

# Members Only Listings Overview

Important to understand: All listings entered in the MLS system of any type "are on the MLS". The differences and use scenarios with the "Members Only" types and as a "Regular Active" are detailed below. The categories were created by the MLS Directors to stay cooperative and provide the best service choices possible to clients under national REALTOR® policies.

Listing Type	Primary purpose	Share with other broker's agents	Advertising Capabilities	Can show and ask for offers	Seller use case	Listing distribution by MLS	Agents can send to...
<b>Exclusive</b> (must submit signed form to MLS)	Seller privacy – no cooperation with other brokers	No	Only within the brokerage and with their clients	Yes, but only within the brokerage and with their clients	Privacy is primary consideration	N/A	Only agents in their brokerage, phone, emails, text or back-office communications
<b>Members Only Do Not Show</b> •New list date •No DOM •New price history	Create pre-market interest while property is being prepared for market.	Yes, can share property information from listing only. May not show to <u>any agents, clients or public</u>	•May be advertised ONLY as Coming Soon. •Coming Soon sign in yard OK •May not show to anyone, agents or public.	No	Getting ready to sell Not yet ready to show and sell	•Not sent to Internet (not sent to Redfin, Realtor.com, Zillow) •Only available in Matrix (datashare) •Not sent to other search apps •Can be emailed to clients but clients cannot search for them	•May <u>only</u> be advertised anywhere as Coming Soon •Coming Soon sign in yard OK •May not show to <u>anyone...</u> agents or to the public. •Could email to clients (coming soon)
<b>Members Only Show</b> •New list date •New DOM •New price history	Very limited distribution. But cooperating with other agents. In Matrix only.* No internet or in other MLS applications	Yes	Any or All. No MLS restriction but seller may want privacy	Yes	Seller is private but wants other agents to be able to bring best buyer	•Not sent to Internet (not sent to Redfin, Realtor.com, Zillow) •Not sent to other search apps •Can be mailed to clients but clients cannot search for them	•May be advertised anywhere as Coming Soon or "for sale". •Coming Soon /For Sale sign in yard is OK Social media, text, email, web sites for sale or coming soon is OK
<b>Regular Active</b> •New list date •New DOM •New price history	Global marketing	Yes	All, unrestricted, sent to Internet and all applications	Yes	Wants to sell property in the largest open market.	Sent to Internet, all destinations the broker selects including Redfin, Zillow, Realtor.com	•May be advertised anywhere as "For Sale". •Social media, text, email, web sites For Sale is OK •For Sale sign in yard is OK •Can select No Internet and keep tp smaller market

\*current implementation