

Seller's Marketing Display Options Quick Reference

Multiple Listing Options for Sellers

Exclusive Right to Sell or Exclusive Agency: Listings which are listed subject to a real estate broker's license, and are located within the service area of the multiple listing service, and taken by Participants on an Exclusive Right to Sell or an Exclusive Agency listing contract, shall be delivered (entered into the computer system) to the Multiple Listing Service within **Twenty-Four (24) hours of List Date, if defined in Exclusive Right to Sell or Exclusive Agency, otherwise, after all the necessary signatures of Seller(s) have been obtained.**

Office Exclusive: A Seller may instruct their broker not to publicly market the property or share it through the MLS. In that case, the broker can take the listing as an **office exclusive exempt listing**, which must still be filed with the MLS (per local rules) but will not be shared with other MLS members. This requires an **Exempt Listing Certification Disclosure**.

This type of listing cannot be publicly marketed by either the Real Estate Broker or the Seller.

Also, cooperation with a Buyer's Broker is required by NYS License Law. If showings or offers occur through another firm, the property must then be entered into the MLS database as a listing for all members of the service.

Delayed Showings/Negotiations: Delayed Showings/Negotiations (DNS notices) are allowed. This requires the form **Delayed Showing/Negotiation Addendum** to be completed and attached to the listing in the MLS before making it active.

IDX Display: Listings (including property addresses) can be included in IDX displays (if the broker has opted into IDX allowing their firm's listings to be shared on other broker's websites who have also opted in). When marked 'Y' in the 'IDX' field, the listing will display on the internet (including, but not limited to, publicly-accessible broker websites or VOWs or other electronic forms of display or distribution).

The Seller may direct their listing broker to withhold their listing from IDX. These listings are marked 'N' in the "IDX" Y/N field and are prohibited from display on an IDX website.

Internet Display. Seller may advise their broker or sales agent that they do not want the listed property to be displayed on the Internet but can still be multiple listed. The Listing is marked 'N' in the "**Internet Y/N**" field and is then prohibited from display on a website. Note – it is a good practice to also make sure IDX is marked 'N'.

Seller may advise their broker or sales agent that they do not want the address of the listed property to be displayed on the Internet. Listings marked 'N' in the "**Internet Address Y/N**" field are prohibited from display on a website (however this may not prohibit the property from showing on a map).

Sellers understand that consumers who conduct searches for listings on the Internet will not see information about the listed property in response to their searches when using these fields.

Clear Cooperation - Within one (1) business day of marketing a property to the public, the listing broker must submit the listing to the MLS for cooperation with other MLS participants.