



**CMLS2019**  
The **MLS** Moment

# CLEAR COOPERATION POLICY PROPOSAL

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RODNEY GANSHO, DIRECTOR OF ENGAGEMENT  
RENE GALICIA, DIRECTOR, MLS ENGAGEMENT  
NATIONAL ASSOCIATION OF REALTORS®

# CLEAR COOPERATION POLICY PROPOSAL

## Background & Rationale

- The MLS: Pro-Consumer & Pro Competitive
- Agreement to cooperate
- Client's interests

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## MLSTEIAB Recommendation

- Based on rule adopted by MRED
- Within 24 hours of marketing a property to the public
- Listing Broker must submit the listing to the MLS for cooperation with other MLS Participants
- Public marketing defined

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## New MLS Statement 8.0:

*Within 24 hours of marketing a property to the public, the listing broker must submit the listing to the MLS for cooperation with other MLS participants. Public marketing includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays (including IDX and VOW), digital communications marketing (email blasts), multi-brokerage listing sharing networks, and applications available to the general public.*

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## Existing Policy

- Section 1 Listing Procedures (NAR MLS Policy):
- Listings subject to a real estate broker's license
- Within MLSs service area
- "shall be delivered to the [MLS] within \_\_\_\_ (usually 48 hours)..."  
(emphasis added)

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## Existing Policy

- Section 1.3 Listing Procedures – Exempt Listings (NAR MLS Policy):
- “If the seller refuses to permit the listing to be disseminated by the service...” (emphasis added)
- “...listing shall be filed with the service but not disseminated to the participants.”

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Under the new Policy

- No effect on local “Coming Soon” statuses and delayed showings beyond distribution to other brokers if publicly marketed. If not publicly marketed, local rules would provide direction.
- All “office exclusive” listings and withheld listings would need to be distributed to other brokers for cooperation once those listings are publicly marketed

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## What's Next?

- MLSTEIAB taking feedback, may consider revisions
- Multiple Listing Issues & Policies Committee (124) on 11/9/19 in San Francisco
- \*Board of Directors on 11/11/19 - (952)



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For more information go to...

<https://magazine.realtor/daily-news/2019/09/27/advisory-board-proposes-mls-policy-to-fuel-broker-cooperation>

Includes form to submit feedback for the consideration by the Advisory Board and Committee



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