

NAR'S CLEAR COOPERATION POLICY UPDATE

NAR recently updated its Clear Cooperation Policy to offer consumers the option to market their property as a “delayed marketing exempt listing” to delay the public marketing of the listing through IDX or syndication to 3rd party websites. This concept isn’t new for CincyMLS, as it has been available for a long while. A listing can be entered into MLS and marked Internet = No. The listing will not syndicate to 3rd party websites, but will be exposed to CincyMLS users and subscribers and can be publicly marketed by the listing brokerage.

Comparison of Listing Options

	Standard MLS Listing	Delayed Marketing Listing (NAR) (aka: No IDX/Syndication)	Delayed Entry (CincyMLS) Not New or Changed
MLS Entry	Required within one business day of marketing	Required within one business day of marketing	Required within one business day of marketing
IDX/Syndication Exposure	Immediate	Internet=No; No IDX/Syndication	When Entered and Internet =Yes
Showings Permitted	Allowed for all MLS agents	Allowed for all MLS agents	Within Brokerage
Other Public Advertising Permitted	Yes	Yes	No
Best for	Sellers wanting immediate maximum exposure.	Sellers only want exposure to CincyMLS subscribers along with their clients setup in auto-prospecting or client portal.	Extremely limited exposure. Office Exclusive, House Prep
Office Exclusive	No	No	Yes

It’s important to note that NAR’s terminology may cause confusion because it is neither truly “delayed” nor does it encompass “all” marketing. In CincyMLS, it simply means selecting Internet = NO, which prevents 3rd party website distribution (IDX/syndication).