

CLEAR COOPERATION RECAP

What Is Public Marketing?

Public marketing includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites (including private and public social media), 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 OF GREATER CINCINNATI

Tuesday Tip
06/29/2021



1

Clear Cooperation requires a property be entered into MLS as Active within one (1) business day of any public marketing.

2

Clear Cooperation applies even when key information like location and price is excluded.

3

If anyone (including the homeowner or a contractor) posts about the property, it is subject to Clear Cooperation.

4

Office Exclusive listings may only be marketed to agents within the listing brokerage.

5

If information about the property reaches a licensee outside of your brokerage, it is subject to Clear Cooperation.

6

Clear Cooperation violation penalties begin at \$1,000.