

**2022 - 2023**



## **Understanding the Basic Do's and Don'ts of the MLS System**

I think we can all agree that the Multiple Listing Service (MLS) is a crucial part of our success. Without it we would be severely limited in our ability to list and sell real estate, thus directly affecting our very economic wellbeing.

Richard H. Burch, CRB, CRS, GRI, ePro, AHWD  
Burch & Associates International, LLC  
A Real Estate Education Firm

# Foundations for Success Series

## *Skills Training for the Real Estate Professional*



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## The MLS and You

## Data Input

- As listing agent it is our responsibility
- We owe it to the seller and other Realtors
- Should always auto populate
- The better the data the more probable the sale
- Enter data completely
- Fill-in all fields, not just required fields
- Always complete the remarks section
- Complete accurate directions

**It takes less time to do a thing right, than it does to explain why you did it wrong... *Henry Wadsworth Longfellow***

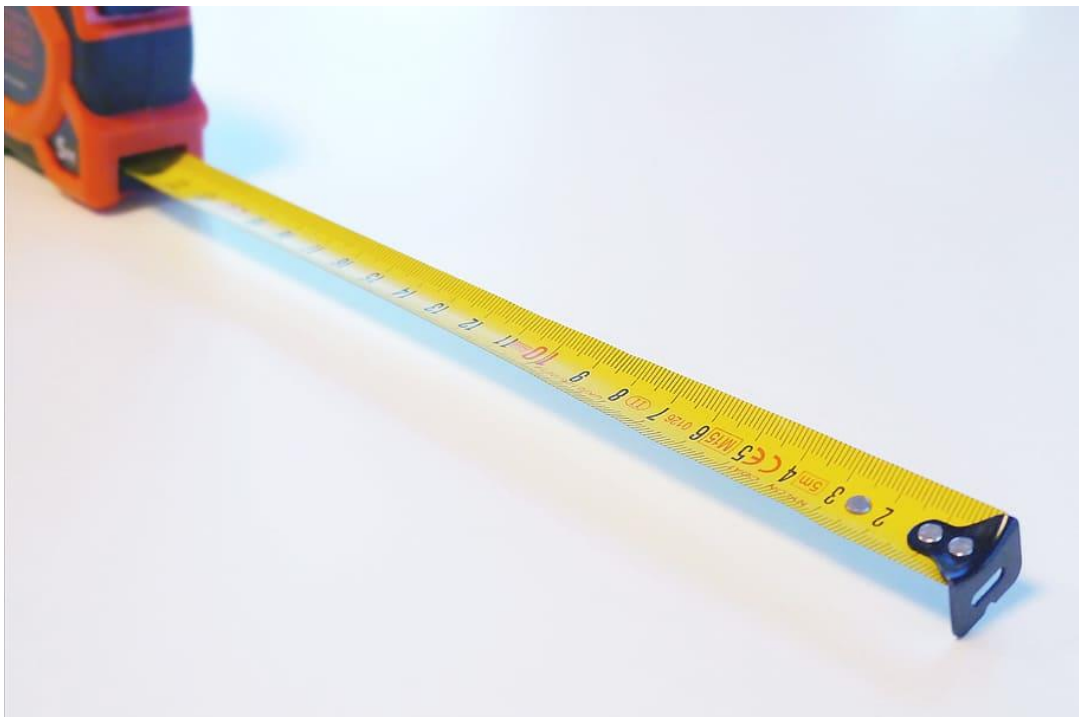
## Square Footage

Square footage is taken from the county tax rolls. If you change square footage you need to disclose where it came from

**Example:**

- As per seller
- As per builders floor plan
- As per appraisal

**Notes:** \_\_\_\_\_  
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## The MLS and You

## The Remarks Section

- The importance of remarks can not be overstated
- Tell other Realtors what makes your listing special
- Make other Realtors want to show your listing
- Paint a mental picture of the listing (puffery)
- The first lines of remarks are viewed on other websites
- Do not enter your name or contact information
- Faster sales for us means more income
- Do not enter any type of contact information – Including URL's – No commission information, Lender information, numbers etc.
- **Can now put a link to a virtual tour in the remarks**

## Directions

- Complete detailed directions to the front door
- Use east and west, north and south as directional suggestions
- Makes it easy for other Realtors to find and show
- Better directions means more showings
- More showings means more sales
- Don't assume everyone has GPS
- It only takes a minute to add complete directions
- Do not enter your name or contact information
- Do not put "SEE MAPQUEST" or Mapquest.com

**Notes:** \_\_\_\_\_

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## The MLS and You

## Broker Remarks

- In a short sale you must disclose how any reduction in the offer of compensation will be split when co-brokered
- Used for any bonuses or incentives. Cannot be placed in fields other than Broker Remarks
- Can be used to note important attachments
- Can be used to tell other Realtors anything else of importance

