

BEST PRACTICES: data feeds, websites, and compensation

DO

- **DO** advertise offers of compensation (if any) off the MLS, if you are the listing broker and it is your listing, including:
 - On the listing, on your own website
 - Alongside the listing, with an IDX feed
 - Signs and sign riders
 - Flyers
 - Social media posts
 - Text, email, phone calls
- **DO** include compensation disclosures
 - “Compensation is fully negotiable”
- **DO** use the MLS for seller concessions (if any)
- **DO** include the URL to your general website in the broker remarks (BUT cannot have a link which, with a single click, would immediately display compensation, if any)

DO NOT

- **DO NOT** use the MLS to create, support, or facilitate any mechanism to offer compensation (if any)
- **DO NOT** include any compensation details (if any) in the MLS
- **DO NOT** use seller concessions fields as a substitute for compensation (if any)
- **DO NOT** have a blanket statement or policy on your website about specific amounts of compensation offered to cooperating brokers (if any)

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