

March 2022 GPRMLS Rules Updates

Green = Text addition

Red = Text removal

NAR Mandatory GPRMLS Rules Updates

Section 5.5 Display of Listing Broker's Offer of Compensation: Participants and subscribers who share the listing broker's offer of compensation for an active listing must display the following disclaimer or something similar.

The listing broker's offer of compensation is made only to participants of the MLS where the listing is filed. (NAR 5.4 Amended 11/21) 3/22 **M**

Section 16.2.4: Participants may select the listings they choose to display through IDX based only on objective criteria including, but not limited to, factors such as geography or location ("uptown," "downtown," etc.), list price, type of property (e.g., condominiums, cooperatives, single-family detached, multi-family), ~~cooperative compensation offered by listing brokers,~~ or type of listing (e.g., exclusive right-to-sell or exclusive agency), ~~or the level of service being provided by the listing firm.~~ Selection of listings displayed through IDX must be independently made by each participant. (NAR 18.2.4 Amended 05/17, 11/21) 3/22 **M**

Section 16.2.12: All listings displayed pursuant to IDX shall identify the listing firm, and the email or phone number provided by the listing participant in a reasonably prominent location and in a readily visible color and typeface not smaller than the median used in the display of listing data. * (NAR 18.2.12 Amended 11/21) 3/22 **M**

* This rule will NOT be implemented until MLS system software allows accommodation of the rule. Notice will be given to all MLS Participants before implementation.

Section 16.3.1: Listings displayed pursuant to IDX shall contain only those fields of data contained in MLS Client Detail Reports. Confidential ~~information fields~~ intended only for other MLS participants and users (e.g., ~~cooperative compensation offers,~~ showing instructions, and property security information, ~~etc.~~) may not be displayed ~~on IDX sites.~~ (NAR 18.3.1 Amended 5/12, 11/21) 3/22 **M**

Section 17.12 A participant's VOW may exclude listings from display based only on objective criteria, including, but not limited to, factors such as geography, list price, type of property, ~~cooperative compensation offered by listing broker,~~ and ~~whether the listing broker is a REALTOR.~~ (NAR 19.12 Amended 11/21) 3/22 **M**

Section 17.18 A participant shall cause any listing that is displayed on his or her VOW to identify the name of the listing firm and the listing broker or agent, and the email or phone number provided by the listing participant in a readily visible color, in a reasonably prominent location, and in typeface not smaller than the median typeface used in the display of listing data.* (NAR 19.18 Amended 11/21) 3/22

* This rule will NOT be implemented until MLS system software allows accommodation of the rule. Notice will be given to all MLS Participants before implementation.

Other GPRMLS Rules Updates (Section 1.17)

V. Subscriber/Participant Information

- A. Information regarding the listing agent or the listing ~~firm company~~ shall be allowed only in the “Agent Remarks,” “Office Remarks,” or “Syndication Remarks” and other data fields that are specifically labeled for such information and shall not be permitted to be displayed in text fields, graphics, or hypertext-linked displays that are publicly viewable (~~see below for exceptions~~). ~~2/19~~ 3/13

The above restrictions do not apply to:

- ~~1. The name of the builder’s company of the listed property.~~
- ~~2. A “Listing Courtesy of (Broker Name)” statement that is consistent with an IDX public display.~~
- ~~3. An ownership or copyright identifier (limited to the Participant’s company logo, company name and/or company URL) located in a photograph not exceeding ten percent of the picture area.~~ 2/19

VI. Photos

- A. **Photo Guidelines:** All listing photographs or graphics must directly promote the listed property and its amenities.
1. Any listing photograph that prominently features a yard sign, where the yard sign exceeds ten percent of the photograph’s area, or where an agent’s name or contact information is legible is prohibited.
 2. Any property photo must promote the property for sale and its amenities and is to contain no other text, graphics, or other messages, except identifying watermarks **as outlined in 1.17 (VI)(D)** (~~limited to Participants logo and/or name, not to exceed 10% of the total area of the photo~~). The MLS Staff is directed to delete any property pictures that display anything else, including deleting pictures and property information and/or the complete listing if necessary. ~~2/19~~ 3/22
- D. **Broker/MLS Watermarks:** MLS photos and the watermarks on photos must be clearly visible on all IDX displays. ~~2/19~~ 3/22
1. Only system supplied watermarks shall be permitted on listing photographs, watermarks shall not be manually added to listing photographs.
 2. Participants may choose to submit one brokerage watermark containing their brokerage logo with no additional text or graphics to the MLS office to replace the default GPRMLS watermark on their firm’s listing photos.

VII. Remarks & Associated Documents

- B. **Associated Documents:** Associated Documents in Paragon can only contain information about the listing and may not include anything that promotes an agent or company. ~~2/19~~ 3/22
1. The Seller Property Condition Disclosure and Lead Based Paint Disclosure (if applicable) are required to be uploaded in the Paragon MLS Associated Documents within 2 days of the listing being input in the MLS.
 - a. If a property is exempt from the requirement of a Seller Property Condition Disclosure, the exemption shall be disclosed in the Agent Remarks in the MLS, or an exemption form must be uploaded to the associated documents in the MLS.

Pandemic Related 'Temporary' Rules Removal

I. Listing Entry

E. NO SHOW Listings

1. ~~**TEMPORARY:** When the seller has requested that showings be limited to the digital images or video tours available, and no physical access to the property is being granted for any showings, the property may be entered as an "Active" status listing, provided the first words in "Public Remarks" and "Agent Remarks" is "No physical access—virtual showings only." immediately followed by either (a) a direct URL link to an unbranded virtual tour/showing*, or (b) the statement "The only available photos are included, no virtual tour available." 4/20~~

~~*Note: currently some third party websites, outside the control of GPRMLS, will not display listing Public Remarks that contain a URL.~~

VII. Remarks & Associated Documents

D. Public Remarks

1. Examples of What Public Remarks cannot contain:
 - a. Agent name or phone numbers
 - b. Reference to lender financing
 - c. Website addresses or information ~~with the temporary exception of unbranded links to the following:*~~
 - 1) ~~Virtual Tour~~
 - 2) ~~Pre-produced Video Tour~~
 - 3) ~~Virtual, live, and pre-scheduled Open House 4/2020~~
 - d. Builder promotion (i.e.) "sold by best builder in town"
 - e. Promotion of the listing agent or listing agents firm including reference to branded virtual tours or videos
 - f. Use our preferred lender and have your closing costs paid
 - g. Free credit report and appraisal if you choose to use ... lender
 - h. Wholesale financing rates available with purchasing this home, call for info
 - i. \$5000 bonus to selling agent

~~*Note: currently some third party websites, outside the control of GPRMLS, will not display listing Public Remarks that contain a URL.~~