

MULTIPLE LISTING MARKETING OPTIONS FOR SELLERS

The National Association of REALTORS (NAR) adopted a new policy, *Multiple Listing Options for Sellers*, earlier this year, which works in conjunction with Clear Cooperation. This policy takes effect on **September 30** and requires a seller-signed disclosure if the seller chooses to limit marketing of their property.

CincyMLS already complies with NAR's required marketing options:

- **Active** - fully marketed and syndicated.
- **Coming Soon** - entered into MLS, but not syndicated until the Showing Start Date.
- **Active with No IDX/Syndication** - entered into MLS as Active, but *Allow IDX/Syndication* is marked NO.
- **No or Delayed Entry** - not entered in MLS and not publicly marketed outside of the listing brokerage.

To support compliance, CincyMLS offers these resources:

- **Limited Marketing Authorization** - NAR requires that the seller sign a disclosure if they choose *Active with No IDX/Syndication* or *No/Delayed Entry*.
- **Understanding Your Listing Marketing Options** - a consumer-friendly guide to marketing options and their benefits or limitations.
- **Marketing Options for Sellers QuickTake** - a short overview of the marketing options and the rules that govern them.

These CincyMLS resources are designed to help sellers make informed decisions about their marketing options while ensuring compliance with NAR policy. Clear communication enables sellers to select the strategy that best aligns with their objectives.

TUESDAY TIP
09/30/2025