



Townhall: July 9, 2025

Delayed Distribution: New Seller Option

The What, The When, and The How

Or visit
StellarMLS.com/DelayedDistribution
for more information and FAQs



Anti Trust Statement

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Whenever such persons engaged in similar businesses gather or when corporations provide services to such similar businesses, there is a risk of antitrust liability or of the appearance of anti-competitive activity.

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Today's Discussion

- Why are we here?
- MLS Recap – Clear Cooperation & Vow/IDX
- What options are available today
- NEW NAR Policy –MLS Listing Options for Sellers
- Impacts of new Policy
- What will change
- Resources



What is the *Multiple Listing Options for Sellers Policy* and Why?

What:

Multiple Listing Options for Sellers, which exists in conjunction with the [Clear Cooperation Policy](#) and other [MLS policies](#).

Why?:

To provide sellers and their agents more options and choice when marketing a property publicly, while also supporting fair housing by providing buyers and their agents with equal access to important MLS property information.

Let's Hear From NAR President Kevin Sears



Clear Cooperation & IDX/VOW Recap

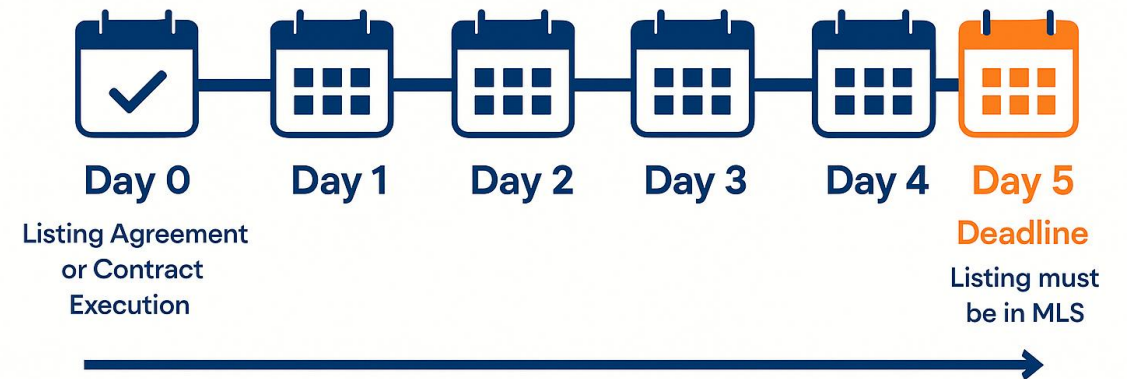
Clear Cooperation Policy

Within **one 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, 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 public.

5 BUSINESS DAY REQUIREMENT

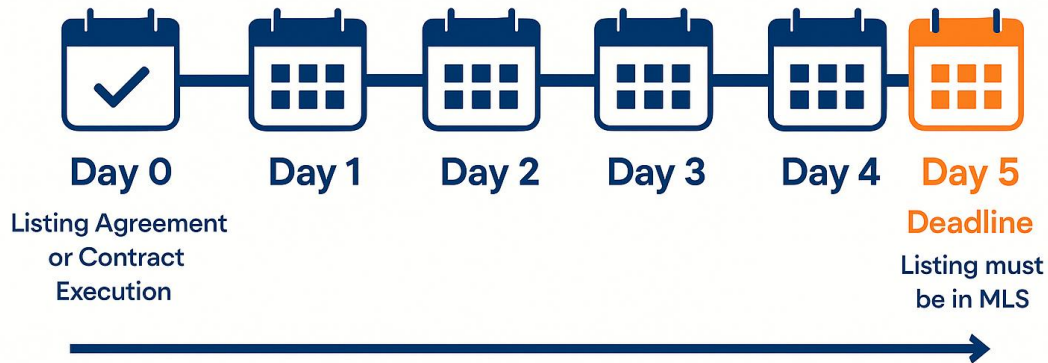
COMPLIANCE REMINDER



Temporary Exclusion Options Today

5 BUSINESS DAY REQUIREMENT

COMPLIANCE REMINDER



Exempt Listings must be submitted within five business days.

Owner's Authorization for Temporary Exclusion or Office Exclusives.

If an offer is accepted during the temporary exclusion period, the listing must immediately be entered into the MLS by the Participant.

Should any public marketing occur during the allowed five business day period, or at any time while the listing is on file as an Owner's Exclusion from the MLS or an Office Exclusive, the listing broker must submit the listing to the MLS for cooperation with other MLS participants within one business day.

