Limited Marketing Authorization and Disclosure Form
(No or Delayed MLS Entry* or No IDX/Syndication)
Revision Date: 09/23/2025

***Property Address** _____

Listing a property in the MLS of Greater Cincinnati (CincyMLS) as *Active,* with no limited marketing election, provides immediate and maximum exposure to over 7,500 real estate professionals and their clients, as well as dissemination to third-party consumer-facing websites. However, the other limited marketing options described below are available and may better align with a seller's specific goals or personal preferences.

Certification of Seller(s): As the authorized Seller(s) of the property listed above, I/we hereby authorize the listing brokerage firm to market the property as directed below in accordance with, and subject to, the CincyMLS rules and regulations, and confirm my/our decision to limit the marketing of the property as provided in the option selected below.

Limited Marketing Options (select one):

☐ **No or Delayed* MLS Entry** (**Brokerage/Office Exclusive or Delayed Entry into the MLS): The Seller(s) elect to withhold the listing from entry in the MLS and from public marketing.**

The Seller(s) acknowledge and understand:

1. The property **may not** be *publicly marketed* unless and until it is entered into the MLS. The Seller(s) and Listing Broker will mutually agree upon the date on which the property is to be entered into the MLS (if any).
    a. "Public Marketing" includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays, digital communications marketing (email blasts), multi-brokerage listing sharing networks and applications available to the general public.
    b. The property may not be displayed on any internet site, including social media and private or restricted social media groups, prior to being entered into the MLS. The Seller is waiving (or delaying) certain benefits that would otherwise be available with entering the property on the MLS (*e.g.*, broad and immediate exposure of the listing on the MLS).
    c. If **any public marketing** occurs prior to MLS entry, the listing must be made **Active in the MLS within one (1) business day,** as required by the NAR Clear Cooperation Policy.
2. Only Brokers/Agents from the listing brokerage may show the property while it is excluded from the MLS.
3. Offers may be presented and negotiated while the property is withheld from the MLS.

☐ **Exclude or Delay IDX/Syndication Dissemination: The listing will be entered into the MLS as Active, but the Seller(s) elect to limit or delay its dissemination to third-party consumer-facing websites.**

The Seller(s) acknowledge and understand:

1. The listing will be visible in the MLS to all CincyMLS participants and subscribers but **will not be disseminated** to third-party consumer-facing websites (*e.g.*, Realtor.com, Zillow, Homes.com, Brokerage websites) through IDX or syndication. At any time the Seller(s) and Listing Broker may agree upon a future date on which the listing is to be disseminated through IDX or syndication (if at all).
2. This choice limits the property's immediate public exposure but allows targeted marketing as determined by the Seller(s) and Listing Broker.
3. The listing is still entered into the CincyMLS system with the IDX/Syndication field set to "NO", ensuring that it remains visible and accessible in the MLS to CincyMLS participants and subscribers.

If there are legal questions, please contact a real estate attorney.

* The No or Delayed MLS Entry option is limited to pre-closing marketing and does not prohibit post-closing reporting. Once closed, the property is eligible to be entered into the MLS as a comparable unless both buyer and seller provide written instructions to the contrary.

Brokerage Authorization:

_____
Listing Company

_____
Agent/Broker/Manager Signature Date

Seller(s) Authorization: (**All Sellers must sign the form)**

_____
Owner/Seller Signature Date

_____
Owner/Seller Signature Date

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