

DELAYED DISTRIBUTION

DEFINITIONS GUIDE & CHEAT SHEET

Let's Get Clear on Clear Cooperation.

The current *MLS Clear Cooperation Policy (CCP)*, established by the National Association of REALTORS® (NAR) requires that listings be submitted to the Multiple Listing Service (MLS) within one day of being publicly marketed.

Recently, NAR has adopted a new policy, *Multiple Listing Options for Sellers*, which exists in conjunction with Clear Cooperation and other MLS policies to provide sellers and their agents more options and choice when marketing a property, while also supporting fair housing by providing buyers and their agents with equal access to important MLS property information.

This definitions guide and cheat sheet will unpack key terms surrounding the options available after the new policy is implemented on September 16, 2025.

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What is the **Clear Cooperation Policy (CCP)**?

A national policy requiring that if a property is publicly marketed, it must be entered into the MLS within one business day. This applies even if the seller initially requested the listing be withheld. Public marketing includes, but is not limited to: signage, social media, email campaigns, and third-party websites.

What is **public marketing**?

Any promotion of a listing to the public or to agents outside the listing brokerage. This includes, but is not limited to yard signs, flyers, social media posts, email campaigns, digital advertising, and exposure on third-party websites. Public marketing activates Clear Cooperation Policy requirements.

Active Status

A listing that is under an active listing agreement and available for showings or offers. The property is visible in the MLS and open for cooperative selling.

Office Exclusive

Office exclusives must be entered into the MLS and will only be visible to the listing office/agents. A listing withheld from visibility to all Participants and Subscribers of the MLS at the seller's written request, using the Stellar MLS-approved exclusion form. No public marketing of the listing is permitted. If any public marketing occurs, the listing must be made available to all participants and subscribers of the MLS within one business day.

Office Exclusive with Temporary Exclusion

Temporary Exclusion listings must be entered into the MLS and will only be visible to the listing broker/agent. A seller-authorized request to temporarily withhold a listing from visibility to all Participants and Subscribers of the the MLS using the Stellar MLS Exclusion form. No public marketing may occur while excluded. If it does, the listing must be made available to all participants and subscribers of the MLS within one business day.

Public Display

The presentation of MLS listing data to the general public through websites, apps, or marketing materials. Listings not authorized for public display (e.g., Office Exclusives) may not appear on IDX or third-party platforms.

Delayed Distribution

A national policy that allows a seller to postpone public distribution of their property five days after entry. During this time, the listing remains active in the MLS—visible to Stellar agents and brokers via Matrix, VOWs, saved searches, emails, and OneHome—but is withheld from IDX feeds, brokerage websites, and third-party syndication platforms (e.g., Realtor.com). The listing broker may still market it publicly through their own channels such as the company website, but cooperative, external MLS distribution is paused.

Listing Distribution

The process by which MLS listing data is shared with platforms such as IDX, VOWs, third-party portals, and authorized vendors. Participants have control over whether and how their listings are distributed.

Syndication

The distribution of MLS listings to third-party public websites such as Realtor.com. Participation in syndication is optional and typically controlled through broker-level or listing-level settings.

VOW (Virtual Office Website)

A secure, broker-controlled website that allows registered consumers to view MLS listing data after establishing a broker-consumer relationship. Users must log in with credentials, and listings cannot be displayed to the general public without authentication.

Third-Party Portals

External consumer-facing websites (e.g., Realtor.com) that display MLS listing data through syndication feeds. These portals are not part of the MLS and are governed by separate licensing and display rules.

IDX (Internet Data Exchange)

A program that allows MLS participants to display listings from other participants on their public websites and mobile apps. Listings must comply with data accuracy, branding, and update frequency rules. Opt-out options are available at the listing or brokerage level.

FIELDS THAT ARE IN USE TODAY:

Field	Value	Description
Internet Y/N	Yes No	If No , the listing is NOT distributed to any internet sites including syndication, VOW, and IDX sites.
Listing Type	Exclusive Agency Exclusive Right with Exception Exclusive Right to Sell	–
IDX/VOW Display Comments	Yes No	If a seller wants to prevent comments or reviews from being displayed alongside their listing on a VOW or IDX site, select No .
Third Party	Yes No	Grants permission for third-party websites or services to use the listing data for statistical compilations or derivative work. Does not control syndication.
Distribute To:	International MLS (based on Association) Realtor.com Skyslope Offers	Controls syndication to these entities at the Listing Level .
Show Property Address on Internet Y/N	Yes No	If a seller has allowed the listing address to be displayed on Internet sites, choose Yes .
IDX/VOW AVM Y/N	Yes No	Select Yes if the seller allows an AVM (Automated Valuation Model) to display on their property on IDX and VOW sites.