## Advertising Rules

- Cannot advertise another Realtors listing without permission

**Broker has set it up for the Office. If allowed by the Broker then his or her listing agent get the field “OK to Advertise:” with the following three options “Yes”, “No” or “with written Broker approval”**

- IDX Rule for advertising, must use verbiage of Courtesy of: Firm of name in legible font size

**Notes:** \_\_\_\_\_  
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 \_\_\_\_\_





# The MLS and You

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## Variable Listings

- Must disclose if a variable listing
- Must check variable listing box Y or N
- Variable listing means commission is reduced if listing agent has both buyer and seller in the transaction
- Must check Joint Listing box Y or N
- Must disclose Limited Service Representation (LR)
- Owner/Realtor must check box Y or N

## IDX

- **IDX stands for "Internet Data Exchange"**
- **If checked N for IDX (internet box) - it will also not show in Realtor.com only in MLXCHANGE**
- If you want your listing available for Internet Data Exchange you must check Y in the IDX box (internet box)
- Checking Y in the IDX box (internet box) will help you sell the listing in the shortest amount of time and for the best price possible
- If you check N in the IDX box (internet box) your listing will not appear on over 500 websites offered by the association
- By checking N, you will substantially reduce your chance of selling the property, hurting both you and the seller

**Notes:** \_\_\_\_\_

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# The MLS and You

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## Internet and VOW Fields

- Check internet box **Yes** or **No**
- If **YES**, VOW fields are REQUIRED
- VOW fields should have been indicated in the listing agreement with the seller
- Check address box **YES** or **NO**
- Check automated validation model **YES** or **NO**
- Check blogging box **YES** or **NO**

## Virtual Office Website (VOW)

Think traditional office online. The public visits the VOW and registers by providing personal information. In doing so, this makes the visitor a registered client of the broker. The client is now able to do property searches through the MLS and access other information provided on the VOW. Be sure to view the National Association of Realtors (NAR) policy of VOW'S

## Multiple Property Photos

- Always upload multiple property photos
- Can have up to 99 photos, the more the better
- Always provide proper view description on all photos
- Example: Exterior, Kitchen, Living Room, Dining, Pool, Patio. Do not leave EXTERIOR on all photos
- Detailed remarks and description should also be added
- Multiple photos means more viewings and more sales
- **A minimum of one photo of the actual property or unit is required per listing, not just guard gate or name sign**

**I would suggest at least 15 photos as a minimum. The first 15 photos will be used for free virtual tour**



# The MLS and You

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## Pending the Listing

- Must be placed on Pending within 48 hours
- When last party signs contract property is Pending
- May be put “Active under contract”
- Can Not leave active until inspections are complete
- When seller signs a short sale property must be placed on Pending or Active under contract, it cannot be left active until bank accepts offer
- A seller request does not override MLS requirements

## Showing Assist

**DO NOT** use Showing Assist to advise members that:

- Property is no longer active
- No showings
- Already has contract
- No recruiting
- All while leaving the property active in the MLS

**Notes:** \_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_



# The MLS and You

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## Temp or Withdrawn

- If property cannot be viewed until further notice, property must be placed on either:
- **T status**, Temporarily off the market (**30 days maximum**)
- **Temporarily Now 90 Days**
- **W status**, Withdrawn from market (**90 days**)
- It cannot be left on active status
- Changes must be reported to the MLS within forty-eight (48) hours
- Authorized change is received by the listing broker (use status change form)

## New Effective 5/27/2020 Coming Soon

### MIAMI MLS Coming Soon Rules

Effective 5/27/2020

**Coming Soon listings must be entered into the MLS System within two (2) Business Days per MLS Rules.** Listing Agreements for *Coming Soon* properties must include a *Coming Soon* Authorization Form signed by the seller indicating that the seller acknowledges and consents to the *Coming Soon* rules. Listing Agreement AND *Coming Soon* Authorization Form must be filed with the MIAMI MLS within two (2) Business Days to [ComingSoon@Miamire.com](mailto:ComingSoon@Miamire.com).

**Properties listed as *Coming Soon* can not be shown by anyone**, including but not limited to the seller, listing office and agents, until the status is changed to Active. Appointments can be taken during *Coming Soon* period and scheduled for after Go Live/Active date.

**The listing Participant must submit any and all offers on properties listed as *Coming Soon* but offers cannot be accepted until the status is Active.** MIAMI MLS provides MLS Offers as a service that ALL members can use for submission of offers that time/date stamps each offer in the order received.

