

# Clear Cooperation Policy Rules



# N.A.R. Approved Clear Cooperation Policy 8.0

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.

## **Property types affected by this policy are:**

Residential, Residential Vacant Lot, and Residential 1-4 Unit properties



# CRMLS Rule 7.9 Mandatory Submission

**Mandatory Submission upon Marketing:** Within one (1) business day of marketing or advertising a residential property to any member of the public for sale which contains one to four units or is a residential vacant land lot which is subject to any exclusive right to sell or seller reserved listing agreement, the Listing Broker must submit the property into the MLS for cooperation with other CRMLS participants. 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, on any applications, or by conducting an open house. Any individual or entity that has signed, within the previous year a Disclosure Regarding Real Estate Agency Relationship form in compliance with CA Civil Code section 2079.16 that identifies the Listing Broker shall not be considered a “member of the public” under this rule.

# Marketing Defined

## 1 WHO?

### The Public

Public: Anyone who has not signed the AD Form with the Listing Broker within the last year, or is not an agent underneath the same designated Broker

**DISCLOSURE REGARDING  
REAL ESTATE AGENCY RELATIONSHIP**  
(As required by Civil Code)  
(C.A.R. Form AD, Revised 12/18)

## 2 WHAT?

Zillow

realtor.com



FIRST NEIGHBORHOODS  
REALTY



To: Home Buyer Leads  
From: Jane Agent  
Subject: See the latest listings!  
Copy: HI [Lead Name]  
Curious to see what's new on the [market name]/market? Check out the latest homes for sale to list in the area by clicking here, where I routinely update the most recent listings and offer comprehensive details for each one: [www.zillow.com](#) from asking price, to home dimensions, to property history.

# The Process

1

**Seller signs a listing contract?**



If the property is never marketed the listing does **NOT** need to be placed into Coming Soon or Active

2a

Listing Broker has **two (2) days** from the **effective list date** to input the listing into the MLS as:

- **REGISTERED**
- Or **Coming Soon**
- Or **Active**

AND/OR

2b

Within one (1) business day of **marketing** the property, the Listing Broker must ensure the listing is in **Coming Soon** or **Active** Status

# Differences in Statuses: Upgraded Version of Paragon

## REGISTERED

No Marketing  
Not Displayed in MLS  
No Commission Offered  
No DOM  
No Distribution through MLS  
Showings Only to Listing Broker Client

What's Required for **Registered**?  
Address  
Listing Contract Date  
Price  
Expiration Date  
Marketing Start Date

## Coming Soon

Marketing Allowed  
Displayed in MLS  
Commission Offered  
No DOM  
Limited Distribution through MLS  
No Showings  
21 Days Only

Who can see **Registered** listings?  
Listing Agent, Listing Broker, Office Manager and MLS Staff  
Who can see **Coming Soon** listings?  
All CRMLS users

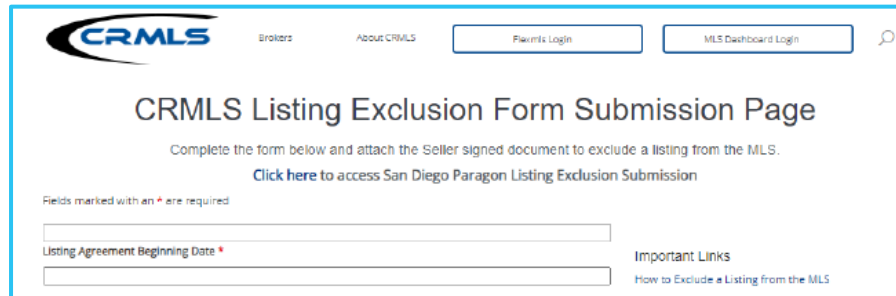
## Active

Marketing Allowed  
Displayed in MLS  
Commission Offered  
DOM Counts  
Full Distribution through MLS  
Showings Allowed

# The Registered Status Replaced the CRMLS Exclude Listing Process

C.A.R has made changes to the C.A.R SELM form.

The CRMLS-specific Exclusion form has been retired.



