

Announcement: GMLS Adopts the NAR Clear Cooperation Policy

(Adopted 3/23/2020) Beginning May 1, 2020, the Greenwich Multiple Listing Service will implement and enforce the Clear Cooperation Policy in accordance with the National Association of REALTORS® MLS policy requirements for REALTOR® owned MLSs.

The Clear Cooperation Policy states:

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.

(This language will be inserted to the Listing Procedures section of the GMLS Rules and Regulations effective 5/1/2020.)

Compliance with the Clear Cooperation Policy

Required and Exempt Listing Types:

Per the GMLS Rules and Regulations this policy **will apply to all Exclusive Right or Exclusive Agency to Sell, or Lease Listing Agreements**; this includes Residential, Rental, Multifamily, and Land property types. **Commercial listings of any type are exempt** from complying with this policy.

What counts as public marketing?

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
- Applications available to the general public

Requirements for Office Exclusive/Non-MLS Listings as of May 1, 2020:

The [Certification to Withhold Property Listing from MLS](#) form has been updated. **This updated form and a valid listing agreement will be required to be submitted to the GMLS Office to be**

filed as an Office Exclusive/Non-MLS Listing. The changes to the form include notice to the owner that any public marketing of the listing, as defined by the National Association of REALTORS®, will require the listing to be submitted to the GMLS for dissemination.

Reporting a violation:

Send or forward a copy/photo/screenshot of any public marketing efforts that constitute a violation of the Clear Cooperation Policy to info@greenwichrealtors.com including any pertinent property or listing information. Names of GMLS Subscribers reporting alleged violations will be kept confidential.

Fines/Sanctions for Violations:

Violations of the Clear Cooperation Policy will be enforced pursuant to the [Fine/Sanction Schedule](#) adopted by the GMLS Board of Directors.

Resources:

- [NAR Clear Cooperation FAQ](#)
- [Updated Form: Certification to Withhold Property Listing from MLS](#)
- [Fine/Sanction Schedule for Violations of the Clear Cooperation Policy](#)