

IMPORTANT UPDATE

Advertising & Marketing Properties Metro MLS Policy Change Effective January 2018

In December 2017, Governor Scott Walker signed a change to

State Statute 452.136

Advertising without agency agreement prohibited. A firm and any licensees associated with the firm may not advertise a property unless one of the following applies:

(a) The firm is the listing firm for the property.

(b) The firm or a licensee associated with the firm has obtained consent to advertise the property from the listing firm of the property.

Q&A

So, what does this mean for brokers and agents?

This state statute impacts the marketing & advertising of properties. Basically, there **MUST** be an **ACTIVE** listing agreement in place **BEFORE** you start advertising or marketing the property **ANYWHERE**. **This is a good thing.**

It speaks to the spirit of cooperation among brokers & agents in the marketplace. Metro MLS supports this new change to state statute and updated our Policy Manual and Procedures to reflect the change.

Be sure to review the full Policy Manual and Procedure changes on our website www.MetroMLS.com

How do you know if you are in compliance?

That's easy! Check out the quick reference guide below.

LISTING MARKETING & ADVERTISING POLICY CHANGE COMPLIANCE GUIDE

Do you have a listing contract with a listing start date that has already begun?



OR →



Do you have permission from the listing broker to market & advertise their property listed?



AND ↓

No is the answer to any of these questions, you are not in compliance. It is important that you stop any & all marketing until the start date of your listing contract or you could face possible MLS sanctions.



← IF



Does the property listed have have a listing start date that has already begun?