The screenshot shows the CRMLS Listing Exclusion Form Submission Page. At the top, there is a navigation bar with the CRMLS logo, links for 'Brokers', 'About CRMLS', 'Plarmls Login', and 'MLS Dashboard Login'. The main heading is 'CRMLS Listing Exclusion Form Submission Page'. Below the heading, it says 'Complete the form below and attach the Seller signed document to exclude a listing from the MLS.' and 'Click here to access San Diego Paragon Listing Exclusion Submission'. There is a note: 'Fields marked with an \* are required'. The form includes a text input field for 'Listing Agreement Beginning Date \*' and a section for 'Important Links' with a link to 'How to Exclude a Listing from the MLS'.



## REGISTERED

No Marketing

Not Displayed in MLS

No Commission Offered

No DOM

No Distribution  
through MLS

Showings Only to  
Listing Broker Client

What's Required for **Registered**?

Address

Listing Contract Date

Price

Expiration Date

Marketing Start Date

# Additional Listing Measures

- **Days Not Active (DNA):** the days in any status other than Active, Active Under Contract, or Pending.
- **Days on Market (DOM):** The days Active or Active Under Contract without the deal closing.
- **Days in Pending (DIP):** The Days in Pending or Active Under Contract not in DOM.
- **Days Listed (DL):** List Contract Date until List Finalization. No days removed for any status or condition.

$$\mathbf{DL = DNA + DOM + DIP}$$



# Rule 9.3 - Showings

**9.3 Availability to Show or Inspect:** Listing Brokers shall not misrepresent the availability of access to show or inspect a listed property. For any property in which Listing Broker selected a status of **Coming Soon** or **Hold**, Listing Broker represents that the property shall have no showings or tours, by Listing Broker or otherwise, until such a time as the property is placed in the Active or Active Under Contract status.

## Rule 10.1 – Coming Soon

A valid contract exists, and no offer has been accepted.

The Listing Broker is in possession of a seller signed instruction to submit the listing as “Coming Soon”.

Marketing and Advertising as defined in Rule 7.9 is permitted and shall include language that property is “Coming Soon” and shall include the date for which property will become Active.

The property is not available for showings consistent with Rule 9.3

# Coming Soon in Matrix

The Status tab has been updated to include **Coming Soon** as an option.

The screenshot displays the CRMLS Matrix interface. At the top, there is a navigation bar with the CRMLS Matrix logo and menu items: My Matrix, Search, Add/Edit, Finance, Roster, Stats, Realist Tax, Links, and Mobile. Below the navigation bar is a search field with a question mark icon and the placeholder text "Enter Shorthand or MLS#".

The main content area is titled "Residential" and features a series of tabs: Status, Basics, Description, Features, Land/Terms, Office/MLS, State License - Listing Agent, Green, and P. The "Status" tab is highlighted with a red box, and a red arrow points down to a dropdown menu. The dropdown menu is also highlighted with a red box and contains two options: "Coming Soon" (which is highlighted in yellow) and "Active".

Below the dropdown menu, there are two status descriptions:

- Coming Soon - Property is open to offers but is NOT available for showings. Listing is LIVE in the MLS and on broker and agent websites via IDX and VOW.**
- Active - Property is open to offers and IS available for showings.**

At the bottom of the status section, there is a link: [CLICK HERE for Coming Soon information video](#).

# Coming Soon in Matrix (cont.)

The new field, Start Showing Date under the Office/MLS Tab will appear if Coming Soon is chosen. The date must be within **21** days of the listing input date.

The screenshot displays the 'Office & MLS' tab in a software interface. The 'Office/MLS' tab is highlighted with a red box and a red arrow pointing to the 'Start Showing Date' field. The 'Start Showing Date' field is also highlighted with a red box. The 'Start Showing Date' field is a date picker with a calendar icon and a question mark icon. The 'Listing Contract Date' and 'Expiration Date' fields are also date pickers. The 'Buyer Agency Comp' field is a text input with a question mark icon. The 'Buyer Agency Comp Type' and 'Dual/Variable Compensation?' fields are dropdown menus with question mark icons. The 'Buyer Agency Comp Remarks' field is a text area with a question mark icon. The 'Listing Service' field is a dropdown menu with a question mark icon. The 'Current Status is:' field is set to 'Coming Soon'.

**Office & MLS**

Current Status is: **Coming Soon**

Listing ID:  
Address:

**Listing Information:**

Buyer Agency Comp:  ?