***Coming Soon* listings cannot be Publicly Marketed** – Public Marketing includes but not limited to: Flyers – Sign – Digital Marketing – Brokerage Website Display – Digital Communication – Multi-Brokerage Sharing Networks (Refer to Clear Cooperation). MIAMI MLS Rules do not allow ***Coming Soon* listings to be Publicly Marketed** – Public Marketing includes but not limited to: Flyers – Sign – Digital Marketing (including Social Media) – Brokerage Website Display – Digital Communication (includes blast emails) – Multi-Brokerage Sharing Networks (Refer to Clear Cooperation for definitions). ***Coming Soon* listings are shared within the MLS with other MLS Participants.**

***Coming Soon* Listings will not be Syndicated or appear in IDX.**

***Coming Soon* listings are automatically changed to Active status twenty-one (21) calendar days after entry**, unless the listing Participant changes the status earlier. If the property is not ready for showing within twenty-one (21) calendar days, the listing Participant must change the status to Withdrawn until it is ready for showing.

**The days on market calculation for a *Coming Soon* listing shall commence once the listing is changed to Active.**

**Properties may only be listed in the *Coming Soon* status once per calendar year**, unless the property has sold or rented been relisted with another listing Member within that time.

## The MLS and You

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### **REQUIRED: COMING SOON AUTHORIZATION FORM**

Submission of this form and the complete listing contract is required to be submitted to [ComingSoon@miamire.com](mailto:ComingSoon@miamire.com) within 2 days of the dated signature of the owner(s) of record or the listing effective date on the Listing Agreement.







700 S. Royal Poinciana Blvd. | Ste. 400  
Miami, FL 33166  
Main (305) 468-7000  
Membership (305) 468-7005  
Fax (305) 468-7030  
membership@miamire.com  
MiamiRealtors.com.com

MIAMI  
Coral Gables  
Northwestern Dade  
Aventura  
West Broward | Sawgrass  
SW Broward | Hollywood  
Northeast Broward  
JTHS-MIAMI

## Coming Soon Status Seller Authorization Form

Property Address: \_\_\_\_\_ MLS#: \_\_\_\_\_

Brokerage Name: \_\_\_\_\_ MLS Office ID: \_\_\_\_\_

Listing Agent Name: \_\_\_\_\_ Agent MLS ID: \_\_\_\_\_

MIAMI MLS requires a listing broker to report an exclusive listing to MLS and to make the property available for showings. However, a Seller can authorize the **Coming Soon** Status if they wish to have the property marketed to MLS participants but NOT shown for reasons that include but not limited to: renovations, repairs, cleaning, staging, photography or video production.

The **Coming Soon** Status is not intended to give the listing brokerage an advantage in finding a buyer for the property to the detriment of cooperating brokers, nor is it intended to circumvent the sale of the property on an open market. "Coming Soon" status provides a method for listing agents to notify other cooperating brokers of properties that will be made fully available for showing and marketing after preparations have been completed. NOTE: Violation of MIAMI MLS Rules and Regulations covering **Coming Soon** Status result in a minimum \$1000 Fine.

Note: Submission of this form and the complete listing contract is required to be submitted to ComingSoon@Miamire.com within 2 days of the dated signature of the owner(s) of record or the listing effective date on the Listing Agreement. **Initials and signatures of all owners and listing broker/office manager and agent are required for validation – NO changes or strike-throughs will be accepted.**

- \_\_\_\_\_  
Owner Initials      The **Coming Soon** Status will automatically become a fully Active listing on its Go Live Date. The Go Live Date: \_\_\_\_\_ cannot be greater than 21 days from MLS Entry Date.
- \_\_\_\_\_  
Owner Initials      Properties in **Coming Soon** Status can not be shown by anyone. Any showing of a property in **Coming Soon** status disqualifies the property from this status and must immediately be changed to Active status.
- \_\_\_\_\_  
Owner Initials      Listings in **Coming Soon** Status can not be placed on real estate websites AND will NOT be included in IDX or MLS listing syndication feeds.
- \_\_\_\_\_  
Owner Initials      If the listing broker receives any offers on the property during the **Coming Soon** Status the listing broker is required to report offers to the Seller. The seller(s) and listing agent agree no offers will be accepted while listing status is **Coming Soon** and that the listing status must be changed to Active before acceptance of any offer.
- \_\_\_\_\_  
Owner Initials      As soon as the listed property is available for showings, the status of the listing must be changed to Active and Public Marketing can begin, i.e. Yard Sign, Flyers and Internet and Social media.
- \_\_\_\_\_  
Owner Initials      If the property is not ready for showings upon reaching the Go Live Date, the listing agent can change the listing status to withdrawn from the MIAMI MLS.
- \_\_\_\_\_  
Owner Initials      A property can only be listed in the **Coming Soon** Status once per year unless the property has been sold or rented or the property is listed with a new brokerage firm.

