

# A GUIDE TO YOUR LISTING MARKETING OPTIONS



**Looking for marketing options for unique properties? Have a seller that doesn't want online exposure?**

NAR has adopted a new MLS policy, **Multiple Listing Options for Sellers**, which provides Sellers and their agents with more options & choices when marketing a property, while also supporting fair housing initiatives, clear cooperation requirements, and other policies.

To comply with NAR, GNMLS now offers the following 'listing marketing options' for Sellers to choose from to best fit their needs & interests. **Think of these options as sales 'tools' to use with Sellers to secure listings.**

## LISTING MARKETING OPTIONS FOR SELLERS

TIME →



DECISION  
TO LIST  
HOME

**OPTION:**

**Active Listing**

Full MLS & public marketing exposure; showings allowed (i.e. traditional option)

Advertisement through IDX & syndication

**OPTION:**

**Alternative Marketing Listing**

Shared on the MLS, but not publicly marketed; showings allowed. Needs Addendum LMO.

**Alternative Marketing period**

Seller's option chosen at the start of the listing; in place for term or listing - or until public marketing occurs.

**Advertisement through IDX & syndication**

RED LINE = Public Marketing 'trigger' (i.e. yard sign, social media or seller marketing); status must immediately be changed to 'Active'

**OPTION:**

**Office Exclusive Listing**

Neither publicly marketed nor shared on the MLS; showings allowed. Needs Addendum LMO.

**Office Exclusive period**

**Advertisement through IDX & syndication**

**OPTION:**

**Hold Listing**

Was 'Active' on MLS, but removed from full MLS & public marketing for a period of time; showings not allowed. Needs Addendum LMO (not late entry waiver).

**Advertisement through IDX & syndication**

**Hold period**

**Resume advertisement through IDX & syndication**

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**Addendum LMO (Listing Marketing Options)** was created for GNMLS users to provide Sellers with the proper disclosures when choosing one of the below options for listing marketing. *NOTE: Seller's choice of marketing shall be for the term of the Listing Contract unless modified, in writing, if Seller's marketing decision changes.* A copy of Addendum LMO can be [downloaded from our NWAR website](#), in the 'Forms' section of the MLS portal, or you can find it in your ZipForms library (search for GNMLS Addendum LMO).

**A copy of Addendum LMO is due to GNMLS within 5 business days.**

Documents should be sent to: [MLS@NorthwoodsRealtors.org](mailto:MLS@NorthwoodsRealtors.org).



All new listings not submitted to GNMLS within 5 business days are subject to a **\$25/day** fine imposed on the Participant (P&P Sec. III.D).

The chart below outlines the available marketing options, GNMLS entry requirements, what form is required, whether showings or public marketing are allowed, where the listing will show up in terms of third-party websites, and discloses whether days on market will continue to accrue.

LISTING MARKETING OPTIONS	MLS ENTRY (with LISTING or at CLOSING)	ADDITIONAL FORMS REQUIRED?	SHOWINGS ALLOWED?	PUBLIC MARKETING ALLOWED?	IDX	DAYS ON MARKET COUNTING
ACTIVE	LISTING	NONE	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

## ALTERNATIVE MARKETING LISTINGS

Listing is entered on the MLS, is available for showings but is only being marketed to GNMLS Participants & Subscribers and will be excluded from IDX and syndication websites. *This is not a separate status to be chosen on the MLS; it's just a marketing option to use if Sellers don't want to send the listing to third-party websites (i.e. Zillow, et al).* Alternative Marketing listings are similar to Office Exclusive listings, but they are entered on the MLS and allow for public marketing and signage (with no third-party website distribution).

- **DISCLAIMER:** Choosing *Alternative Marketing* as an option may limit future exposure of the listing (i.e. third-party websites may choose to restrict future exposure for listings that didn't initially choose IDX as an option from the beginning).
- Once the seller chooses a marketing option on Addendum LMO, all you need to do to change their marketing choice is to have your seller execute a Listing Amendment.

