

Multiple Listing Service

MLS

MLS ORIENTATION



Who
Writes the
MLS Rules?

NAR

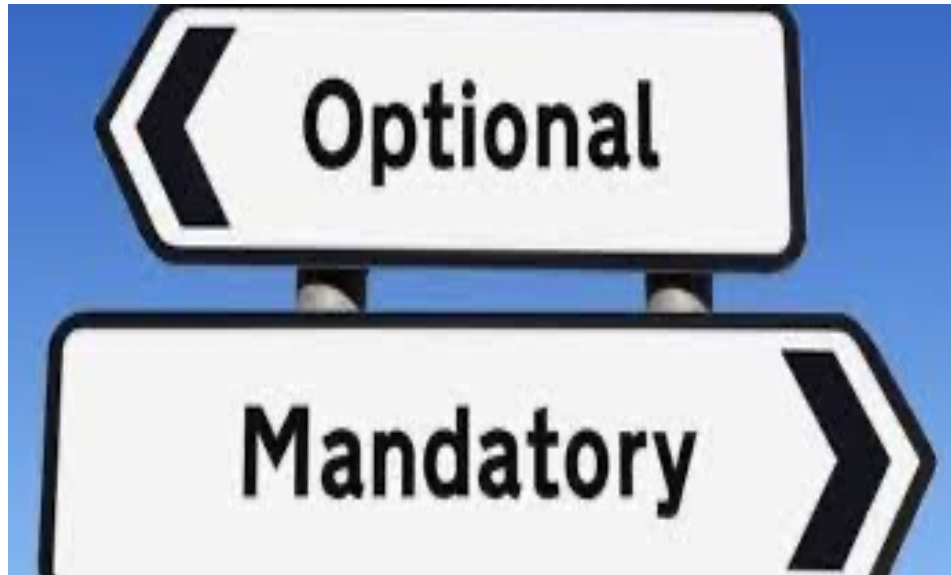


C.A.R



Local AOR/MLS

Rules Local AOR/MLS



Optional Rules / MLS Committee



- Review
- Make Decisions

MLS RULES

- How can I get a copy of the Rules?

www.BayEast.org

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RESOURCES ▾

MLS ▾

EDUCATION ▾

Grab n Go Videos
IDX Services
Marketing Meetings
NORCAL MLS Alliance
Rules & Forms
Supra Keys & Lockbox
Resources
Tech Support
Tools & Benefits
Training
What's New

Attend a Virtual Marketing Meeting

Get valuable information and hear from knowledgeable speakers in the comfort of your own home.

MARKETING MEETING CALENDAR

Log onto Paragon

The screenshot shows the BayEast website interface. At the top, the BayEast logo is on the left, and a 'POWER SEARCH' bar is on the right. Below the logo is a navigation menu with icons for HOME, SEARCH, LISTINGS, CMA, CONTACTS, FINANCIALS, TAX, MEMBERSHIP, RESOURCES, PREFERENCES, and ADMIN. The 'RESOURCES' menu is expanded, and the 'MLS Documents' link is highlighted with a red box. Below the navigation menu, the 'MLS Folder' section is displayed. It shows a list of folders: 'Bay East - 3 Files' (For Bay East Only Documents), 'bridgeMLS - 15 Files' (For bridgeMLS Only Documents), and 'MAPS - 10 Files' (New subareas). The 'Bay East - 3 Files' folder is highlighted with a red box.