In accordance with MLS Rules and Regulations, by initialing above and signing below, as the property Owners, I/We are providing written instructions to the listing brokerage affirming that the property will be entered into the MLS in **Coming Soon** Status for up to 21 days.

Owners Name (Print) \_\_\_\_\_ Owners Signature \_\_\_\_\_ Date \_\_\_\_\_

Owners Name (Print) \_\_\_\_\_ Owners Signature \_\_\_\_\_ Date \_\_\_\_\_

**By Signing below, Broker/Office Manager and Agent affirm that this form has been fully reviewed with the Owner(s) and acknowledge that the Form must be filed in accordance with MIAMI MLS Rules and Regulations. Note: Both signatures required.**

Agent Name (Print) \_\_\_\_\_ Agent Signature \_\_\_\_\_ Agent MLS ID \_\_\_\_\_

Broker/Office Manager (Print) \_\_\_\_\_ Broker/Office Manager Signature \_\_\_\_\_ MLS Office ID \_\_\_\_\_ MIAMI MLS 052720



# The MLS and You

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## Closed Sale

- Listing status must be changed from pending to closed sale within 48 hours closing
- Enter selling agents license number (can be looked up
- Failure to change status hurts all of us
- It distorts market statistics and leads to inaccurate CMA'S

## Changing Status

**Do not change status of an active listing before it expires to:**

- Canceled
- Withdrawn
- Temporarily off Market

It will distort market statistics and CMA'S

**Notes:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## STATUS DEFINITIONS

### Active

Properties currently subject to a listing contract and *reported* to MIAMI MLS in which the *Participant* has been directed by the Seller to:

- set appointments for showings (new construction may not qualify), AND
- seek *agreements of sale* to present to the Seller; AND
- the listing is on the market and a written offer has not been accepted.

### Active Under contract

Properties in which

- a written offer has been accepted but the Seller agrees to:
- continue to show the property AND accept backup offers. Sub-categories for *Active Under Contract* include, but are not limited to, Kick Out, Third Party Approval, Attorney Review Period, and First Right of Refusal.

### Cancelled

Properties in which the listing contract has been terminated prior to the expiration date.

### Closed

Properties in which

- A successful closing has taken place and title has been transferred from Seller to Buyer or in which possession of a property has been transferred from a lessor to a lessee.
- the agreement of sale has been fulfilled or the lease agreement has been executed.

### Coming Soon (definition only)

Properties currently subject to a listing contract and *reported* to MIAMI MLS in which the *Participant* has been directed by the Seller:

- No *agreement of sale* is currently in effect.
- This listing has not yet been on the market but will be on the market soon. A listing contract has been executed but the property cannot be shown. Expired

### Temporarily Off Market

*Listings* of property in which the Seller has requested the *Participant* to:

- temporarily suspend the marketing of the property, AND
- not set appointments for showings, the listing is expected to come back on market.
- Even though the listing is off market a contract still exists between the seller and the *Participant*.

This Status can be set for a maximum of 30 days and automatically returns to Active on it Back on Market Date.

### Pending

*Listings* of property in which:

- an *agreement of sale* is in effect,
- the settlement has not yet taken place, and

