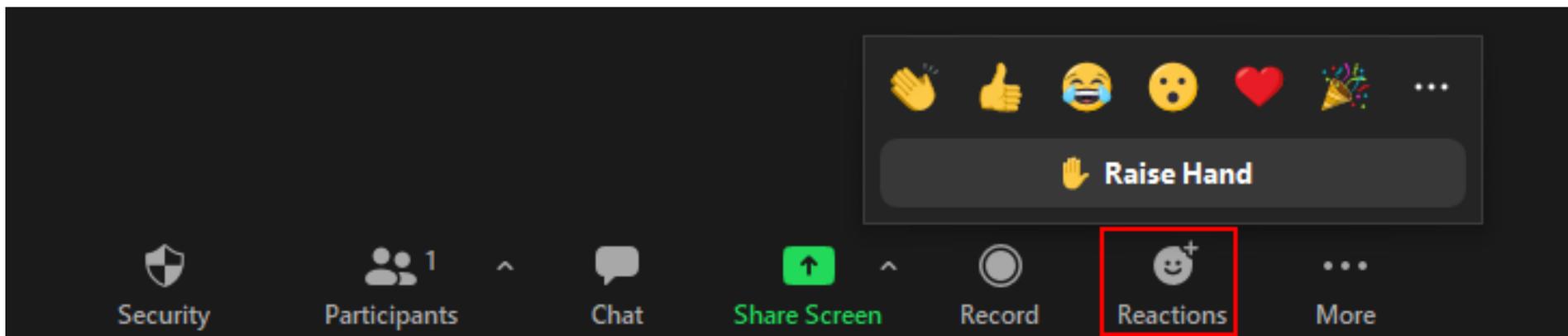




GREAT PLAINS REGIONAL MLS
TRAINING DOJO

MLS Rules Review

- Please remain MUTED unless prompted to unmute.
- Have a question to ask?
 - Type it in the chat.
 - Raise your hand.





GREAT PLAINS REGIONAL MLS
TRAINING DOJO

MLS Rules Review

March 24, 2022

Listings must be submitted to the MLS within 2 days of the listing date UNLESS publicly marketed.

Publicly marketed properties must be entered within ONE day.

What is a **Clear Cooperation**?

Within 1 day of marketing a property to the public, the listing broker must submit the listing to the MLS for cooperation with other MLS participants.

What is a **DAY**?

Business Day

Weekends and National Holidays are excluded

Listings Submission

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

Listing Submission

- The listing is kept solely at the listing FIRM and not marketed to any individual outside the listing Firm.
- The Elimination of MLS Benefits Addendum and Listing Agreement must be turned in to the MLS.
- If public marketing occurs, the listing broker must submit the listing to the MLS within 1 day.

Office Exclusive

- Property can NOT be shown to anyone.
- Marketing (including “Coming Soon”) IS allowed.
- Listing does NOT syndicate to any third party or broker website.
- Listing does NOT accumulate days on market in the MLS.
- Listing will change to “NEW” automatically.
- Listing must display an active status BEFORE showing.

No Show Status

- Status Changes must be reported to the MLS within 2 days after they have occurred.
 - Except SOLD status, you have 5 days.
- Pending but left Active
 - Contract Pending – YES/NO
 - Subject to Existing Home Sale Contingency – YES/NO

Status Changes

- Information regarding the listing agent or the listing company is NOT permitted to be displayed in any text fields, graphics, or hypertext-linked displays that are publicly viewable

**Subscriber/Participant
Info**

- Third-party promotional or advertising information is not permitted in any text fields, system graphics, or other publicly viewable fields. This includes but is not limited to:

- Company names
- Logos
- URLs
- Trademarks
- Trade names

Third-Party Info

- 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

- 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

- Must directly promote the property for sale and its amenities.
- All photos are automatically watermarked via Paragon.
- The photos can show a yard sign. *(but we recommend removing the yard sign prior to taking photos)*
 - 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

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

Rule Violation Fines

Listing Submission violations have a separate fine schedule.

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

Fine Schedule

Listing Submission

Status Change violations have a separate fine schedule.

Failure to update a listing's status in the appropriate time frame:

- \$100 per violation plus \$100/day

Fine Schedule

Status Changes

- Failure to correct listing input policy violations, status changes, inaccurate data, or failing to submit required documentation within 2 days of receiving notice may result in a fine to the listing agent of \$200.00.
 - This fine is in addition to other applicable fines.

Failure to Correct Listing

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