Buyer Agency Comp Type:  ?

Dual/Variable Compensation?:  ?

Buyer Agency Comp Remarks:  ?

Listing Contract Date:  ?

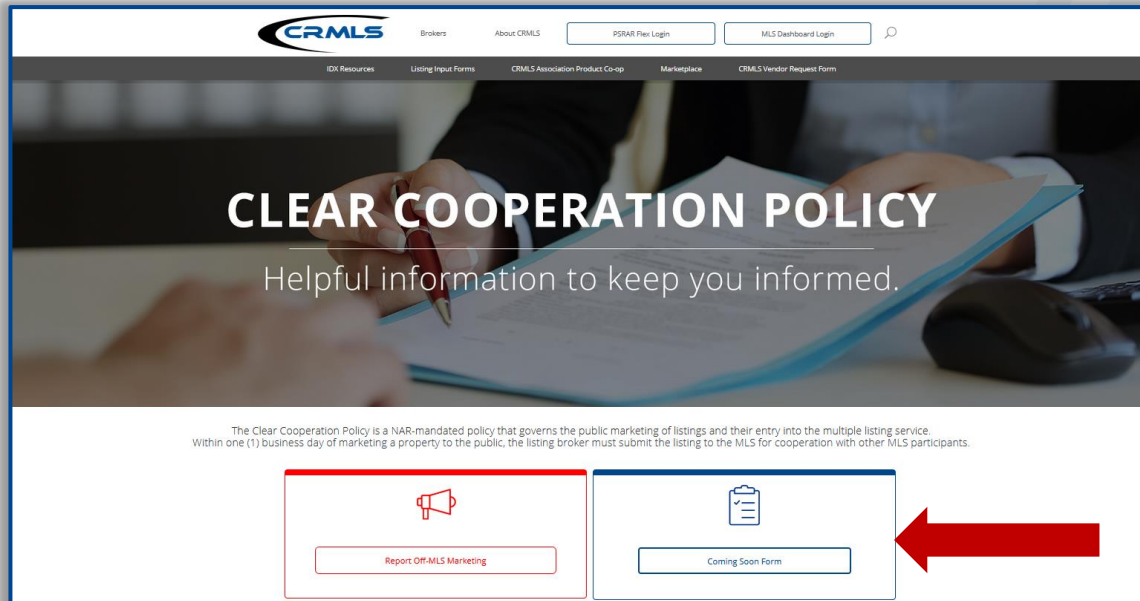
Expiration Date:  ?

Listing Service:  ?

**Start Showing Date:**  ?

# Coming Soon Form

The Coming Soon form is available in zipForms and is also available for download at: <https://go.crmls.org/clear-cooperation-policy/>



The screenshot shows the CRMLS website interface. At the top, there is a navigation bar with the CRMLS logo, links for 'Brokers', 'About CRMLS', 'PSRAR Flex Login', and 'MLS Dashboard Login', and a search icon. Below the navigation bar is a secondary menu with links for 'IDX Resources', 'Listing Input Forms', 'CRMLS Association Product Coop', 'Marketplace', and 'CRMLS Vendor Request Form'. The main content area features a large image of hands reviewing documents with the text 'CLEAR COOPERATION POLICY' and 'Helpful information to keep you informed.' Below this, a paragraph explains the 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.' At the bottom, there are two buttons: 'Report Off-MLS Marketing' (with a megaphone icon) and 'Coming Soon Form' (with a clipboard icon). A large red arrow points to the 'Coming Soon Form' button.

# Hold Defined – Rule 10.1

Hold (H):

The Listing Broker is in possession of a seller signed instruction to submit the listing as “Hold”.

Marketing and Advertising as defined in Rule 7.9 is permitted.

The property is not available for showings consistent with Rule 9.3

# Citation Policy

Citation Fine for violation of Rules: **7.8**, **7.9**, **7.9.1**, and **9.3** is the amount of:

**1% of the list price or \$500  
whichever is greater not to  
exceed the amount of \$2,500.**

Each Violation will receive a WARNING and opportunity to correct before any fine is issued.



# Questions or Feedback

Email  
[Compliance@crmls.org](mailto:Compliance@crmls.org)

Visit [CRMLS.org](https://www.crmls.org) to  
access the Compliance  
Resources Page