STATUS DEFINITIONS

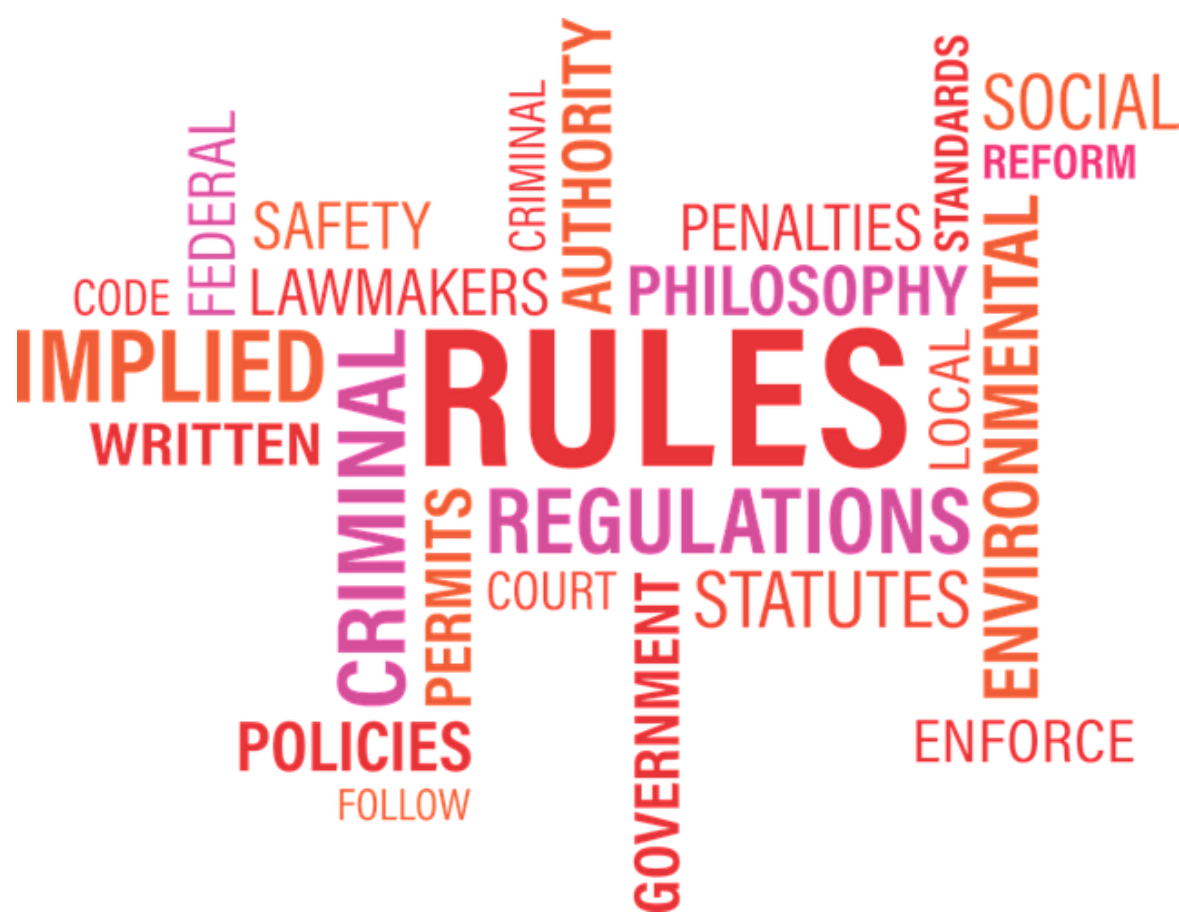
- the *Participant* has been instructed by the Seller to no longer set appointments for showings, a written offer has been accepted and the listing is no longer on the market.

© MIAMI Association of REALTORS®

Withdrawn

The listing has been withdrawn from the market, but a contract still exists between the Seller and the Participant and there is no intention to bring the listing back on the market.

All status changes must be reported to the service within 2 business days.



# The MLS and You

## Miamirealtors.com/mls

### MLS useful information, rules, regulations, and forms

The screenshot displays the Miami Realtors MLS website with a dark blue navigation bar at the top containing links: HOME, CONSUMERS, EDUCATION, **MLS**, MEMBERSHIP, SERVICES, NEWS, COMMERCIAL, GLOBAL, ADVOCACY, AFFILIATES, BROWARD, JTHS, YPN, and ABOUT. The main content area is divided into several columns and sections:

- Left Column:**
  - COMING SOON:** Coming Soon Listings Effective 5/27/2020...
  - MLS Webinars:** Recorded from Live Presentations Including Questions and Answers form each...
  - MLS LOGIN:** Includes logos for Matrix, Rapattoni MLS, Go MLS MIAMI, and MLS Data Co-op.
- Middle Column:**
  - Rules:** MLS Clear Cooperation Policy, Coming Soon Listings Policy, Showing Guidelines 6/26/2020.
  - MLS FORMS & APPLICATIONS:** Office Exclusive / Exempt Listing, Syndication Opt-out Form, Auction Listing Form, Unlicensed Assistant Application, Coming Soon Authorization Form, Permission to Advertise, Status Change Form, Appraiser Application.
  - HOT TOPICS:** Fair Housing Advertising Guidelines (Updated 2017), PHOTOS: Cease & Desist, VIDEO: Are you using online images legally?, Miami-Dade and Broward Fair Housing Ordinances, Pocket Listing Pitfalls, Use of the word REALTOR®.
- Right Column:**
  - WFH – Work From Home Best Practices**
  - MLS CLASSES:** Webinar: MLS Mastering Rapattoni 101 July 1 @ 1:00 pm - 2:00 pm, Webinar: MLS Mastering Rapattoni 101 (Spanish) July 1 @ 2:30 pm - 3:30 pm, Webinar: Matrix 101 – Set up for Success July 2 @ 9:30 am - 10:30 am.
  - DAILY UPDATES:** 10 Tips in May for a Successful Virtual Open House, TIP #1: Know Your Tools & Services A Virtual Open House is a live streamed event that allows attendees to...



