



Clear Cooperation



NAR implemented the Clear Cooperation Policy in 2020 to enhance transparency and fairness in the real estate market. This mandate requires that listings be entered into the MLS as Active within one (1) business day of being publicly marketed. By ensuring all potential buyers and their agents have equal access to property listings, the policy aims to foster a competitive and equitable market environment.

NOTE: Coming Soon listings may not be marketed prior to entry in CincyMLS.

Some Actions That Would Initiate Clear Cooperation

- Placing a yard sign on the property;
- Marketing to real estate professionals outside of the listing office, including one-on-one marketing as well as email blasts;
- Social media posts, even if key information, including address or price, has been excluded;
- Posts by homeowners or contractors that the property is for sale;
- Mass emails;
- Posts to public and private community groups and pages, including multi-brokerage listing sharing networks;
- Marketing on public-facing websites, etc.

Penalties

Fines begin at \$1,000.

NAR's Clear Cooperation Policy underscores the commitment to fostering a transparent and competitive real estate market, ensuring that all consumers have equal access to the same information.