

# MARIS

## MARKETING OPTIONS

### Authorization for Listing Exposure

**Notice to REALTOR®:** This form may be utilized with all listings. It is only required when the seller chooses the Withhold option. In that case, the completed form must be maintained with all other listing documents related to the property. Updates to the form are unnecessary when moving from Withhold to Coming Soon or Active, as those will have status dates in the MARIS systems.

Date: \_\_\_\_\_

Informed Consent: The owners/sellers of the property at: \_\_\_\_\_  
(Street#, Street Name, Zip-Unit # if applicable)

Have listed it for sale with \_\_\_\_\_  
(Company Name)

### Marketing Status:

**Active** – By agreeing to market your property as “Active” you’ve decided to authorize maximum exposure of your home to the marketplace. Your listing broker will share the listing with all other brokers and agents in the marketplace.

**Coming Soon** – By agreeing to market your home as “Coming Soon” you’ve authorized your broker to expose your listing to other brokers, agents, and their clients as a property that will soon be available for wider marketing exposure (i.e. Active Status). The time frame for this status is limited and is typically (not exclusively) utilized to finish any last-minute improvements prior to full market exposure.

**Withhold** – By withholding your property from public marketing and the MLS you authorize your broker to move forward with **limited exposure** of your home to the marketplace. Homeowners may wish to “Withhold” for various reasons related but not limited to privacy concerns, needing extensive repairs, and bank-owned listings.

Under a Withheld Status, the broker can:

1. Share this listing with all agents/brokers in their brokerage.
2. Share your listing directly with clients of this brokerage.
3. Market the listing through one-to-one communication with competing brokers/agents.

Under a Withheld Status, the property cannot be:

1. Publicly marketed, which includes but is not limited to:
  - a. Placing a sign (coming soon, listed, etc.) in your yard.
  - b. Distributing property information flyers in public locations.
  - c. Mass electronic communications distributed to groups of contacts.
  - d. Otherwise publicizing the home on the internet, which includes but is not limited to agent/broker/seller or third-party use of social media, private Facebook groups, consumer destination websites, brokerage websites, etc.

\_\_\_\_\_  
(Owner/Seller 1 signature)

\_\_\_\_\_  
(Owner/Seller 2 signature)

\_\_\_\_\_  
(Listing Agent Signature)

\_\_\_\_\_  
(Listing Agent Print)