Look at the middle column for current rules, changes and forms

# The MLS and You

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## New Video Tour Option for All Listings

Effective June 22, 2020

### NEW Video Tour Option By Immoviewer

June 26, 2020

The screenshot shows a portion of an MLS listing form. The 'Video-Virtual Tour' section is highlighted with a blue background. It contains the following fields:

- URL:** A text input field.
- Immoviewer:** A dropdown menu with 'Yes' selected. This field is highlighted with a red box.
- Video-Virtual Tour:** A text input field.
- Photo Instructions:** A dropdown menu.

Other visible fields include:

- Variable/Dual Rate:** A dropdown menu.
- Joint Agency:** A dropdown menu.
- Expiration Date:** A date input field.
- Owners Number:** A text input field.
- Compensation Buyers Agent:** A dropdown menu.
- Compensation Non-Rep:** A dropdown menu.
- Bonus:** A dropdown menu.
- MLS Offers:** A dropdown menu with 'Disable' selected.
- Showing Instructions (Max 3):** A list of checkboxes: '24 Hour Notice', 'Alarm On', 'Appointment Only', 'Call Listing Agent', and 'Call Listing Office'.
- Ok To Advertise:** A dropdown menu.

**Starting TODAY** all new listings and their first 15 photos will be automatically converted to a video from immoviewer - members will have an option - **YES** means immoviewer will be default - **NO** means no to immoviewer as the default - member can have Property Panorama OR any other Virtual Tour/Video of their **choice/override** (member will need to enter the Video/Virtual Tour unbranded URL)

# The MLS and You

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## Virtual Tour/Virtual Showing URLs in Remarks Field

### Virtual Open Houses Now Compatible with Matrix and MIAMI MLS Temporary Guidelines for Active and Active with Contract Listings

MIAMI MLS's goal is to ensure that all our members and their customers stay healthy, while still being able to conduct business.

Due to the COVID-19 pandemic, our National, State and local South Florida governments, have asked all citizens to restrict contact with each other. As a result, home buyers and sellers may not feel comfortable, or may restrict, each other from visiting properties. Home sellers may want to restrict access or limit the number of people who physically enter their property during this time, while they still want their property to be listed and sold.

To help our members, MIAMI MLS has taken the following steps starting **TODAY, March 27, 2020**, and until the COVID-19 Restrictions are lifted:

### Virtual Tours/Virtual Showings For Active and Active with Contract Listings

MIAMI MLS has temporarily adjusted its rules for Active and Active with Contract – listings that do not allow in-person/onsite showings, must be available to "view" through one of the following: listing photos, slide shows, videos, virtual tours or virtual showings.

A [virtual tour/video](#) is where the listing agent uploads a prerecorded tour of the property. There is no interaction with any person being shown, live or electronically. Virtual tours include, but are not limited to photos, video walk-throughs, 360 / VR views, interactive floor plans and MIAMI's integrated default slide show, Property Panorama.

A [virtual showing](#) occurs when the listing agent or seller uses audio/visual technology (i.e. FaceTime, Skype) to conduct a real-time interactive or directed showing of the property. A virtual showing allows for interaction between the Realtor and the buyer and may require the listing agent to be physically present in the property being shown.

MIAMI MLS accepts unbranded (without broker or agent information such as branding and contact info) virtual tour/video URLs in that field using hyperlinks. Unbranded virtual tours/videos will temporarily be allowed in Remarks. These unbranded virtual tours/videos may be housed on public sites (i.e. YouTube or Vimeo) where brokerage/agent information is present on the channel but the virtual tour/video itself must NOT include brokerage/agent branding. Individual videos ONLY - NO Auto-play from Playlist is allowed. Click on "Share" right under the video and copy the shortened link to be placed in the Remarks field.



# The MLS and You

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## During This Temporary Time Period

The listing agent must indicate in Remarks, if no in-person/onsite showings are being permitted; and that a virtual tour/video is available or a Virtual Showing may be scheduled through your agent. If the listing is only available to show via Virtual Showing, the listing agent must also indicate this in Showing Instructions by selecting "Virtual Showing Only" in the drop-down menu.

## Virtual Open Houses Now Compatible With Matrix

Members have long relied on Open Houses and showings to generate leads and meet new customers and Broker Opens to showcase listings to other agents in the market. But as we adapt to new norms driven by COVID-19, the traditional means of doing business is facing disruption. One way that members can adapt is by leveraging Virtual Open Houses - now available as an input option in Matrix.

## Setting Up a Virtual Open House in Matrix

When adding your Open House/Broker Open in Matrix, select [Virtual Public](#) or [Virtual Broker](#) from the Open House Type dropdown. Add additional details as you normally would and enter the URL where the Virtual Open House will be streamed under [Virtual Open House URL](#).

**After** setting up your Virtual Open House in Matrix, your Virtual Open House URL will be displayed with your listing so interested home buyers can make plans to attend ahead of time.

