

The Life Cycle of a Listing & How MLS Rules Apply

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February 6, 2019

Your New Listing

4 days to submit to MLS - *\$100/day fine starting day 5*

- Listing & seller are ready – Enter into MLS as Active
- Listing ready but seller or agent needs more time – Enter as Active - note in the first line of public remarks as to when showings will be allowed.
- Listing not ready – Withheld/Delayed status
- Listing not to be in MLS for *full listing term*
MLS Exclusion form & contract required
<http://www.scwmls.com/pdf/sellercertification.pdf>

Listing ready – Active status

- Active Status – Showing date in first line of public remarks & show date field
- No showings to potential buyers for anyone – including listing agent (**big fines**)
- Only agents from same listing company can preview
- Days on Market counts
- Sent to public websites
- All required fields must be completed – including photo(s)

Listing not ready – Withheld/Delayed status

- Withheld/Delayed Status – Showing date required in show date field
- No showings to potential buyers for anyone – including listing agent (**big fines**)
- Only agents from same listing company can preview
- 45 day maximum – can be extended with notice from seller
- Days on Market do not count (DOM starts counting at list date)
- Not sent to public websites
- Missing required fields are OK – Missing photo(s) are OK
- Market Monitor twice as New

Requirements for your new listing

- Data must be accurate - *\$5/day for incorrect data*
 - Report bad data via the Correction Button [Login](#)
- At least 1 photo of the front must be included
 - 7 days from list date or MLS will take photo and *charge you \$50*
 - Exception for vacant land, commercial property, and property under construction
 - Applies to sold comps also (7 days from input date)
 - Front must be included, but does not have to be the first photo
 - You must have the right to use photo(s) *\$25/photo + copyright violations*
 - Present a True Picture
 - Photo enhancements must be disclosed on photo
 - Photos of a water body must be from property
- No Agent Name or Agent/Company contact info
 - On photos, photo watermarks, virtual tours, public remarks, public documents
 - Listing company name/logo is OK on photo watermarks
- Associated Document required for Auctions, Farms, Limited Service Listings
\$5/day for missing doc http://www.scwmls.com/resources/associated_docs.html

Cross Class Listings

- Condos that are stand alone or half-duplexes can also be entered under Single Family. Condo fees must be included in the first line of public remarks and Type = Condo must be selected.
- Single family homes that have a shared wall or a monthly maintenance fee can also be entered under Condo. Type = Not a condo (single family) must be selected.
- A multi family dwelling that was once a single family dwelling can be marketed under both single family and multi family as long as it can converted back to single family. The conversion requirements must be listed in the remarks of the single family listing.
- Lots & Acreage is limited to vacant land unless there is a building with little or no value. Improvements = residential structure with little or no value must be selected.
- List date must be the same – call to back date if one is entered after the fact
- Duplicate deleted when sold or expired

Specific Situations

- Under Construction – the estimated completion date or stage of completion must be included in the first line of the public remarks – remember to keep updated please.
- A building plan requires a lot to be a listing. Only one building plan per lot. If construction has not yet begun, Type = Building plans with lot must be selected. Listings for building plans never built are deleted once they expire.
- Properties marked with “has actual water frontage” must be located on a lake, river or channel.
- Bedrooms - The MLS does not define. If atypical-- explain. If a lower level bedroom does not meet safety guidelines, it should not be called a bedroom. A photo is required showing the egress window for every lower level bedroom. <http://www.scwmls.com/resources/llbedroom.html>

Inclusion on Websites

- Internet Y/N/X per listing
- wisconsinhomes, homesnap, realtor.com – by default
- Zillow & Truila – opt in by office
- Office & Agent IDX websites – by default
- Listhub channels <https://www.listhub.com/publisher-list.html> - service

Watch Activity


- Watch Listing Activity Report [Login](#)

<http://paragonconnect.paragonrels.com/paragon/input-maintenance/item/168-activity-report-definitions>

View Activity Report

ACTIVITY REPORT - MLS#1831881 - N1719 ADLAW DR

Print E-mail Report Definitions

	MLS # 1831881 Address N1719 Adlaw Dr Unit # Municipality Lodi State WI Zip 53555	List Price \$489,900 Status Expired Class Single Family Type Single Family Location LODI - T
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Listing Statistics - Previous 120 days

Matched Saved Searches	4	Total Hits	449
Matched Contacts	4	Agent Hits	317
Property Details Viewed	449	Unique Agent Hits	188
Views from Email	82	Client Hits	132
Favorite/Possible/Cart	1	Unique Client Hits	96
Emailed from System	159		

Listing while Active

- Price change
 - 3 days to report
 - Email notification sent if at least .5% change
 - Red/Green on spreadsheet for 2 weeks
- Extension
 - 3 days to report
- Relist
 - New contract needed for new listing - **\$50 fine**
 - CDOM reset – 31 days
- Withdrawn vs. Expired vs. Withheld/Delayed

Accepted Offer

- 3 days to report
 \$5/day fine after day 3 - \$100 fine if you falsify the AO date
- AB – Offer Bump
 -Status to AB or Active status w/ *offer bump* in B-t-B remarks
- AC – Offer Continue to Show (*remember the correction button*)
- PND – Pending/Offer No Show (DOM stops)
- Short Sale – can be Active with *short sale* in the B-t-B remarks

Sold

- 10 days to report
- \$5/day after day 10 – max of \$25
- \$100 fine if you falsify the closing date

Resources

- Call – 608-240-2800 - 1 for listing questions
- Email - listings@wisre.com
- www.scwmls.com
- Past Paragon Hot Tips [login](#)

MLS Support Staff



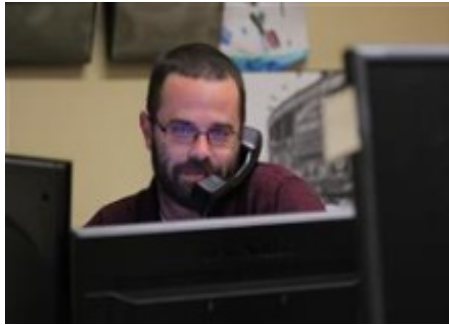
Dave Bass,
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Heather Brooks,
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Kelly Havel,
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Chris Schwantes,
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Kristine Wiese,
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Questions??