MLS LISTING OPTIONS COMPARISON:

Action	Allowed Under Office Exclusive	Temporary Exclusion - Will be entered as Office Exclusive with Temporary Exclusion	Allowed Under Delayed Distribution
Public marketing (e.g., social media, flyers)	No	No	Yes – by Listing Brokerage (per seller's choice).
Requires seller-signed certification	Yes	Yes	Yes
Internal office sharing	Yes	Yes	Yes
Subject to Clear Cooperation Policy (CCP)	Yes, public marketing triggers CCP.	Yes, public marketing triggers CCP.	N/A – already CCP compliant.
One/One Broker/Broker communication	Yes	No	Yes

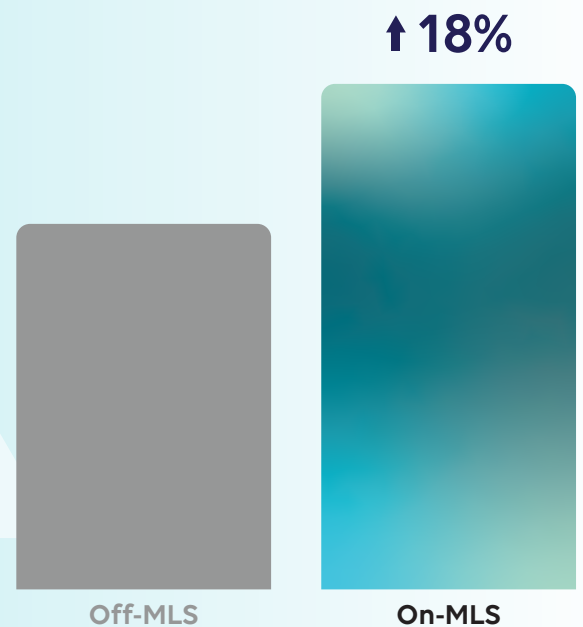


What's New: Delayed Distribution Listings

In accordance with the Multiple Listing Options for Sellers policy recently adopted by NAR, Stellar MLS will be adopting its own policy: Delayed Distribution Listings. A Delayed Distribution listing will delay public marketing via cooperating MLS Broker Participants and their agents (through IDX and syndication) for Five (5) calendar days.

Did You Know That Properties Listed on the MLS Sell for Approximately **18% More on Average?**

Source: Bright MLS, *On MLS Study*, 2023



WHY LIST ON THE MLS?



Higher Price Yield

Homes listed on the MLS sold for approximately 18% more on average than off-MLS sales because greater visibility drives more competition, leading to better offers.



Faster Sales

On average, off-MLS listings stay on the market 20-22 days longer than on-MLS listings because the MLS allows you to reach more buyers faster.

Source:
CRMLS, *In-Depth Analysis of Data for March 2024*



Greater Exposure

Backed by a network of over **80,000** real estate professionals, **Stellar MLS ensures your listing gets the attention it deserves**, from the right people, at the right time.

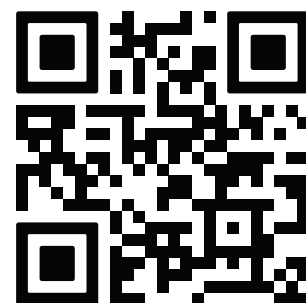
WHAT IN THE MLS?

"What in the MLS!" is BACK for Season 2! Scan here to join Stellar MLS CEO Merri Jo Cowen live on Facebook as she kicks off Season 2 of "What in the MLS!" with updates, insights, and more.



MORE QUESTIONS?

Scan here to visit our resource page for FAQs, links, videos, training opportunities, and more!



STILL CAN'T FIND WHAT YOU'RE LOOKING FOR?

If you have any questions or additional support, please contact us by email at: Support@StellarMLS.com or scan the code to visit our customer support center!