## Understand Your Tools

Unlike [virtual tours](#), which display interactive media to buyers when exploring a property, a [virtual open house](#) is a live streamed event that allows attendees to tune in and interact live from their personal devices. This interactive experience allows you to answer questions and personalize the Open House experience for your buyers.

Virtual Open Houses can be held on the platform of your choice, from teleconferencing platforms like Zoom to popular social networks like Facebook and Instagram Live. Virtual Open House add/edit capability will be available beginning Friday, March 27, 2020.

Our Broker Open House Website and our Public Open House Search Website are being reprogrammed to accept Virtual Open House Listings – Date will be announced.

**Stay up-to-date with all the latest MLS News, Enhancements, Guidelines & FAQs [www.MiamiRealtors.com/MLS](http://www.MiamiRealtors.com/MLS)**



# The MLS and You

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## SECTION 1.01 – 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. 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. (Adopted 11/19)

## SECTION 1.3 EXEMPT LISTINGS

If the seller refuses to permit the listing to be disseminated by the service, the participant may then take the listing (office exclusive) and such listing shall be filed with the service but not disseminated to the participants. Filing of the listing should be accompanied by certification signed by the seller that he does not desire the listing to be disseminated by the service.

**Note 1:** Section 1.3 is not required if the service does not require all (indicate type[s] of listing[s] accepted by the service) listings to be submitted by a participant to the service.

**Note 2:** MLS Participants must distribute exempt listings within (1) one business day once the listing is publicly marketed. See Section 1.01, Clear Cooperation.

## COMMERCIAL & DEVELOPER/BUILDER PROPERTIES ARE EXEMPT AND NOT IMPACTED BY THIS CHANGE

Commercial, Vacant Land, Multi-Family over 4 units and Developer/Builder properties are **EXEMPT** and **NOT** impacted by this change





## OFFICE EXCLUSIVE / EXEMPT LISTING – *Exclude from the MLS*

Property Address: \_\_\_\_\_

Listing Agreement Beginning Date: \_\_\_\_\_ Listing Expiration Date: \_\_\_\_\_

Listing Brokerage Name: \_\_\_\_\_

While the purpose of the MLS is to facilitate cooperation between MLS Brokers and their agents to successfully bring sellers and buyers together, it is also understood that there are circumstances under which the property owner(s) may seek anonymity/privacy and instruct their broker to withhold their property listing from the MLS. Initialing and signing of this form will be notice to the MLS that you, as the property owner, have instructed your brokerage that the sale of your property will be handled exclusively within the listing brokerage. **Note: Submission of this form and the complete listing contract is required to be submitted to [mls@miamire.com](mailto:mls@miamire.com) within 2 days of the dated signature of the owner(s) of record or the listing effective date on the Listing Agreement if not entered immediately into the MLS.**

**Initials and signatures of all owners and signatures of both the listing broker/office manager and agent are required for validation – no changes or strike-throughs will be accepted.**

**A. Impact of the Exclusion of the property from the MLS**

\_\_\_\_\_  
Owner Initials

As Owner(s), I/We request to exclude the listing from the MLS and to allow the brokerage to act in my/our best interest. By approving exclusion of the property from the MLS, our broker will not be cooperating with other MLS brokers in the sale of this property. This will exclude a combined 90,000+ REALTORS® in Southeast Florida that would potentially be exposed to the property listing – the added exposure to a broader market of potential buyers could result in a more favorable outcome.

**B.**

\_\_\_\_\_  
Owner Initials

As Owner(s), I/We understand that any public marketing of this property will trigger the MLS Rules and Regulations requirement that the property be entered into the MLS within one business day for cooperation with other MLS Brokerages. Note: Public marketing includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites, all social media platforms public or private, brokerage website displays (including IDX and VOW), digital communications marketing (email or text blasts, or automated voice calls / messaging), multi-brokerage listing sharing networks, and applications available to the general public.

**C.**

\_\_\_\_\_  
Owner Initials

**FAIR HOUSING** - By signing this form, I/We affirm that the property is not being excluded from the MLS based upon reasons founded on refusal or reluctance to show, list, negotiate or sell property to any individual or group of individuals on the basis of membership in any class, including but not limited to race, color, religion, national origin, sex, ancestry, age, marital status, physical or mental handicap, familial status or any other class protected by local, state and federal fair housing laws.