Appendix A – Citable Infractions

SECTION	SUMMARY/SECTION	ASSESSMENT
9.1.1	Listing Not Ready for Showing Within 3 Days After Submission of Listing 1. Only exception is tenants' rights 2. Or unless seller indicates otherwise in writing	1 st – Courtesy Call 2 nd - \$300 Violation 3 rd - \$400 Violation 4 th - \$500 Violation + \$200 Admin fee & Class
10.2	-- Sale Not Reported within 3 Days After Close of Escrow -- Pending Sale Not Reported within 3 days after Ratification of Sales Contract	1 st – Courtesy Call 2 nd - \$100 Violation 3 rd - \$200 Violation 4 th - \$400 Violation + \$200 Admin fee & Class
10.3	Removal of Listings for Refusal/Failure to Timely Report Status Changes	1 st – Courtesy Call 2 nd - \$100 Violation 3 rd - \$200 Violation 4 th - \$400 Violation + \$200 Admin fee & Class
10.4	Cancellation of Pending Sale Not Reported within 1 day after the written Cancellation is received	1 st – Courtesy Call 2 nd - \$100 Violation 3 rd - \$200 Violation 4 th - \$300 Violation + \$200 Admin fee & Class
11.5a (part 1)	Use of Photographs on a Listing Without Proper Authorization	No Courtesy Call 1 st - \$100 Violation 2 nd - \$200 Violation 3 rd - \$400 Violation + \$400 Admin fee & Class
11.5a (Part 2)	Branding of photos <ul style="list-style-type: none"> For sale sign (if legible) Branded Virtual Tour Branding of images/photos 	1 st – Courtesy Call 2 nd - \$100 Violation 3 rd - \$200 Violation 4 th - \$300 Violation + \$200 Admin fee & Class

MLS RULES

- How are violations submitted?

How are Violations Submitted

Agent Report (New) (4)

✓ Checked All Email Share Save Print Export Customize Correction Actions More



RESIDENTIAL
Detached

New List Price: \$799,000
5451 Fairway Court Unit:
DISCOVERY BAY CA 94505
MLS# [40942292](#) Area: 6600 Stor... Two ...
Orig Price: \$799,000 Sold Price:
List Date: 3/22/2021 Off Mkt Date:
Pend Date: COE:
D/N/S: DISCOVERY BAY COUNTRY CLUB
DOM: 1 CDOM: 1
Model: Builder:

1 of 29

Property Information

Bedrooms: 2 Vr Rlt: 100% Garage Snc: 2 Total Dms: 2 Own Tms:



NON-COMPLIANCE OF MLS RULES



- Can result in fines
- Make sure you know the rules

7.5 MANDATORY LISTINGS FINED FOR FIRST NON-COMPLIANCE

Listings are required to be submitted to the MLS within two (2) days after all necessary signatures of the seller(s) have been obtained.

7.6 EXEMPTED LISTINGS FINED FOR NON-COMPLIANCE

If the seller refuses to permit the listing to be disseminated by the service, the listing broker shall submit to the MLS within two (2) days a certification signed by the seller that the seller does not authorize the listing to be disseminated by the service.

SECTION 7.6 MLS RULES



SELLER'S INSTRUCTION TO EXCLUDE LISTING FROM THE MLS (Multiple Listing Service)

According to MLS Rules, Section 7.6, this form must be submitted to the Association/MLS office within 3 days.
FAX (925) 730-0266 or email mls@bayeast.org

This waiver is being submitted for Property located at: _____

Listing Agreement Date: _____ Listing Expiration date: _____

Property listed with following firm: _____

1 **EXPOSURE TO BUYERS THROUGH MLS:** Listing property with an MLS exposes a seller's property to all real estate agents and brokers who are participants or subscribers to the MLS, all real estate agents and brokers receiving access to the MLS by way of an MLS reciprocal agreement, and potential buyer clients of those agents and brokers. The MLS may further transmit the MLS database to Internet sites that post property listings online, including national compilations of properties for sale (such as Realtor.com) and possibly even international compilations of properties for sale (such as worldproperties.com).

2 **CLOSED/PRIVATE LISTING SUBGROUPS OF CLUBS:** The MLS provides broad exposure for listed property. Closed or private listing clubs or subgroups are not the same as the MLS. They are accessible to a more limited number of licensees and generally offer less exposure for listed property. Whether listing property through a closed, private network – and excluding it from the MLS – is advantageous or disadvantageous to a seller, and why, should be discussed with the seller's listing agent.

