

CLEAR COOPERATION POLICY: MARIS Implementation Plan

(Updated on February 24, 2020)

CLEAR COOPERATION POLICY

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.

MLS Statement 8.0, also known as the Clear Cooperative Policy, was designed to support a more cohesive and collaborative marketplace – where professional REALTORS® belonging to a cooperative network (MLS) share listings with each other under a common set of rules. The policy will restrict the secondary market of listings that were represented by REALTORS®, but were not contributed to the MLS.

MARIS will implement the policy on April 28, 2020 with the following:

- **Form changes:** Remove the MLS Exemptions form and introduce the Marketing Options form
- **New statuses:** Withheld and Coming Soon
- **Rule changes:** Listing Procedures will be updated (Section 1)



This symbol denotes updates made to the original implementation plan, as approved by MARIS Board

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FORM CHANGES

Eliminate MLS Exemption
Introduce Marketing Options

MLS Exemption


Starting on April 28, 2020, we will no longer accept the MLS Exemption form. At that time, any listing currently being marketed to the public must be entered into the MLS within one (1) business day.

Marketing Options Form

The form will serve as a tool for the agent to properly explain to the seller the choices of marketing their home under Active, Coming Soon and Withheld statuses. The Marketing Options Form will be mandatory and must be available upon request by MARIS.

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NEW STATUSES

Withheld
Coming Soon 

MARIS is introducing two new statuses to ease the burden of tracking office exclusive listings and allow maximum flexibility for competitive marketing practices controlled by the brokerage in consultation with their clients.



WITHHELD


Entry: Required within five (5) business days of contract

Days on Market Calculated: No

Time Limit in Status: Unrestricted

Available for Showings: At broker and client discretion 

Distribution of Listing: None 

Marketing Restriction: Brokerage members, clients (contractual relationship only) or one-to-one communications between MARIS members. Any marketing outside of those groups (public marketing) compels the broker to place the listing in Coming Soon or Active status. 

Required Fields:

- City
- Beds
- Baths

Withheld status is to be used for Office Exclusives.

COMING SOON

Entry: Required within five (5) business days of contract or one (1) business day of public marketing

Days on Market Calculated: No



Time Limit in Status: 21 Days (automatically moves to active) 

Available for Showings: At broker and client discretion 

Distribution of Listing: Available in MLS systems and MLS client portals

Marketing Restriction: Marketing is controlled by the brokerage – there are no restrictions. MARIS will not distribute these listings to marketing partners.


Required Fields:*

- Address
- Compensation
- Price
- Tax ID (if applicable) 
- Beds
- Baths
- Agent remarks
- Showing Instructions (optional showings = yes)
- Expected Active Date (new field)
- School District 

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RULES CHANGES

Section 1: Listing Procedures
New Construction Defined*
Investment Properties Defined*

Participants in the MLS shall be obligated to submit to the MLS all properties which are listed subject to a real estate Broker's license. Only listing of the designated types of property are required to be submitted to the service. 

- COMMERCIAL, INVESTMENT, INDUSTRIAL & DISPLAY PROPERTIES ARE PERMITTED FOR INSERTION AT THE LISTING BROKER'S OPTION.

*View our blog for the New Construction and Investment Properties definitions.