Failure to submit the required Owners Authorization for Temporary Exclusion form or the Office Exclusive form within five business days, or failure to enter the listing into the MLS within one business day of public marketing will result in a Level III - Severe automatic penalty of \$500.

IDX and VOW Defined

IDX – Internet Data Exchange

- **IDX** lets an agent's or brokerage's website pull listings from the MLS and show them to the public online.
- It allows consumers to search *all **available listings*** — not just the ones listed by that agent or brokerage.
- The listings are updated automatically, often several times a day, so visitors see current information.
- IDX is governed by specific rules (set by the MLS and sometimes national associations like NAR) to ensure listings are displayed correctly and that credit is given to the listing broker.

VOW – Virtual Office Website

- Consumers must **register and agree to terms of use** to access VOW content.
- Brokers can display **complete MLS data sets**, similar to what an agent can see.
- VOWs must follow strict **authentication, privacy, and data display** standards.

Regulatory Background:

- The VOW policy was introduced following a 2008 **settlement between the U.S. Department of Justice and NAR** to prevent anti-competitive practices.
- It ensures **equal access** to listing data and prohibits MLSs from unfairly limiting brokers who use online tools.

Options Available Today

Existing Fields Currently Available

Listing Distribution			
Brokers choose where listings are distributed to for the entire office. If your broker has chosen not to send listings to an option below then your listings will not be distributed to them.			
Internet Y/N <input type="button" value="v"/> <input type="button" value="?"/>	IDX/VOW Display Comments Y/N <input type="button" value="v"/> <input type="button" value="?"/>	IDX/VOW AVM Y/N <input type="button" value="v"/> <input type="button" value="?"/>	Distribute To <input checked="" type="checkbox"/> International MLS <input type="button" value="?"/> <input checked="" type="checkbox"/> Realtor.com <input checked="" type="checkbox"/> SkySlope Offers
Third Party Y/N <input type="button" value="v"/> <input type="button" value="?"/>	Show Prop Address On Internet Y/N <input type="button" value="v"/> <input type="button" value="?"/>		
Internet Y/N	If Internet Y/N = NO then the listing is NOT distributed to any internet sites including syndication, VOW and IDX sites.		
IDX/VOW Display Comments	If a seller wants to prevent comments or reviews from being displayed alongside their listing on a VOW or IDX site, then the LA should choose "NO".		
IDX/VOW AVM Y/N	Please select "YES" if the seller allows an AVM to display on their property on IDX and VOW sites.		
Third Pary	Grants permission for third-party websites or services to use the listing data for statistical compilations or derivative work. This does not control syndication of the listing to those third-party websites.		
Distribute To:	Controls the syndication to these entities at the Listing Level.		
Show Prop Address on Internet Y/N	If a seller has allowed the listing address to be displayed on Internet sites, then choose "Yes".		

MLS Listing Options for Sellers

The Details

What's New ?

Delayed Distribution Listings in accordance with the Multiple Listing Options for Sellers policy recently adopted by NAR, a Delayed Distribution listing will delay public marketing by cooperating MLS Brokers and their agents (through IDX and syndication) for **five (5) calendar days after the listing is entered.**

DELAYED DISTRIBUTION (SELLER DECISION)

A Delayed Distribution listing will delay public marketing by cooperating MLS Broker Participants and their agents (through IDX and syndication) for five (5) calendar days after the listing is entered.



Requirements

- 1 Seller must sign a form acknowledging their understanding of the MLS benefits they are waiving by delaying the distribution of their listing, such as broad and immediate public exposure of their listing through IDX/syndication sites.
- 2 The listing must be entered into Matrix within five business days of the contract date, or within one business day of public marketing.
- 3 The listing will not be included in distribution to IDX or syndication sites during the delay period.

DELAYED DISTRIBUTION (SELLER DECISION)

A Delayed Distribution listing will delay public marketing by cooperating MLS Broker Participants and their agents (through IDX and syndication) for five (5) calendar days after the listing is entered.



What Happens During The Delay Period?

The listing will remain searchable by any Stellar agent or broker.

The listing will be available on Virtual Office Websites (VOW).

The listing will not be included in cooperating broker or agent IDX feeds and will not be displayed on their websites.

