



## Did You Know?

### Agent Remarks vs Marketing Remarks

#### What is the Difference?

**Agent Remarks** are visible to our members. Important information that other members may need to know should be entered in Agent Remarks.

**Marketing Remarks** are visible to our members and consumers when the listing information is shared from the MLS. Marketing Remarks include information meant for consumers.

#### What Can be Entered Where?

REFERENCE THE CHART BELOW

Information	Marketing	Agent
<b>Timeframe to Submit Offers</b> *Must include required disclaimer	YES (Required)	YES
<b>Agent with Listing Brokerage has Ownership Interest in Property</b>	YES (Required)	YES
<b>Web Address or Phone Number or Contact Information</b>	NO	YES
<b>Seller/Builder or Agent/Brokerage Self Promotion</b>	NO	YES
<b>Reference to MLS Attached Documents</b> (Consumers cannot access these documents)	NO	YES
<b>Agent Directed Information or Reference to Agent Remarks</b>	NO	YES
<b>Subjective Statements on School Districts</b> (ex. "Coveted Sycamore SD")	NO	NO
<b>3<sup>rd</sup> Party Business Names that aren't Factual Amenities of the Property</b> (ex. Airbnb, VRBO)	NO	YES
<b>Terms of Limited Service</b>	NO	YES (Required)
<b>Date and Time of Face-to-Face Auctions</b>	YES (Required)	NO

**MLS of Greater Cincinnati, Inc.**

Contact [ARupp@CincyMLS.com](mailto:ARupp@CincyMLS.com) with Questions