

February 14, 2025

ARE YOU ADVERTISING PROPERTIES ON SOCIAL MEDIA THAT ARE NOT LISTED IN THE MLS?

Section 1.01 CLEAR COOPERATION. Within one (1) business day of Marketing a property to the public, the listing Participant must submit the listing to the Association for cooperation with other Participants. **Public “Marketing” includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays (including IDX and VOW), digital communications marketing (email blasts), multi-brokerage listing sharing networks and applications available to the general public (social media), this applies even if you don’t list the address and/or the price.**

Note: Exclusive listing information for required property types must be filed and distributed to other Participants for cooperation under the clear cooperation policy. This applies to listing filed under Section 1.1 and listings exempt from distribution under Section 1.4, and any other situation where the listing Participant is publicly Marketing an exclusive listing that is required to be filed with the Association and is not currently available to other Participants.

As set out in the [Real Estate Advertising Guidelines](#) by Washington State Department of Licensing, “Industry professionals may only advertise property for sale or lease, or properties that have been sold or leased, when they have written authorization from the owner or the owner’s lawful representative.”

COMPENSATION NOTICE

1. A broker’s compensation and fees for services are not set by law and are fully negotiable.
2. A broker’s compensation for services rendered to a seller or for services rendered to a buyer is solely a matter of negotiation between the broker and their client, and is not fixed, controlled, recommended, or maintained by any persons not a party to the brokerage service agreement.
3. *The compensation paid by a listing broker to a cooperating broker in respect to any listing is established by the listing broker and is not fixed, controlled, recommended, or maintained by any persons other than the listing broker. (Amended 8/24)*

PRICE CHANGE ON NEW LISTINGS

Have you ever put in a new listing and discovered that the price was entered incorrectly?? This has happened to all of us at one time or another and when you go in to change the price, the status automatically changes to Price Change. The best thing to do is to send the correction in to the MLS on a status change form with an explanation of what happened and that the listing should remain NEW. The Original List Price will also reflect the correct price. There is no charge for this and it ensures that the listings status is marked correctly and that the List price and the Original List price match.