

NAR Clear Cooperation Policy 8.0

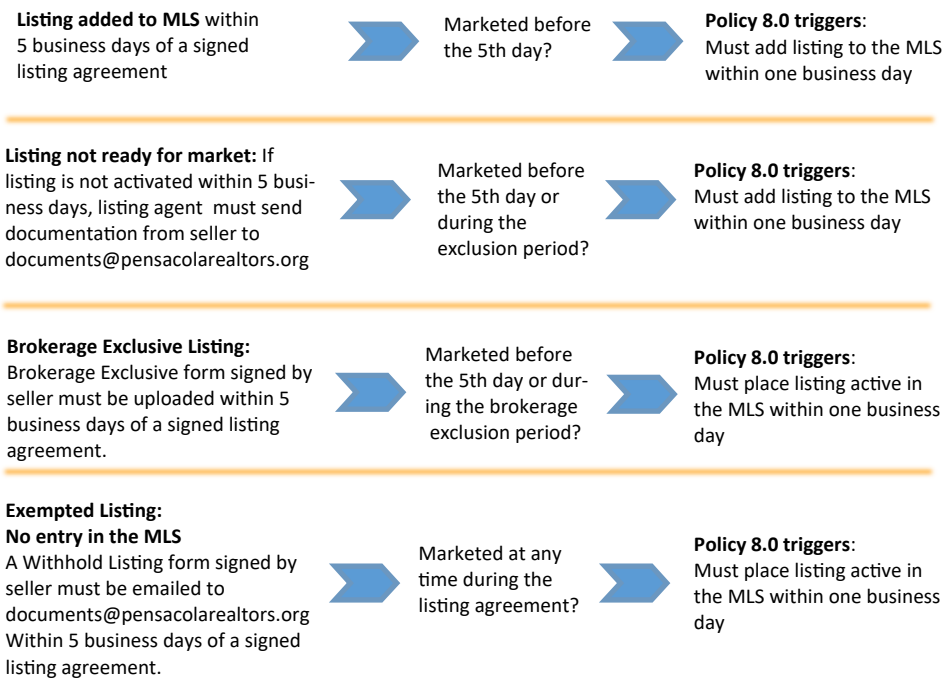
PAR MLS 8.0 Policy Compliance Effective April 1, 2020

In November of 2019, the National Association of REALTORS® approved Policy 8.0: Clear Cooperation. The policy solidifies using the MLS as the first option to market listings, and allows REALTORS® to better serve their clients and customers.

How Does This Impact a Seller's Wish to Exclude Their Listings in the MLS?

In such case, the Withhold Listing form can be used. Even when the Withhold Listing form is used, if the property is marketed before the 5th day or during the withhold or brokerage exclusive period, the rule triggers and the listing must be added to the MLS within one business day.

Triggers for Policy 8.0



What Counts as Public Marketing?

Policy 8.0 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 (Facebook groups)



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Policy 8.0

As listed on:

www.nar.realtor/about-nar/policies/mls-clear-cooperation-policy

Section 1.01 – Clear Cooperation

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. (Adopted 11/19)

Note: Exclusive listing information for required property types must be filed and distributed to other MLS Participants for cooperation under the Clear Cooperation Policy. This applies to listings filed under Section 1 and listings exempt from distribution under Section 1.3 of the NAR model MLS rules if it is being publicly marketed, and any other situation where the listing broker is publicly marketing an exclusive listing that is required to be filed with the service and is not currently available to other MLS Participants.

SECTION 1.3 EXEMPTED LISTINGS:

If the seller refuses to permit the listing to be disseminated by the Service, the Participant may then take the listing (Broker maintains copies in his office), and such listing shall be filed with the Service but not disseminated to the Participants. Filing of the listing should be accompanied by certification signed by the seller that he does not desire the listing to be disseminated by the Service and must be emailed to documents@pensacolarealtors.org within 48 hours (excluding weekends or holidays) of taking an exempt listing.