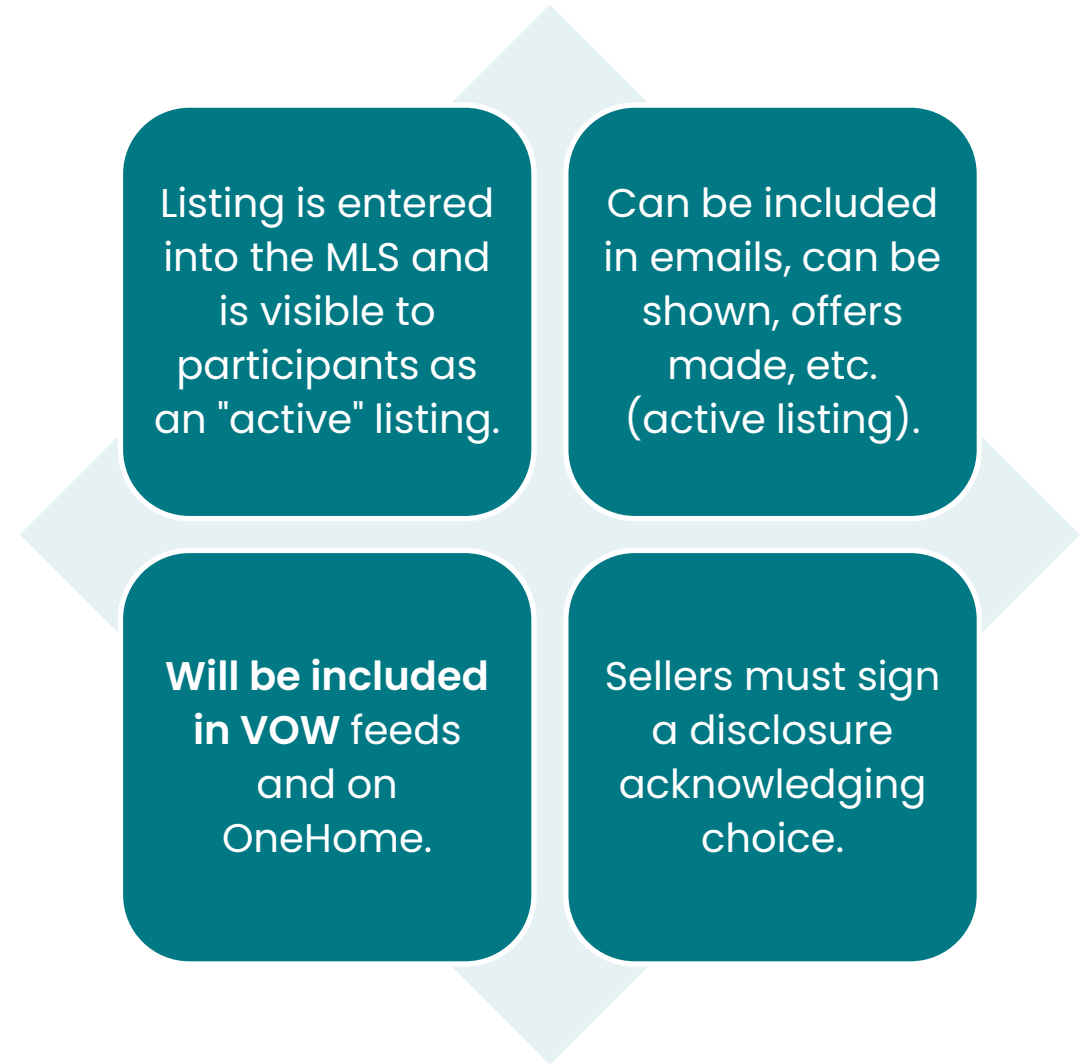
The listing office may market the listing in any manner, including display on the company's website.

Delayed listings can be included in saved searches, consumer emails and will be available on OneHome.

The listing will not be distributed to third-party portals such as Realtor.com.

Delayed Distribution

The number of days a listing may remain in delayed distribution is **five calendar days and cannot be extended.**



What Else Will Change?

Office Exclusive listings must be filed by full entry into Matrix, with access to view the properties limited to the listing office until/unless the Seller instructs the listing office to release the listing as “active”.

Seller Temporary Exclusion Waiver listings must be filed by full entry into Matrix as an Office Exclusive with Temporary Exclusion.

During the exclusion period, access to view the property will be limited to the listing Broker and agent. At the end of the exclusion period, the listing will automatically become an Office Exclusive until/unless the Seller instructs the listing office to release the listing as “full active.”

Eliminate the requirement for filing of the Seller’s Authorization Form for listings that are fully filed in Matrix.

You must still have the fully executed form in your files with audit request rights reserved for staff as needed.

Office Exclusive with Temporary Exclusion

- **Full listing information is available for the broker** to track office exclusives/waivers for compliance, tracking, etc.
- **Simplifies** the process of switching from Office Exclusive (OE) or Waiver to ACT, PNC, SLD., etc.
- **DOM, price changes, etc., will not be included in the property history when released from OE.**
- When an OE sells, this new process will eliminate the need to enter sold data entry, only listing for production reports to show the transaction, just change the status!

