

Bay East Consumer Guide

Alternative Listing Options

Choose the marketing strategy that's right for your home



Why List on the MLS?

A Multiple Listing Service (MLS) helps expose your home to the largest possible pool of buyers.

- Greater market visibility
- Exposure to other real estate professionals
- Listings shared on home search websites
- Increased opportunities to attract buyers

💡 For many sellers, MLS exposure helps maximize interest and competitive offers.

Alternative Listing Options

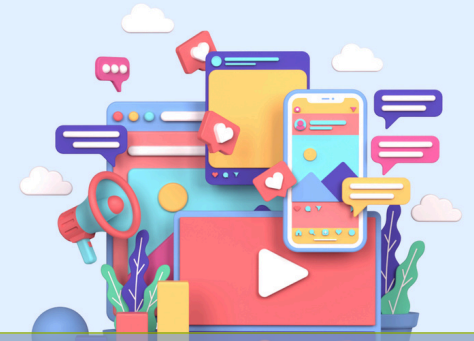
Some sellers prefer more control over how their home is marketed.

Office Exclusive

- Shared within your agent's brokerage
- Not publicly marketed

Delayed Marketing

- Listed in the MLS
- Public advertising is delayed for a period



"The best marketing strategy is the one that fits your goals."



How Buyers Find Your Home

Depending on your listing choice, buyers may learn about your home through:

- Your agent's brokerage
- MLS participants
- Approved marketing channels
- Outreach from interested buyer's agents



Compare Your Options

Traditional MLS Listing

- ✓ Maximum public exposure
- ✓ Broad online visibility
- ✓ Shared with participating brokerages

Delayed Marketing

- ✓ MLS visibility for agents
- ✓ Public marketing begins later
- ✓ Offers more control over timing

Office Exclusive

- ✓ Greater privacy
- ✓ Limited marketing
- ✓ Available only within the listing brokerage

💡 Your REALTOR® can explain the advantages and trade-offs of each approach.



We're Here to Help

A Bay East REALTOR® can help you:

- ✓ Compare your listing options
- ✓ Build a personalized marketing strategy
- ✓ Balance privacy and exposure