# Listing Input Checklist & Information

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## MINIMUM REQUIREMENTS TO ACTIVATE A LISTING

☐ Signed Listing Agreement

☐ Stellar MLS Data Entry Form
- Data Entry Forms contain all applicable system fields and are available for each property classification in the MLS.
- Completed forms should be signed* by the owner(s) of record and the listing broker (or listing agent if authorized).
- These forms should be kept in a broker's office file and only submitted if requested by Stellar MLS.
- Data Entry Forms may also be completed digitally in systems such as TransactionDesk, Form Simplicity, and SkySlope Forms then uploaded into the MLS to create an "Incomplete" listing.

**MLS Support Center**

**Toll Free:** 800-686-7451
**Local:** 407-960-5300

**Email:** support@stellarmls.com

**Hours:**

| | |
|---|---|
| Mon. – Thurs. | 8:00am – 6:30pm |
| Friday | 9:00am – 6:30pm |
| Saturday | 8:00am – 6:00pm |

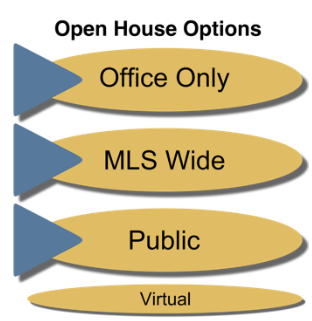
**Alternatively, the owner(s) of record may sign the Owners Authorization Display (available when the MLS listing is submitted as Incomplete), which contains the proper indemnification statement.* (per Stellar MLS Rules and Regulations, Article 05.09)

- ☐ One (1) Property Photo (minimum)
    - Up to 100 photos may be uploaded per listing.
    - The first photo displayed must be one of the following:
        - Front exterior photo showing the majority of the total home/building
        - Water view **from** the subject property (not a nearby water view)
            - Note: a photo of a swimming pool does not qualify as a water view.
        - Aerial photo (not from a copyrighted source)
    - If either a water view or aerial photo is used as the first photo, the second photo displayed must then be of the front exterior.
    - Photo Rules - Quick Reference ([Article 04.05: Listing Content and Virtual Tours]):
        - No copying of other brokers' photos without written consent.
        - Stellar MLS does not remove photos. The listing broker/agent will need to remove and/or update them.
        - There can be no agent/company branding, signage, or any other text in photos.
        - Photos, images or virtual tours featuring people, including if in costume, are not allowed in the MLS.
    - Please refer to https://www.stellarmls.com/photorules for further information as well as the complete Stellar MLS Rules and Regulations.
- ☐ **Question:** Will the listing be entered as an Office Exclusive, Office Exclusive with Temporary Exclusion, or for Delayed Distribution?
    - If **yes**, the MLS Options for Property Owners – Authorization form is required.
        - The completed and signed form should be kept in an office file and submitted within two (2) business days if requested by Stellar MLS to avoid a violation. Please refer to Article 05.11 of the Stellar MLS Rules and Regulations.

**Remember:** All content including remarks, virtual tour photos, and images must be owned, purchased or licensed by the listing broker/agent, from the content owner.

## OPTIONAL LISTING ADDITIONS

- ☐ Attachments
    - Disclosures, surveys, floor plans, etc.
- ☐ Open House Scheduling
    - MLS rules do not allow this information to be placed into MLS Public Remarks.
    - Select the listing in Matrix, click **Edit** to display the **Modify Listing** screen, then choose **Open House** to enter scheduling and other details.
    - Scheduling options include:
        - **Office Only** (displays only to MLS subscribers from Listing Office)
        - **MLS Wide** (displays for all MLS subscribers)
        - **Public** (displays in the MLS and external sites)
        - **Virtual**



# HELPFUL REMINDERS & INFORMATION

## No Compensation Specified on MLS Listings

(Stellar MLS Rules and Regulations, Article 09.01: No Compensation Specified on MLS Listings)

Participants, Subscribers, or their property owner(s) may not make offers of compensation to buyer brokers and other buyer representatives in the MLS, including but not limited to public or private remarks, driving directions, showing instructions, in attachments or in any open text field. Failure to comply will result in an automatic Level III - Severe Penalty assessed. (See Article 11.04.3)

Use of MLS data or data feeds to directly or indirectly establish or maintain a platform to make offers of compensation from multiple brokers to buyer brokers or other buyer representatives is prohibited and must result in the MLS terminating that Participant's access to any MLS data or data feeds.

## LISTING ENTRY & TIMEFRAMES

Mandatory listing types must be entered into the MLS with five (5) business days* (excluding weekends and federally recognized holidays) of either the date the owner(s) sign the listing agreement or of the effective date of the listing agreement.