Remember, OEs and Temp Exclusions are not seen outside of the office. Feel free to communicate in the remarks that the property is not ready for showings or any other special instructions for internal purposes; just be sure to rewrite the remarks if you release them to the MLS.

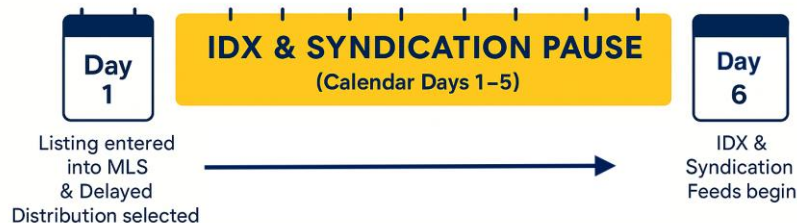
Summary: Delayed Distribution Listings

Requirements:

- Form will need to be signed by the seller.
- Listing must be entered into Matrix within five business days of the listing date.
- Listing **will not** be included in distribution to IDX or syndication sites.

DELAYED DISTRIBUTION (SELLER DECISION)

A Delayed Distribution listing will delay public marketing by cooperating MLS Broker Participants and their agents (through IDX and syndication) for five (5) calendar days after the listing is entered.



During the Delayed Period:

- The Listing **will be** searchable by any Stellar Agent or Broker.
- The Listing **will be** available for viewing on VOW sites.
- The Listing **will be** available to consumers through saved searches via Matrix/OneHome.
- The Listing Office **may** include the listing on the office's website.
- The Listing **will not** be available to other agents' and brokers' IDX feeds.
- The Listing **will not** be distributed to third-party portals such as Realtor.com.

New Options During Listing Add/Edit

Listing Information		
Office Exclusive <input type="text"/>	Office Exclusive with Temporary Exclusion <input type="text"/>	Temporary Exclusion Date <input type="text"/>
Listing Contract Date <input type="text"/>	List Price <input type="text"/>	Expiration Date <input type="text"/>
Listing Type <input type="text"/>	Listing Service Type <input type="text"/>	Seller Representation <input type="text"/>

Listing Distribution

Brokers choose where listings are distributed to for the entire office. If your broker has chosen not to send listings to an option below then your listings will not be distributed to them.

Internet Y/N

▼

?

Delayed Distribution Y/N

▼

?

Delayed Distribution Date

?

IDX/VOW Display Comments Y/N

▼

?

IDX/VOW AVM Y/N

▼

?

Third Party Y/N

▼

?

Show Prop Address On Internet Y/N

▼

?

As of 9/16:

FIVE Additional Fields Will Be Available

Field	Values	
• New Field Office Exclusive Y/N	Yes No	If Office Exclusive = YES, the listing will only be visible to Agents in the listing office.
• New Field Office Exclusive with Temporary Exclusion Y/N	Yes No	If Temporary Office Exclusive = YES, the listing will only be visible to the broker and the listing agent. This replaces the Owner's waiver of Temporary Exclusion.
• New Field Temporary Exclusion Expiration Date	Date Field	The Date the Listing is expected to be available for showings, etc.
• New Field Delayed Distribution	Yes No	If YES is selected, this field will allow the listing to be available WITHIN Matrix, OneHome, and VOW sites . Listings will NOT be distributed to IDX or syndication sites until the delay period has expired or prior to expiration by the listing agent changing the value to YES.
• New Field Delayed Distribution Date	Date Field	This date will automatically populate 5 calendar days from the date of entry of the listing into MLS IF Delayed Distribution = YES.

MLS Listing Options Comparison:

Office Exclusives are entered into Matrix; listings are strictly private and cannot be publicly advertised.

Temporary Exclusion listings are entered as Office Exclusives and can only be seen by the listing agent and broker and cannot be publicly advertised.

Delayed Distribution listings allow controlled marketing outside of MLS channels but delay syndication/IDX exposure for five (5) days.

Action	Required For Office Exclusive?	Required For Temporary Exclusion?	Required For Delayed Distribution?
File listing with the MLS (mandatory)	Yes	Yes	Yes
Public Marketing (e.g., social media, flyers)	No	No	Yes – by the Listing Brokerage only during the delay period

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MLS Listing Options Comparison:

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Temporary Exclusion listings are entered as Office Exclusives and can only be seen by the listing agent and broker and cannot be publicly advertised.