### GNMLS entry for Alternative Marketing listings:

- Pull up the listing you want to edit and click on Autoload.
- Choose the 'Change Listing' option for that listing.
- Scroll down to 'Internet Display' and choose 'No'.
- **REQUIRED:** email an executed copy of Addendum LMO to the MLS office: [MLS@NorthwoodsRealtors.org](mailto:MLS@NorthwoodsRealtors.org)

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## OFFICE EXCLUSIVE LISTINGS

Seller wishes to forgo public marketing (no signage) but does allow the property to be shown. The Listing can only be marketed internally to other agents within the Firm and cannot be entered into the MLS until after closing (and will be excluded from IDX and syndication websites). *This is not a separate status to be chosen on the MLS; it's just a marketing option to use if Sellers want the listing marketed internally to the listing firm's agents and their clients.*

- Once the seller chooses a marketing option on Addendum LMO, all you need to do to change their marketing choice is to have your seller execute a Listing Amendment.
- Following closing, the listing may be entered into the MLS to receive production credit for the sale (and to improve market statistics).

### GNMLS entry for Office Exclusive listings:

Create a new listing like normal, with the following exceptions:

- Only 1 photo of the exterior of the property being sold is required.
- Addition of essential documents is no longer required for listings being entered as sold comparables.
- When you get to step 8 (Data Entry), scroll down to the bottom and choose the option for '*Residential (Comp Sale)*' - an abbreviated version of the 'Residential' form.
- Enter all required listing info for data entry, including adding an indication of the type of sale it was in the remarks: OFFICE EXCLUSIVE LISTING
- Scroll down to '*Internet Display*' and choose 'No'.
- REQUIRED:** email an executed copy of Addendum LMO to the MLS office: [MLS@NorthwoodsRealtors.org](mailto:MLS@NorthwoodsRealtors.org)



 **For more transparency:** GNMLS is encouraging members to discontinue using the phrase '*Sold Before Print*' and instead correctly identify the type of sale that took place in the remarks section (Realtor and/or Public): Non-Member sale/listing, Office Exclusive listing, One Party listing, For Sale by Owner (FSBO) listing.

## ONE-PARTY LISTINGS

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, will not be marketed publicly, will be excluded from IDX & syndication websites, and showings aren't available. *This is not a separate status to be chosen on the MLS; it's the option to use if Sellers already have a specific buyer identified that will be named in the listing contract.*

- Once the seller chooses a marketing option on Addendum LMO, all you need to do to change their marketing choice is to have your seller execute a Listing Amendment.
- Following closing, the listing may be entered into the MLS to receive production credit for the sale (and to improve market statistics).

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## GNMLS entry for One-Party listings:

Create a new listing like normal, with the following exceptions:

- Only 1 photo of the exterior of the property being sold is required.
- Addition of essential documents is no longer required for listings being entered as sold comparables.
- When you get to step 8 (Data Entry), scroll down to the bottom and choose the option for '*Residential (Comp Sale)*' - an abbreviated version of the 'Residential' form.
- Enter all required listing info for data entry, including adding an indication of the type of sale it was in the remarks: ONE PARTY LISTING
- Scroll down to '*Internet Display*' and choose 'No'.
- **REQUIRED:** email an executed copy of Addendum LMO to the MLS office: [MLS@NorthwoodsRealtors.org](mailto:MLS@NorthwoodsRealtors.org)



## **HOLD (status)**

Seller wants to stop showings (including by the listing agent) for their listing that's currently on the MLS and remove the listing from public marketing. ***This is the traditional 'On Hold' listing status in GNMLS (no showings or marketing).***

- 'On Hold' is to be used for properties that are already on the MLS and need to be removed for some reason (i.e. repairs, long-term showing restriction). **'On Hold' should not be used for properties waiting on photos to go live.**
- Listings needing to go 'On Hold' no longer require the use of the GNMLS Late Listing Entry Waiver. Sellers can now direct agents to put a property 'On Hold' by agreeing to it as an option on Addendum LMO.
- Once the seller chooses a marketing option on Addendum LMO, all you need to do to change the marketing choice is have your seller execute a Listing Amendment.

## GNMLS entry for Hold listings:

- Pull up the listing you want to edit and click on Autoload. Choose the 'On Hold' option for that listing.
- The next screen will ask you to upload a copy of the executed Addendum LMO (or if you haven't gotten one signed yet, you can download a blank copy here too).
- Once uploaded, click Submit. Once submitted, there's nothing else you need to do!
  - The listing will be changed to 'On Hold' and the Addendum LMO that you uploaded will automatically be sent to the MLS for you. *This saves you the hassle of emailing the MLS office!*
- **NOTE: We're no longer requiring the entry of a future date for the property to automatically change to Active status at the end of the Hold period.** Make sure you set some sort of reminder to change the listing status when your seller is ready.