (barring a few exceptions), the first photo in the listing must be of the front exterior of the property, agents must own the rights to the photos they are posting, and virtually staged photos must be properly disclosed and virtual staging rules adhered to.





Stellar  
MLS

## Compliance Assistance

Toll Free: (800) 686-7451

Local: (407) 960-5300

Email: [dataintegrity@stellarmls.com](mailto:dataintegrity@stellarmls.com)

Hours:

Mon. – Fri. 8:00 a.m. – 5:00 p.m.

---

**Thank you for  
joining us today**



**Stellar**  
**MLS**