#### Yard signs

Flyers displayed in windows





Multi-brokerage listing sharing websites



# WHAT COUNTS AS PUBLIC MARKETING?

Per Policy 8.0



Brokerage website displays (including IDX and VOW)





Digital communications marketing (email blasts)

Digital marketing on public facing websites



StellarmIs.com/ClearCooperation

## **TRIGGERS FOR POLICY 8.0**



Stellarmls.com/ClearCooperation

Stellar MLS

#### StellarmIs.com/ClearCooperation

#### MLS EXCLUSION FORMS: WHEN TO USE EACH FORM

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		I signatures of both the listing broker/office strike-throughs to this form will be accepte	
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#### **Temporary Exclusion**

Owner(s) Authorization to Temporarily Exclude Listing From the MLS

#### **Example Use:**

The listing agreement has been signed, but the seller is doing upgrades to the property and is not ready for it to be publicly marketed.

#### FFICE EXCLUSIVE - NO ENTRY INTO THE MLS Property Address: sting Agreement Beginning Date: \_\_\_\_\_\_ Listing Expiration Date: \_\_\_\_\_ Listing Brokerage Name: \_\_\_\_ In the purpose of the MLD is to facilitate cooperation between MLD Booken and their agents to such to together, 10 is also understood that there are discussioned under which the property convertial is the perpendicular to the second is the perpendicular to the perpendicular to the second Initials and signatures of all owners and signatures of both the listing broker/office manager validation - no changes or strika-throughs will be accepted. As Owner(s), WHe understand that excluding the listing thom the MLS is a provision pervisited in proporty Owner(s) to allow the brokenage to as in the Owner(s)'s best interest and meet the Owner Initials proporty instead of publishing in the MLS and inviting cooperating brokenages to assist in proce-pare for the property. Dupon for the property. As Convergit, Life understand that any public mantaling of this proper constraints and the property is extended into the UK of the constraints in the UK of t Cener Initial Over Initial FAR HOUSINO - Dy signing this form, I We effer that the property is not being excident MLS seed upon reasons founded on initial or relation is the site of methanism of any vices, rules initial to race, roker, seignin, automation (in), see, serverity, any matrix data, poly initial to race, roker approach, serverital table on revision of methanism for the and formal table. NLS Rules and Regulations, by initialing above and signing below, as the property Owners, UW naturations to the listing brokerage affirming that the property will not be entered into the NLB due due duritwise actions/des/dpi that any public marketing of the property will require entry into the as day. The listing Exclusion may be withdrawn by the listing office at any time and placed in the advoctment. Owner Name (Pfint) Owner Signature Date By signing below, Broke#Office Manager and Agent affirm that this form has been fully reviewed with the Owner(s) and acknowledge that the Form must be filed in accordance with Stallar MLS Rules and Regulations. *Note: Boh agenture required* Agent Name (Print) Agent Signature Agent MLS ID Broker(Office Menager (Print) Broker(Office Menager Signature NI C 00-10 ce Exclusive version 11-19 Page 1 of 1

#### **Office Exclusive**

Office Exclusive – No Entry Into The MLS

#### **Example Use:**

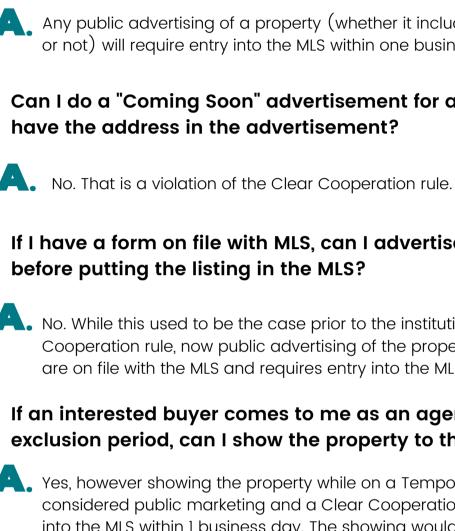
When a homeowner does not want photos of their property online, or any listing information available to the public for the entire duration of the listing period.

ONCE PUBLIC MARKETING BEGINS, THE LISTING MUST BE ENTERED INTO THE MLS WITHIN ONE BUSINESS DAY.

Download forms: stellarmls.com/documents/listing-forms



# 8.0 FAQ-



#### **Q**. Can I advertise a property as "Coming Soon"?

Any public advertising of a property (whether it includes the words "Coming Soon" or not) will require entry into the MLS within one business day.

### 💽 🛯 Can I do a "Coming Soon" advertisement for a property if I do not

## Q . If I have a form on file with MLS, can I advertise the property

No. While this used to be the case prior to the institution of the NAR Clear Cooperation rule, now public advertising of the property overrides any forms that are on file with the MLS and requires entry into the MLS within one business day.

#### **Q.** If an interested buyer comes to me as an agent during the exclusion period, can I show the property to them?

🕂 Yes, however showing the property while on a Temporary Exclusion would be considered public marketing and a Clear Cooperation "trigger" to enter the listing into the MLS within 1 business day. The showing would not trigger the property to be entered into the MLS only if the listing were an office exclusive, shown only to an internal client of the firm.

#### What if my sellers do not want their home on the MLS at all?

You would use an Office Exclusive form in this situation. With this form, you as an agent can discuss the property within your own office. Again, any public marketing of the property will require entry into the MLS within one business day.

Please email us at Compliance@stellarmls.com or call 800-686-7451 if you have any questions or concerns.



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