3 **IMPACT OF EXCLUSION OF PROPERTY FROM MLS:** If Property is excluded from the MLS, Seller understands and acknowledges that: (a) real estate agents and brokers from other real estate offices who have access to that MLS, and their buyer clients, may not be aware that Seller's Property is offered for sale; (b) information about Seller's Property will not be transmitted to various real estate Internet sites used by public to search for property listing; (c) real estate agents, brokers and members of the public may be unaware of the terms and conditions under which Seller is marketing the Property; and (d) the reduction in exposure of the Property may lower the number of offers made which may adversely impact the sales price.

4 **SELLER OPT-OUT:** Seller certifies that Seller understands the implications of not submitting Property to the MLS and instructs Broker as following (Check one):

- A. ☐ Do not submit Property to the MLS Until _____ (DATE MUST BE ENTERED) or
B. ☐ Do not submit Property to the MLS during the entire listing period

By signing below, Seller acknowledges that Seller has read, understands, accepts and has received a copy of this waiver form

Owner/Seller: _____ Date: _____

Owner/Seller: _____ Date: _____

Listing Agent: _____
Print Name Signature

Listing Agent Phone #: _____ Listing Agent Member #: _____

Listing Broker: _____
Print Name Signature

Listing Broker Phone #: _____ Listing Broker Member #: _____

No substitute waiver form may be submitted other than C.A.R. "SEL" (Seller Instruction to exclude listing from the MLS) Form

SECTION 7.6 MLS RULES

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- A. ☐ Do not submit Property to the MLS Until _____ (**DATE MUST BE ENTERED**) or
B. ☐ Do not submit Property to the MLS during the entire listing period

By signing below, Seller acknowledges that Seller has read, understands, accepts and has received a copy of this waiver form

Owner/Seller: _____ Date: _____

Owner/Seller: _____ Date: _____

Listing Agent: _____
Print Name Signature

Listing Agent Phone #: _____ Listing Agent Member # _____

Listing Broker: _____
Print Name Signature

Listing Broker Phone #: _____ Listing Broker Member # _____

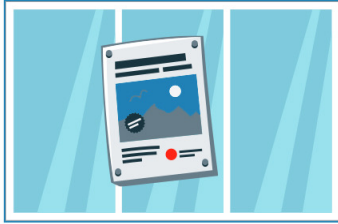
No substitute waiver form may be submitted other than C.A.R. "SEL" (Seller Instruction to exclude listing from the MLS) Form

SECTION 7.5.1 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.

WHAT IS CONSIDERED PUBLIC MARKETING?

Public marketing includes, **but is not limited to:**



Flyers in Windows



Yard Signs



Brokerage Website Displays
(Including IDX and VOW)



Public Facing Digital Marketing
(Including Social Media Posts)



Digital Communication
Marketing



Multi-Brokerage Listing
Sharing Networks

Recap 7.5, 7.6, and 7.5.1

- 7.5 (2 days after all signatures on agreement)
- 7.6 - SELM (if exceeding 2 days)
- 7.5.1 - *If you publicly market the listing, you have 1 business day to get it on the MLS (SELM or not)*

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11.5 PHOTOGRAPHS

A front exterior photo is required to be added within one (1) day.



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10.1 – 10.3 STATUS CHANGES FINED FOR NON-COMPLIANCE

Status updates
must be Submitted
to the MLS within 3
days

Violation Count and Fine

1st – Courtesy Call

2nd – \$100 Violation

3rd – \$200 Violation

4th – \$400 Violation + \$200

Admin fee & Class

8.4 INPUT DEFINED

The data fields are to be used only for the information specified (on the Input Sheet) for that data field.



