

AGENT REMARKS VS MARKETING REMARKS

Agent Remarks are only visible to CincyMLS subscribers and often include key details meant specifically for agents. **Marketing Remarks**, on the other hand, are visible to both agents and consumers and are typically written with the consumer in mind.

The chart below provides a quick look at what information is required, what's allowed, and what should be avoided.

INFORMATION	AGENT	MARKETING
COMMISSION / COMPENSATION / CONCESSIONS	NO (Violation)	NO (Violation)
SELLER/BUILDER OR AGENT/BROKERAGE SELF PROMOTION	YES	NO (Violation)
A LICENSEE OWNS OR OWNS INTEREST IN THE PROPERTY	YES	YES (Required)
TIMEFRAME TO SUBMIT OFFERS (MUST INCLUDE REQUIRED DISCLAIMER)	YES	YES (Required)
WEB ADDRESS, PHONE NUMBER, OR CONTACT INFORMATION	YES	NO (Violation)
AGENT DIRECTED INFORMATION	YES	NO
SUBJECTIVE STATEMENTS ON SCHOOL DISTRICTS (EX. COVETED MASON SCHOOL DISTRICT)	NO	NO
3 RD PARTY BUSINESS NAMES THAT AREN'T FACTUAL AMENITIES OF THE PROPERTY (AIRBNB)	YES	NO (VIOLATION)
TERMS OF LIMITED SERVICE	YES (REQUIRED)	NO

TUESDAY TIP
06/03/2025