



Clear Cooperation Policy: Top 10 Questions

1. What is the Clear Cooperation Policy?

The Clear Cooperation Policy is a NAR-mandated policy that governs the public marketing of listings and their entry into the multiple listing service. 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.

2. When did the Clear Cooperation Policy go into effect?

May 1st, 2020.

3. What is considered public marketing?

Marketing and advertising includes, but is not limited to, any information about the property or its availability for sale displayed on any: signs, websites, social media, brokerage or franchise operated websites, communications (verbal or written), multi-brokerage or franchise listing sharing networks, flyers or written material, applications available to the public, or open houses or showings.

4. What process has CRMLS implemented to adhere to this policy?

Current rules require that the Listing Broker has two (2) days from the listing contract date to enter the listing into the MLS under Registered, Coming Soon, or Active status. Additionally, within one (1) business day of marketing the property, the Listing Broker must ensure that the listing is in the Coming Soon or Active status.

5. What is the meaning of “business day”?

Business days are Monday through Friday, excluding Saturdays, Sundays, and federal/state holidays.

6. What are the details of the new statuses compared to the existing Active status?

Here is a table comparing the three statuses:

REGISTERED/EXCLUDED	COMING SOON	ACTIVE
No Marketing	Marketing Allowed	Marketing Allowed
Not Displayed in the MLS	Displayed in MLS	Displayed in MLS
No DAM	No DAM	DAM Counts
No Distribution	Limited Distribution through MLS Only	Full Distribution
Showings Only to Listing Broker Client	No Showings	Showings Allowed
	21 Days Only	

Required for Registered Status: Address, Listing Contract Date, Price, Expiration Date, Marketing Start Date. Registered status is not currently available in Paragon or Flexmls. Until Registered becomes available in these platforms, please use the exclude listing process.

7. What property types does this apply to?

Residential, Vacant Residential lot, and Residential 1-4 unit properties for sale.

8. Are office exclusives allowed?

Yes. An office exclusive can be entered in the Registered status, and then conducted in accordance with the Clear Cooperation rules.

9. My seller doesn't want their property on the MLS at all. Is that still allowed?

Yes. The seller still has the ability to exclude their property from the MLS; however, no public marketing of the property can be done. If any public marketing does take place, the property must be entered in the MLS within one business day. In keeping the property off the MLS, the seller is agreeing that the listing broker will only share the property with the listing broker's own clients or the agents in the broker's office.

10. Are there any forms required to exclude a property from the MLS?

Yes. A seller's written instruction must be in place in order to exclude a property from the MLS. The CAR Multiple Listing Service Addendum (MLSA) form or any equivalent brokerage form may be used.