



GREAT PLAINS
REGIONAL MLS

Tri-County Conversion Training

All Residential listings

- Single Family
- Duplex
- New Construction

Subject to a VALID Listing agreement

- EXCEPT Model Homes and Comp-Only

Must be entered into the MLS within 2 days of the listing date UNLESS publicly marketed.

- Publicly marketed properties must be entered within ONE day.

Listing Submission

Listing Submission has a separate fine schedule than standard violations.

- Failure to submit a listing or submit the listing in the proper time frame:
 1. \$100 plus \$100/day
 2. \$500 plus \$100/day
 3. \$1000 plus \$100/day
 4. Review by the GPRMLS Board of Directors

Listing Submission

FINES FOR VIOLATION!

Key Definition

What is a **DAY**?

- Business Day
- Weekends and National Holidays are excluded

Key Definition

What is the **List Date**?

- The beginning of the listing term as specified in the Listing Agreement.
- List Date is day ZERO.

Key Definition

What is **Public Marketing**?

- Basically any 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
 - applications available to the general public

- The listing is kept solely at the listing FIRM and not marketed to any individual outside the listing Firm.
- If the listing is marketed to any individual outside the listing FIRM, the listing broker must submit the listing to the MLS with-in 1 day.

Office Exclusive

Key Definition

What is an **Office or Firm**?

- In reference to an OFFICE EXCLUSIVE, your office or firm is:
 - Anyone listed under the same broker at the NREC.
 - Clients are an extension of the Office/Firm.

- Listing can NOT be shown to anyone.
- “Coming Soon” marketing IS allowed.
- Listing does NOT syndicate to any third party or broker website.
- Listing does NOT accumulate days on market.
- Listing will change to “NEW” automatically.
- Listing must be updated to an active status BEFORE showing.

Active – No Show

“Coming Soon”

“What if my seller wants the listing marketed NOW but not shown until later?”

- If the listing is available to show with-in *7 calendar* days:
 - Status of ‘ACTIVE’ is allowed.
 - Date available to show must be disclosed in public AND agent remarks.
 - Showing can be scheduled in Paragon.

Active – No Show

“Coming Soon”

- Entered for Statistical and Comparable purposes.
- Must be entered with a 'SOLD' status within 7 days of the closing date.

Compensation Agreement

“You sold a FSBO”

- ALL duplicate listings must be cross referenced in AGENT Remarks
 - Ex: Duplicate Listing MLS#123456789
- Only ONE listing may be placed as Sold.
 - The other listing would be Cancelled at that time.

Duplicate Listing

This does NOT mean “Oops, I accidentally entered my listing twice.”

- **Conforming Bedrooms only.**
 - Must meet building code – properly sized egress window required.
 - Measurement Guide & Definitions can be found at www.GPRMLS.com

Bedroom Field

- Inaccurate or incomplete data is subject to the fine policy in Section 1.18(b).

Data Integrity

All Status Changes must be reported to the MLS
with in 2 days after they have occurred.

New

Extended

Back on Market

Model Home Not For Sale

No Show

Sold

Pending

Expired

Cancelled

Fell Through

Fine for violation:

- \$100 plus \$100/day

Status Changes

“What if my seller wants the listing to remain active while in contract?”

- Offer accepted, on market for back-up offers:
 - Can remain ACTIVE.
 - “Contract Pending” must be added as the first words in Public Remarks.
- Offer accepted, contingent on the sale or closing of the buyer's current property:
 - Can remain ACTIVE.
 - “Subject to Existing Home Sale Contingency” must be added as the first words in Agent Remarks.
 - Nothing is needed in Public Remarks
- Offer accepted, unilateral termination without notice by either party:
 - Can remain ACTIVE.
 - Nothing needs to be noted in Public or Agent Remarks.

Contract Pending Listings

- **Model Homes for Sale:**
 - Subject to a valid Listing Agreement.
 - Price listed must reflect price with lot unless *clearly* noted in Public Remarks.
 - If closing and possession are not readily available, estimated future date must be noted in Public Remarks.
- **Model Homes Not for Sale:**
 - Not subject to a Valid Listing Agreement.
 - MUST use the “Model Home Not for Sale” status.
 - “MODEL” must be placed across photos attached to the listing.
 - Active, Cancelled and Expired status only.
- If a Model Home NOT For Sale becomes available for sale:
 - Model Home Not for Sale listings can NOT be converted to a regular listing.
 - Must have a listing agreement.
 - You can copy/clone.

Model Homes

- Subject to a valid Listing Agreement.
- Price listed must reflect price with lot unless *clearly* noted in Public Remarks.
- If the sale is contingent on a buyer entering into a construction contract with a particular builder, that information must be disclosed in Public Remarks.

