



Advertising

Clear Cooperation Recap



Clear Cooperation was adopted by NAR in 2019 to reinforce the consumer benefits of cooperation. This NAR mandate was implemented by CincyMLS in 2020.

In short, Clear Cooperation requires that listings be entered into MLS under the Active status within one (1) business day of any public marketing, including yard signs, email blasts, social media posts (public or private), multi-brokerage listing sharing networks, etc.

Key Points:

Clear Cooperation applies even when key information like location or price is excluded from marketing.

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

Office Exclusive listings may only be marketed to agents within the listing brokerage. If information reaches licensees outside of the listing brokerage, Clear Cooperation applies.

NOTE: Coming Soon listings must be entered into MLS under the Coming Soon status prior to any public marketing.

MLS OF GREATER CINCINNATI

Tuesday Tip
04/19/22