**In accordance with MLS Rules and Regulations, by initialing above and signing below, as the property Owners, I/We are providing written instructions to the listing brokerage affirming that the property will not be entered into the MLS during the entire listing period and further acknowledge(s) that any public marketing of the property will require entry into the MLS within one business day. This Listing Exclusion may be withdrawn by the listing office at any time and placed in the MLS upon the Owner's authorization.**

\_\_\_\_\_  
Owner Name (Print)

\_\_\_\_\_  
Owner Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Owner Name (Print)

\_\_\_\_\_  
Owner Signature

\_\_\_\_\_  
Date

**By signing below, Broker/Office Manager and Agent affirm that this form has been fully reviewed with the Owner(s) and acknowledge that the Form must be filed in accordance with MIAMI MLS Rules and Regulations. Note: Both signatures required**

\_\_\_\_\_  
Agent Name (Print)

\_\_\_\_\_  
Agent Signature

\_\_\_\_\_  
Agent MLS ID

\_\_\_\_\_  
Broker/Office Manager (Print)

\_\_\_\_\_  
Broker/Office Manager Signature

\_\_\_\_\_  
MLS Office

4/16/2020

# The MLS and You

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## Your MLS Access Code

**Never allow anyone to use your MLS access code**  
**Never give your MLS password to:**

- Other Realtors
- Clients or Customers
- Buyers or Sellers
- Friends or Relatives

**Allowing another person to use your MLS password or using someone else's is a violation of MLS regulations and may result in fines and/or MLS suspension.**

**Notes:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



- \$5,000 plus MLS Review Panel

- \$5,000 plus MLS Review Panel

- 1<sup>st</sup> Violation \$500 or No Fine<sup>4</sup> if corrected within two days of notification
- 2<sup>nd</sup> Violation \$750 3<sup>rd</sup> Violation \$1,500 plus MLS Review Panel

➤ 1<sup>st</sup> Violation \$500 2<sup>nd</sup> Violation \$750 3<sup>rd</sup> Violation \$1,000 plus MLS Review Panel





# The MLS and You

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## MLS Training (Computer Lab)

**Be sure to complete your MLS training:**

- Mastering Matrix 101
- Matrix Customization 201
- Matrix Super User Workshop 301
- Matrix Add, Edit, Listing Maintenance

## Our Responsibility

We owe it to each other and our sellers and buyers to maintain the integrity of the MLS. As real estate professionals we are held to extremely high standards in the performance of our business, the MLS is no exception

The MLS is our most valuable tool, we each need to do our part and not let our fellow Realtors down





NATIONAL  
ASSOCIATION *of*  
REALTORS®



## **Miami Association of Realtors**

Chartered by the National Association of Realtors in 1920, this year MIAMI marks 99 years of service to Realtors, the buying and selling public, and the communities in South Florida. MIAMI has grown its membership from 162 in the beginning to more than 57,000 in the present day, making it the Largest Local Association in the nation.

### **MIAMI VISION**

MIAMI is the voice for real estate, influencing and shaping the industry.

### **MIAMI MISSION**

To be the business and public policy advocate for REALTORS®



# The Foundations for Success Series

*All Courses are approved for Continuing Education Credit*

- Building and Presenting the Listing Presentation
- Prospecting and Farming for Listings
- Servicing the Listing and Working with Buyers
- Understanding and Writing the FR / BAR AS-IS Contract
- Understanding and Writing the Exclusive Right of Sale Agreement
- Understanding the American Disabilities Act
- Understanding Florida Disclosure Laws
- The Fair Housing Act Title VIII
- The MLS and You (*a look at the dos and don'ts for the MLS system*)
- Stop Working for Free, Protecting Yourself with Buyers

## Courses for Future Brokers

- Creating an Office Policy Manual
- The Start-Up, Things to Consider Before Opening an Office
- The Broker Series, Day to Day Operations
- Instructor Concepts for Today's Adult Learner (*licensed Real Estate Instructors Only*)



## About the Author



**Richard H. Burch** is the founder of Burch & Associates International LLC, a real estate education company and original Director of The South Florida Real Estate School. He is the past Chairman of the Board for the Miami Association Realtors. Rick was named Realtor of the Year for 2004 and educator of the year in 2010. He is an award-winning real estate professional; with over 30 years of experience in the real estate industry. He is a past member of the Board of Directors for the National Association of Realtors, and Board of Directors for Florida Realtors. Rick has been named to the Florida Realtors Honor Society. In addition, Rick Burch is a licensed real estate instructor and professional speaker. He has authored numerous real estate education courses and seminars including the 17 course Foundations for Success Series and co-authored a new 14 Hour CE and 45 Hour Post Licensing textbook for real estate professionals.

## Professional Designations

- "CRB" Certified Real Estate Brokerage Manager
- "CRS" Certified Residential Specialist
- "GRI" Graduate Realtor Institute
- "e-PRO" Certified Internet Technology Professional
- "AHWD" At Home With Diversity

# Foundations for Success Series

## *Skills Training for the Real Estate Professional*



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