General Information

(59)	MLS #	R	New Listing	
(60)	Class	R	RESIDENTIAL	
(55)	Photo		Upload Primary Photo	
(70)	Status	R	<input type="text"/>	
(80)	County	R	<input type="text"/>	<input type="checkbox"/> Show All
(65)	Address	R	<div><div>Address Number</div><div>Dir </div><div>Street Name</div></div>	
(66)	Unit		<input type="text"/>	
(67)	City	R	<input type="text"/>	<input type="checkbox"/> Show All
(63)	Area	R	<input type="text"/>	<input type="checkbox"/> Show All
				View Area Map
(146)	Search By Map		Validate Map	
(68)	State	R	CA	
(69)	Zip	R	<input type="text"/>	
(82)	Assessors Parcel No		<input type="text"/>	
(64)	Price	R	<input type="text"/> , <input type="text"/> 000	

Occupant Name

Occupant Phone

7.2.1 LIMITED SERVICE LISTINGS

7.2.2 ENTRY ONLY LISTINGS



12.5 MISUSE OF REMARKS

Public Remarks

- a. Information in the public remarks shall only relate to the marketing, description and condition of the property.
- b. No contact information is permitted, including names, phone or fax numbers, email addresses or branded website addresses (including virtual tours and transaction tracking URLs).
- c. No showing instructions are permitted, including references to lockbox, alarm, gate or other security codes, or the vacancy of the property. However, a statement that the property shall be delivered vacant is not a violation.
- d. No information directed toward real estate agents or brokers, including compensation or bonuses offered to cooperating brokers may be shown in public remarks.

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12.5 MISUSE OF REMARKS

Confidential Remarks

- a. “For Comp Purposes Only” must appear in the first line of confidential remarks when a listing is entered for that purpose.
- b. References to codes, burglar alarm, security system, gate codes or combo lockbox code may only be placed in confidential remarks only with seller’s written permission.
- c. Caution: Title or escrow information may be entered in confidential remarks; however, participants/subscribers should note that any verbiage which implies a requirement to use a specific title company or escrow service may be a violation of RESPA. You are advised to seek legal counsel for specific advice when using such verbiage.

Remarks

(176)

Confidential Remarks 

1,300 characters left.

(52)

Public Remarks

1,000 characters left.

SECTION 12.7 & 12.8

12.8.1 Advertising of Listing in Printed Neighborhood Market Report. Subject to the conditions set forth in (a) through (c) below, as well as throughout these Rules, Participants and Subscribers may include the listings of others in their printed “Neighborhood Market Reports.” The “Neighborhood Market Report” is defined as an advertising and/or information sheet (typically appearing in the form of a postcard, flier or newsletter) compiled by and/or for use by a licensee which sets forth a list of home activity in a particular neighborhood area. Advertising appearing in newspapers, magazines or other classified forms is not included in the definition of “Neighborhood Market Report” and is not authorized by this Rule 12.8.1.

(a) Consent. A listing broker may refuse to permit others to advertise his listing in the “Neighborhood Market Report” (i.e. “opts-out”) on a listing by listing basis. Participants and Subscribers are not permitted to include listings in their Neighborhood Market Report from which listing broker has opted out and will be responsible for verifying that they have permission to advertise all listings contained in their Neighborhood Market Reports. Nothing in this section shall preclude a Participant or Subscriber from including Sold Properties in their Neighborhood Market Report even if the listing broker has “opted out” (reference Rule 12.7).

Printed Neighborhood Rpt **R**

SECTION 12.7 & 12.8

(b) Allowable Listing Content. Broker Participants and R.E. Subscribers may include only those portions of the MLS compilation consisting of the following: property address (and whether attached or detached), status, price, number of bedrooms, number of bathrooms, number of garages (and whether attached or detached), square footage, lot size, year built, tract or development name, and if there's a pool. Display of other fields, as well as confidential information and photographs, is prohibited.

(c) Each "Neighborhood Market Report" shall include the following disclaimer:

Based on information from the _____ /Association of REALTORS® (alternatively, from the _____ MLS) as of _____ (date the AOR/MLS data was obtained). All data, including all measurements and calculations of area, is obtained from various sources and has not been, and will not be, verified by broker or MLS. All information should be independently reviewed and verified for accuracy. Properties may or may not be listed by the office/agent presenting the information.

