

## Top MLS Rules to Remember

1. All listings located in Accomack and Northampton counties MUST be entered into the ESAR MLS. (Section 1.12)
2. Enter and update all changes, such as price & status changes, to your listings within 48 hours. (Section 1)
3. Listings must be closed in the MLS within 3 business days of the settlement date. (Section 2.5)
4. Know your Listing Definitions (Section 1) – especially:
  - Coming Soon: Listings cannot be shown while in this status; can only be in this status for a maximum of 14 days; and offers may and should be presented during the time a listing is in the Coming Soon status, but they may not be accepted by the Seller until the listing is Active
  - Active Under Contract vs Pending
  - Withdrawn vs Canceled
5. All listings must have 1 photo (Section 1.19)
  - Ideally – exterior front of the building
  - Aerial photos – the boundary of the property must be easily ascertainable or marked
  - Other views – SOME portion of the land for sale MUST be in the photo
6. Do not copy photos from an old listing by another agent – that is stealing.
7. Do not put any contact information in Public Remarks, Directions or photos. (Section 1.18, 1.19)
8. Bedroom # MUST be the same as listed on the septic certification. Period. (Section 1.21)
9. If you have a listing where the Seller instructs you not to enter the listing in the MLS (office exclusive, seller opt-out), you must submit the ESAR Seller Opt Out form. (Section 1.3 Exempt Listings)
10. Clear Cooperation – If you market a property, it must be in the MLS within 24 hours (Section 1.0.1)
11. Only brokers (and me) can withdraw or cancel listings. Documentation showing approval of the client AND SIGNED BY THE BROKER is required. (Section 1.5)
  - You cannot withdraw and relist a property just to lower the price or reset DOM!
12. If you are going to re-list a withdrawn or expired property you must use the same listing and bring it “Back to Active” in the MLS, unless it has been off the market for 60 days. Then you can enter it as a new listing. (Section 1.5 and Section 1.10)
13. If you are entering a Comp, please ensure that you: (Section 1.26 Comparable Listings)
  - Use the “Add Listing as Sold/Closed” section on Add Listing in Navica.
  - Choose Non-Member Office and Non-Member Agent for the list side if you did NOT have a listing agreement.
  - Enter the list date as the date the listing is entered online.
  - Do not enter it until it has settled/closed. (Do not enter it when it goes Pending.)
14. Do not post other agent's listings on social media. See our [Guidelines for Social Media Posting](#).
15. Don't share your password!