

7021 Koll Center Pkwy
Pleasanton, CA 94566
(925) 730-4060 Fax (925) 730-0237
1-800-773-3103
<http://www.bayeast.org>



MARKETING ACTIVITY NEWSLETTER ADVERTISING (MANA) AGREEMENT

IT IS AGREED, that the undersigned Broker/Participant, by executing this agreement, gives permission to allow all other Broker/Participants who are signatory to this agreement (and their agents) to use their Brokerage listings in Market Activity Newsletters **ONLY**. Permission is given to the same extent to all other Broker/Participants (and their agents), who previously or subsequently have executed or do execute this agreement (hereinafter the Signatory Broker/Participants).

Any Broker/Participant and their agents in good standing with the Bay East Multiple Listing Service may advertise listings of the other "Signatory Broker/Participant". All Signatories must comply with the Bay East Multiple Listing Rules and Regulations, NAR Code of Ethics and the rules set forth in this agreement. Such advertising is hereafter referred to as "Market Activity Newsletter Advertising".

- **Rule #1-Who Can Advertise:** Only those "Signatory Broker/Participants" (and their agents) who are signatory to the "MANA AGREEMENT" can advertise other Broker/Participant's listings who have signed the agreement and whose name is appearing in the "Marketing/Newsletter Roster".
- **Rule #2- Agents/Subscribers Advertising:** Agents may advertise listings of Participants/Brokers whose names appear in the "Broker/Participant Signatory Roster" only if their Broker/Participant is a Signatory to the "MANA AGREEMENT" and their Broker/Participant's name appears in the "Marketing Newsletter (MANA) Roster." The "Broker Participant Signatory" is ultimately responsible for insuring that their agents adhere to the "MANA AGREEMENT"
- **Rule #3-Rules Compliance:** All Broker/Participant Signatories (and their agents) participating in the "MANA PROGRAM" must comply with the NAR Code of Ethics and MLS Rules and Regulations when advertising in their "Market Activity Newsletter" including, but not limited to, MLS Rules Section 12.7 which requires advertisements to present a "TRUE PICTURE".
- **Rule #4-Rules Violation:** This agreement will automatically terminate if the Broker/Participant or their agents are in violation of the "MANA AGREEMENT" rules and the Signatory's name will be deleted from the "Marketing/Newsletter Roster" or if the Signatory provides written requests to be deleted from the "Marketing/Newsletter Roster".
- **Rule #5-Deletion from Marketing Newsletter (MANA) Roster:** Deletions must be done in writing and submitted to the Bay East Association of REALTORS®.

Broker Name: _____ Member #: _____

Firm Name: _____

Address: _____ City: _____ Zip: _____

Firm Telephone: _____ Firm Fax: _____

Direct Agent Phone: _____ E-Mail: _____

Broker Participant: _____ So Agreed This Date _____

Signature