

## How the MLS Makes the Real Estate Market Work

A multiple listing service (MLS) is the greatest real estate marketing engine ever created. It streamlines and makes the process simpler for home sellers and their listing brokers to connect with and share information and data with home buyers and cooperating agents and brokers.

### The Value of the MLS

The MLS makes selling your home simpler by streamlining the complex processes of cooperation and compensation with agents and brokers who have buyers for your property. By working with a member of your local MLS your home will be placed in front of nearly every real estate professional working with active buyers in the area.

In addition, buyers know that their agents have the most current and reliable information about properties and can rest assured that the agents representing sellers will work with them.

### Core Benefits of Using the MLS

#### Confidence

The MLS safeguards market information and enforces rules that govern market participation. This allows real estate professionals to do their jobs with a confidence that would not otherwise exist.

#### Connections

The MLS creates connections between professionals with properties to sell and those with clients who may buy them. It is the platform on which those who make transactions happen come together.

#### Community

The MLS is a dynamic community of professionals. The magic lies in competitors working together to create a healthy, efficient marketplace.

*Members of the National Association of REALTORS believe the MLS is the #1 most valuable tool used in their business outside of email & cell phones.*

### Is Your Property Being Publicly Marketed?

#### Yes

**Traditional Listing** - Entered into the MLS as Active (May be shown unless otherwise dictated on the listing agreement and within the MLS)

**Coming Soon Listing** - Entered into the MLS as Active or as Coming Soon-No Showings for a maximum of 21 days (May not be shown in the Coming Soon-No Showings status)

#### No

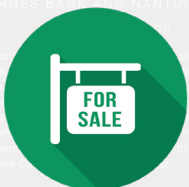
**Delayed Listing** - May be entered as an Incomplete or Future listing or not entered until available (May not be shown)

**Office Exclusive Listing** - Not entered into the MLS (May be shown within firm and to clients of agents within firm in one-to-one promotions)

All exclusive listing agreements must be submitted to the MLS office within 48 hours after obtaining all necessary signatures or within 1 business day of public marketing, whichever is sooner.

Traditional listings must be Active status in the MLS within the 48 hour timeframe and all listings must be input into the MLS within 1 business day of public marketing.

### What is Considered Public Marketing?



Yard signs, flyers in window, open houses showings to public



Flyers, postcards, mailing campaigns, public solicitations



Brokerage Websites (IDX), multi-brokerage listing sharing networks



Search portals, digital advertising, public-facing websites



Email marketing campaigns or blasts



Posting on social media on personal or business pages or groups