Delayed Distribution listings allow controlled marketing outside of MLS channels but delay syndication/IDX exposure for five (5) days.

Action	Allowed Under Office Exclusive?	Allowed Under Temporary Exclusion?	Allowed Under Delayed Distribution?
Display on IDX and syndication platforms	No	No	No (until delay period ends)
Internal office sharing	Yes	Yes	Yes

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MLS Listing Options Comparison:

Office Exclusives are entered into Matrix; listings are strictly private and cannot be publicly advertised.

Temporary Exclusion listings are entered as Office Exclusives and can only be seen by the listing agent and broker and cannot be publicly advertised.

Delayed Distribution listings allow controlled marketing outside of MLS channels but delay syndication/IDX exposure for five (5) days.

Action	Required Under Office Exclusive?	Required Under Temporary Exclusion?	Required Under Delayed Distribution?
Requires seller(s) signed form by owners and broker	Yes	Yes	Yes

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Effective September 16, 2025

New Policy Review

Launch of "Delayed Distribution", a new option for Sellers .

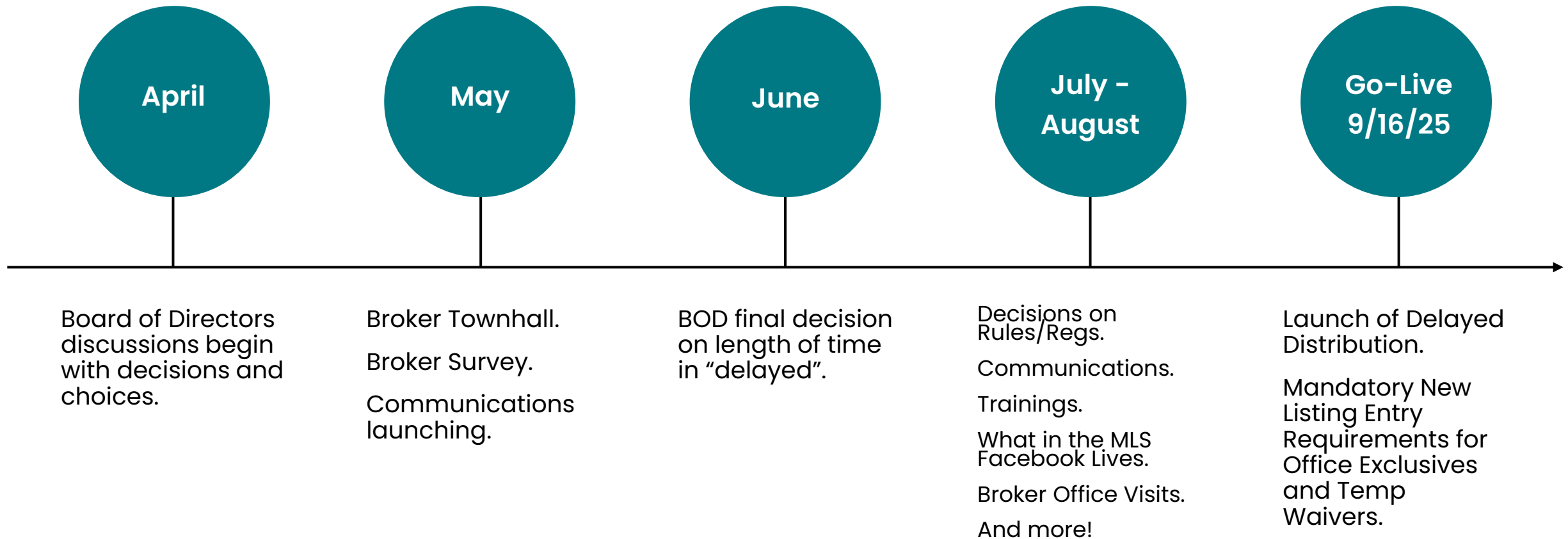
Delayed Distribution Listings must be entered into the MLS and will be available to share with buyers in emails, on OneHome, to show and to sell.

Public Distribution via IDX or syndication delayed for 5 days if entered as "Delayed".

Mandatory Entry (residential, land, income) within 5 days for ALL: Active, Delayed, Office Exclusive or Temp Waiver.

CCP Clarifier: While in Office Exclusive or Temp Waiver – any public marketing will trigger CCP.

High Level Timeline



Resources



[Stellar MLS
Resource Page](#)



[NAR "Get the FACTS"
Resource Page](#)



[NAR President Kevin Sears
Video](#)

Office Visits



Brokers: To request an office visit from one of our Stellar Staff members, please email:
Brokers@StellarMLS.com