

ADDENDUM LMO – LISTING MARKETING OPTIONS

Seller understands that submitting a property to the Greater Northwoods Multiple Listing Service (GNMLS) typically provides:

- Broad and immediate exposure to all GNMLS participants & subscribers.
- Inclusion in the Internet Data Exchange (IDX):
 - Increasing visibility among cooperating firms.
 - Offering potential for listing syndication to public-facing websites (e.g., Zillow, Realtor.com, corporate/firm websites).

SELLER HEREBY ACKNOWLEDGES THAT THEY AND THEIR FIRM AND FIRM'S AGENT(S):

- Understand the marketing limits of choosing one of the Listing Marketing Options noted below.
- Must abide by MLS and IDX rules when implementing the seller's choice of marketing.
- Public marketing includes advertising, marketing, or promotion done by or on behalf of the Seller. If any public marketing occurs, the Listing status on the MLS must be changed to Active immediately.
- Seller's choice of marketing shall be for the term of the Listing Contract unless modified, in writing, if Seller's marketing decision changes.

STATUS	MLS ENTRY (with LISTING or at CLOSING)	ADDITIONAL FORMS REQUIRED?	SHOWINGS ALLOWED?	PUBLIC MARKETING ALLOWED?	IDX	DAYS ON MARKET COUNTING
ACTIVE	LISTING	NO	YES	YES	YES	YES
ALTERNATIVE MARKETING	LISTING	ADDENDUM LMO	YES	YES	NO	YES
OFFICE EXCLUSIVE	CLOSING	ADDENDUM LMO	YES	NO	NO	NO
ONE PARTY	CLOSING	ADDENDUM LMO	NO	NO	NO	NO
HOLD	LISTING	ADDENDUM LMO	NO	NO	NO	YES

CHECK ONLY ONE OF THE LISTING MARKETING OPTIONS BELOW:

- ☐ **ALTERNATIVE MARKETING:** Listing is available for showings but is only being marketed to GNMLS Participants and Subscribers and will be excluded from IDX and syndication websites. WARNING: choosing this option may limit future exposure of the listing.
- ☐ **OFFICE EXCLUSIVE:** Seller wishes to forgo public marketing; the Listing will not be displayed on the MLS and will only be marketed internally to other agents with the Firm and is excluded from IDX and syndication websites. Seller may allow showings.
- ☐ **ONE-PARTY:** Firm has a signed Listing Contract with the Seller that names a specific Buyer for that transaction. Listing will not be displayed on the MLS or marketed publicly, and showings aren't available.
- ☐ **HOLD:** Seller wants to stop showings (including by the listing agent) and remove the listing from public marketing for a period (no time limit).

Listing agents with Sellers choosing any Listing Marketing Option above must file an executed copy of this Addendum within 5 business days of the contract becoming effective (or immediately if public marketing has occurred). Documents should be sent to: MLS@NorthwoodsRealtors.org.
For failure to comply with this requirement, the Listing Firm may be assessed a fine.

By signing below, Seller understands the marketing limits of choosing any option above for the term of their Listing Contract. This Addendum is now made part of the Listing Contract herein.

PROPERTY FULL ADDRESS

MLS #

SELLER/OWNER (SIGNATURE)

SELLER/OWNER (SIGNATURE)

DATE

BROKER (OR LICENSEE AUTHORIZED BY BROKER)

BROKERAGE/FIRM NAME

DATE