**5 Business Days**

**Should any public marketing of the listing occur during the allowed five-day submission period, or at any time while the listing is on file as an Office Exclusive or Temporary Exclusion, the listing Participant must release the listing to the MLS for cooperation with other MLS participants within one business day.**
(Stellar MLS Rules and Regulations, Article 05.01: Submission of Listings)

## Multiple Listing Options for Property Owner(s)

(Stellar MLS Rules and Regulations, Article 05.11: Exempt Listings)

Multiple Listing Options for Property Owner(s) provides owner(s) of record, with multiple options to list and disseminate their property by the Participant through Stellar MLS including:

- Active
- Office Exclusive
- Office Exclusive with Temporary Exclusion
- Delayed Distribution

If the listing will be entered as an Office Exclusive, Office Exclusive with Temporary Exclusion, or for Delayed Distribution, the MLS Options for Property Owners – Authorization form must be completed and signed by the owner(s), broker (or authorized associate), and listing agent. The signed form should be kept in an office file and submitted within two (2) business days if requested by Stellar MLS.

**Form Required**

# Listing Input Checklist & Information

Listing forms can be downloaded anytime from the Stellar MLS website. Visit stellarmls.com > select Resources > Document Library > Listing Forms
Forms are also available in several online transaction management systems.

**Download MLS Forms**

## STATUS CHANGES

Any price, status change, or change in the terms and conditions from the original listing agreement shall be made only when authorized in writing by the owner(s) of record and shall be filed with Stellar MLS within two (2) business days, excluding weekends and federally recognized holidays, after proper authorization is received by the Listing Participant.
(Stellar MLS Rules and Regulations, Article 05.12: Change of Terms and Status of a Listing)

**2 Business Days**

## TEMPORARILY OFF MARKET

All Active listings in the MLS must be available to show. Also, listings that are changed to Pending status must be available to show if back-up offers are being accepted by the owner(s).

Listings that become temporarily unavailable for showing by other Participants for any reason whatsoever must be changed to “TOM” (Temporary Off Market) status within two (2) business days.
(Stellar MLS Rules and Regulations, Article 04.12: Listings Not Available For Showing)

## DAYS ON MARKET

Active Days on Market (**ADOM**) is tied to a specific MLS ID

- Creating a new listing causes the ADOM to reset to 0.

Cumulative Days on Market (**CDOM**) is tied to a Property ID

- An expired or withdrawn listing must be off the market for sixty (60) days for the CDOM to reset.

## LISTING MANIPULATION

(Stellar MLS Rules and Regulations, Article 04.15: Listing Manipulation)

Listings must reflect the correct status at all times and may not be inactivated through a change of status and then be reactivated to cause the listing to appear as new.

A listing within the **same office** that expires, is withdrawn, or cancelled should be reactivated with the same MLS ID if this occurs within thirty (30) days from the expiration, withdrawal, or cancellation date.

Creating a new listing ID **prior** to thirty (30) days from the expiration, withdrawal, or cancellation date by the **<u>same office</u>** to make it appear as new is a listing manipulation and subject to a fine.

## REACTIVATING A LISTING / CREATING A NEW LISTING ID

The only valid reasons for changing a listing number are the execution of a new listing agreement by a new office or the execution of a new listing agreement on a property by the same brokerage which is dated at least 30 days after the expiration, withdrawal, or cancellation of the prior agreement. Remember that the system's CDOM (Cumulative Days on Market) will only reset to zero after the property has been off the market for 60 days.

**NOTE:**
Should a listing need to be **changed** by the broker of record to another agent in the **<u>same office</u>**, either the broker or their authorized representative with add/edit access for the firm (office manager, etc.) can update the applicable fields in the MLS:

- Once updated, the previous agent is removed, and the new agent(s) will be able to maintain the listing going forward.
- This can be done <u>without</u> creating a new listing ID

## MLS TEAMS

Each MLS Participant or Subscriber has a unique ID number that is valid for one user only. Please note that both unlicensed assistants as well as appraisers must have their own accounts. As a reminder, **password sharing is strictly prohibited.**

Should two (or more) subscribers from the same office wish to access each other's accounts in Matrix, in lieu of sharing passwords, the MLS Teams feature can be used.

There are two types of teams: Access Only and Production Credit. Access Only can be used when one subscriber may be covering for another agent on vacation while Production Credit teams are those who work together and advertise themselves as a Real Estate Team. Production Credit teams can also be added to listings in the MLS and production reports can then be run on the Team.

Teams are created by a firm's broker or their authorized designee (Office Assistant, etc.). Once created, a Team Leader is assigned (must be a Stellar MLS subscriber and real estate licensee) and members can then be added to the team.

Once a team has been created, select your name in the top right corner of Matrix and then choose the team member whose account you want to access from the drop-down menu. To switch back to your account, repeat the process above to select your name from the list or simply log out and then back into the system.

## TOP MLS VIOLATIONS

1. Photo, Virtual Staging, & Virtual Tour Violations
2. Listing Manipulation
3. Failure to Report a Sold Listing
4. Pending Listing With a Past Expected Closing Date
5. Exempt Listings
6. Contact Information in Public Remarks

## STELLAR MLS RULES AND REGULATIONS

For the most up-to-date information, please always refer to the online version of the Stellar MLS Rules and Regulations located at https://rules.stellarmls.com/.