

AVOID AN AUTOMATIC FINE LEARN MORE ABOUT CLEAR COOPERATION POLICY

A message from the MLSSAZ Standards Committee:

The MLS of Southern Arizona would like to take this opportunity to remind all Participants and Subscribers that strict enforcement of the Clear Cooperation Policy is in full effect. In short, the Clear Cooperation Policy is a rule adopted by MLS's across the country requiring REALTORS® who market their listings to the public by verbal, print, sign, public facing websites, or digital communication must also submit that listing to the MLS for cooperation within one business day from the commencement of the public marketing.

MLSSAZ has seen an increase in the number of Clear Cooperation complaints and would like to stress the importance of submitting listings to the MLS in a timely manner. Under the current MLSSAZ Rules & Regulations, **each violation of the Clear Cooperation Policy is an automatic fine of \$500.00**. If you are currently advertising a listing to the public or plan to in the future, please take a moment to ensure you are in compliance with the Clear Cooperation Policy

Clear Cooperation Policy: Within one (1) 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, brokerage website displays (including IDX and VOW), digital communications marketing (email blasts), multi-brokerage listing sharing networks, and applications available to the general public.(M) Note – Clear Cooperation applies to all Mandatory Types only.

For more information and/or questions, contact: info@mlssaz.com