

Your Property in the MLS: What You Need to Know

What are the benefits of listing my property in the MLS?

By listing your property with a brokerage that belongs to Stellar MLS, your listing is advertised to nearly 60,000 licensed real estate professionals in Florida and Puerto Rico. Additionally, if the brokerage you have partnered with to sell your property distributes their listings to third-party websites you have the option to gain national exposure for your property as well. Real estate agents are compensated if they bring a buyer for your property. By exposing your listing to such a large network of real estate professionals and their buyers, it's likely that you will be able to achieve a more favorable outcome.

What listings are required in the MLS?

The MLS requires listings of residential single family homes, condominiums, townhouses/villas, mobile or manufactured homes on seller owned land, duplexes, triplexes, and quadruplexes for sale to be submitted to the MLS with 5 business days of the latter of the date the listing agreement was signed by the seller or the effective date of the listing agreement. Furthermore, once public marketing begins, the listing must be submitted to the MLS within 1 business day. Stellar MLS follows rules and regulations established by the National Association of Realtors®. To ensure all fair-housing laws and ethical professional standards are being met, your Realtor® must follow mandatory rules regarding the marketing of your property to the public.

What if I need more time to get my property ready to show?

If you need more than 5 days to get your property ready to show, your agent will ask you to sign a Temporary Exclusion Form. However, when your listing is under that temporary exclusion, once public marketing begins, it will need to be submitted to the MLS within 1 business day.

What if I do not want my listing in the MLS at all?

If you have privacy concerns and prefer to not have your listing in the MLS at all, you will need to complete and sign a "No Entry into MLS Form." If you decide to go this route, you and your broker agree not to market your listing publicly. If you decide to change your marketing approach and publicly advertise your property, your agent/broker must submit your listing into the MLS within 1 business day to comply with mandatory regulations.

What counts as public marketing?

Once any of the below activities are initiated, your listing must be submitted to the MLS within 1 business day!



Flyers displayed in windows



Yard signs



Digital marketing or advertising on social media websites such as Facebook or Instagram



Listings posted on all websites, including your broker's website and other third-party websites such as Zillow.com



Digital communications marketing (email blasts)



Multi-brokerage listing sharing networks

Remember: If the public can see your listing, it must be in the MLS!