4. UNAUTHORIZED MLS ACCESS



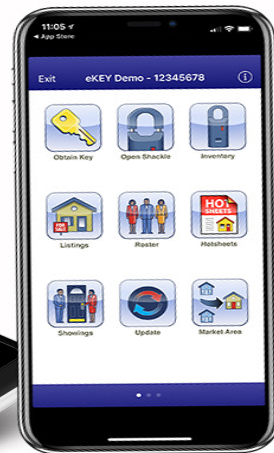
- The participant is responsible for payment of all fees.
- If the participant or the licensee has not paid the imposed fee and the participant allows the licensee access to the MLS compilation, he is in violation of unauthorized access.
- Participants are required to notify the MLS within 10 days when accepting the affiliation of a new licensee.

SUPRA KEY



iBox BT LE

eKey app for
iPhone and
Android



SUPRA LOCKBOX



- Use of lockbox Key by someone other than registered key holder.
- Placement of lockbox without written authority of seller and tenants.
- Unauthorized entrance into a listed property (i.e. Failure to follow the showing instructions.)
- Failure to remove lockbox after close of escrow.

“For Sale” Signs

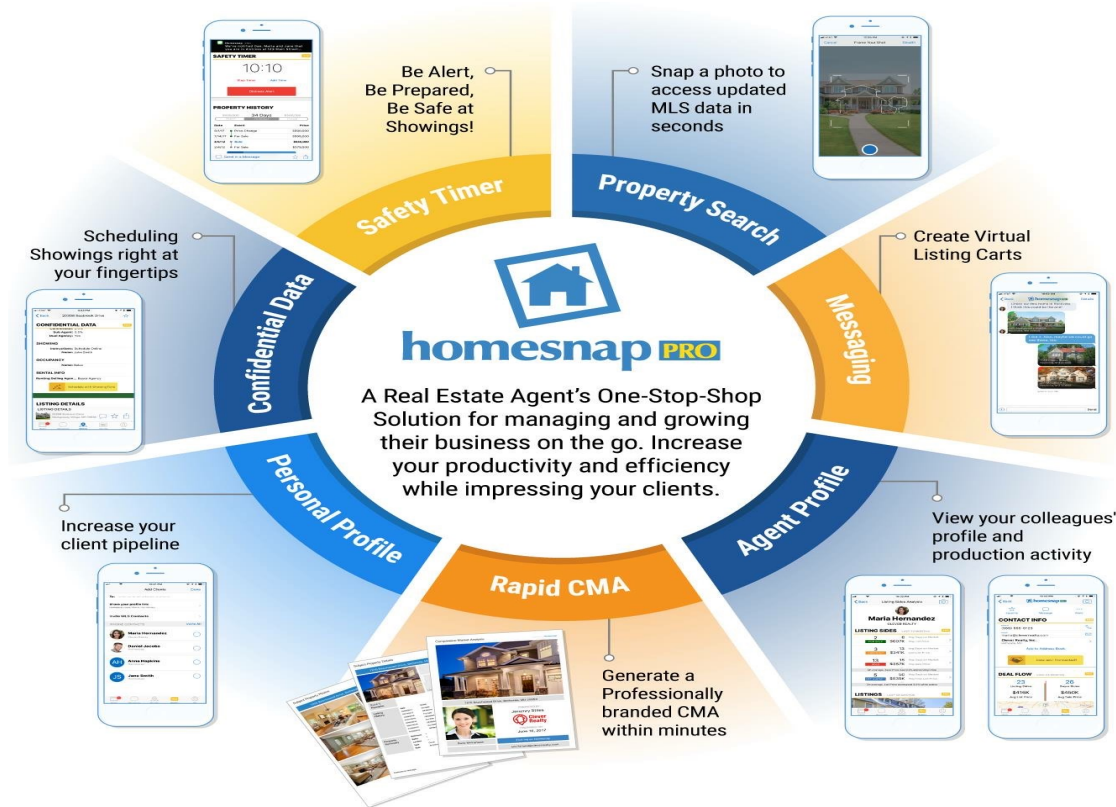
12.6

"For Sale" Signs. Only the "For Sale" signs of the listing broker may be placed on the property.

12.6.1

“For Sale” Signs. For Sale signs shall be removed from the property within five (5) days after escrow is closed

MLS Mobile App



213.739.8282



Thank you

Welcome to Bay East Association of
Realtors