New Construction

- Must directly promote the property for sale and its amenities.
- All photos are automatically watermarked via Paragon.
- The photos can show a yard sign.
 - The yard sign can not exceed 10% of the photograph.
 - The yard sign can not show name or contact information.
- Can not contain other text or graphics EXCEPT identifying watermarks such as:
 - Participants logo and/or name (not to exceed 10% of the photo)
 - “SIMULATED”
 - “MODEL”
- You can NOT use another agents' photographs.

Listing Photos

Information regarding the listing agent or the listing 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.

Exceptions:

- The name of the builder’s company of the listed property.
- A “Listing Courtesy of (Broker Name)” statement that is consistent with an IDX public display
- 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.

**Subscriber or
Participant Information**

- Public Remarks – intended to be seen by the public
- Agent Remarks – intended only to be seen by other agents
- Office Only Remarks – intended only to be seen by other agents in your firm.
- Syndication Remarks – automatically generated, you won't type in there.

Remarks

- Examples of what Public Remarks can NOT contain:
 - Agent name or contact information
 - Reference to lender financing
 - Web address or information
 - Builder promotion “Built by best builder in town!”
 - Promotion of listing agent or brokerage
 - Reference to branded videos or virtual tours
 - Use our preferred lender and have your closing costs paid.
 - Free credit report and appraisal with purchase
 - \$5000 bonus to selling agent

Public Remarks

What NOT to say!

- Examples of what Public Remarks can contain:
 - Carpet/decorating/repair allowance
 - Seller will pay \$\$\$ towards buyers closing costs
 - 1-year home warranty provided/included
 - 1st years HOA fees paid
 - Seller will prepay 1 year of taxes
 - Personal property that is included such as surround sound, tv, surveillance, etc.
 - Seller to finish basement with acceptable contract
 - Seller financing available
 - Rent-to-Own/Lease option available

Public Remarks

What you COULD say!

- Short Sales must be disclosed when reasonably know to the listing participants.
- Confidential disclosures and information should be communicated through Agent Remarks only.

Short Sale Policy

- Docs put in Paragon must be associated with a listing.
 - Only contain information related to the listing property.
 - Can not contain agent or brokerage promotion.
- Some Associated docs are required and must be uploaded within 2 days of the listing being live or active in the MLS
 - Seller Property Condition Disclosure (except new construction)
 - Lead Based Paint (homes from 1978 and older)
- If any of the “green” fields are check, applicable certification(s) must be added.

Associated Docs

- Third-party promotional or advertising information is not allowed to be displayed in text fields, system graphics or other publicly viewable fields.
 - Including but not limited to:
 - Company Names
 - Logo's
 - URL's
 - Trademarks
 - Trade Names
 - Anything similar!

Third Party Info

- Any personal information related to the seller or landlord, or the showing of the property shall not be entered in any field, or featured on any graphic, that is publicly viewable.
- MLS listings are not to include security codes (lockbox, gate, garage, etc.)
- Agent Reports are ONLY available to Participants and Subscribers.
- Passwords – don't share them.
 - Admin and Assistant accounts in Paragon are free, just ask us for the application!

Confidential Info

- Don't share!
 - No individual key holder shall permit their key to be used by any other person.
- Lockbox must be removed within 5 days of the Sold/Canceled/Expired listing.

Lock Keys and Lockboxes

- Violations can result in listings being deleted.
- Violations are assessed a fine schedule as follows and applies on a rolling 12-month period.
 1. Warning
 2. \$50
 3. \$100
 4. \$200
 5. Review by the GPRMLS Board of Directors

Rule Violation Fines

- Failure to correct listing input policy violations, status changes, inaccurate data, or failing to submit required documentation within seven calendar days of receiving notice may result in a fine to the listing agent of \$200.00 in accordance with MLS Rule 1.18(B)
 - This fine is in addition to other applicable fines.

Failure to Correct Listing

- Failure to correct listing input policy violations, status changes, inaccurate data, or failing to submit required documentation within seven calendar days of receiving notice may result in a fine to the listing agent of \$200.00 in accordance with MLS Rule 1.18(B)
 - This fine is in addition to other applicable fines.

Failure to Correct Listing

GPRMLS Website

www.GPRMLS.com

- [GPRMLS Input Forms](#)
- [Measuring Guide and Definitions](#)
- [No-Show Status Addendum](#)
- [Office Exclusive Addendum](#)
- [Enhancement Request](#)
- [Personal Assistant Application](#)
- [Office Admin Application](#)

GPRMLS Forms

GPRMLS Staff

Dakota Ghegan –

Dakota@omahaREALTORS.com

Tomi Coffey –

Tomi@lincolnREALTORS.com

Denise Mecseji –

Denise@omahaREALTORS.com