



COMPLIANCE 101

RULES & REGULATIONS

Orientation and Training



All New Members Within 60 days of Application Are
Required to Take:

1. MLS BASIC – 3 hours
2. **MLS COMPLIANCE 101 – 1.5 hours**

ALL members are required to complete MLS Compliance 101 every 2 years

In addition, If members will be adding & editing their listings or office listings they will also be required to take:

3. **MLS Adding and Editing Listings* – 1.5 hours**

Housekeeping



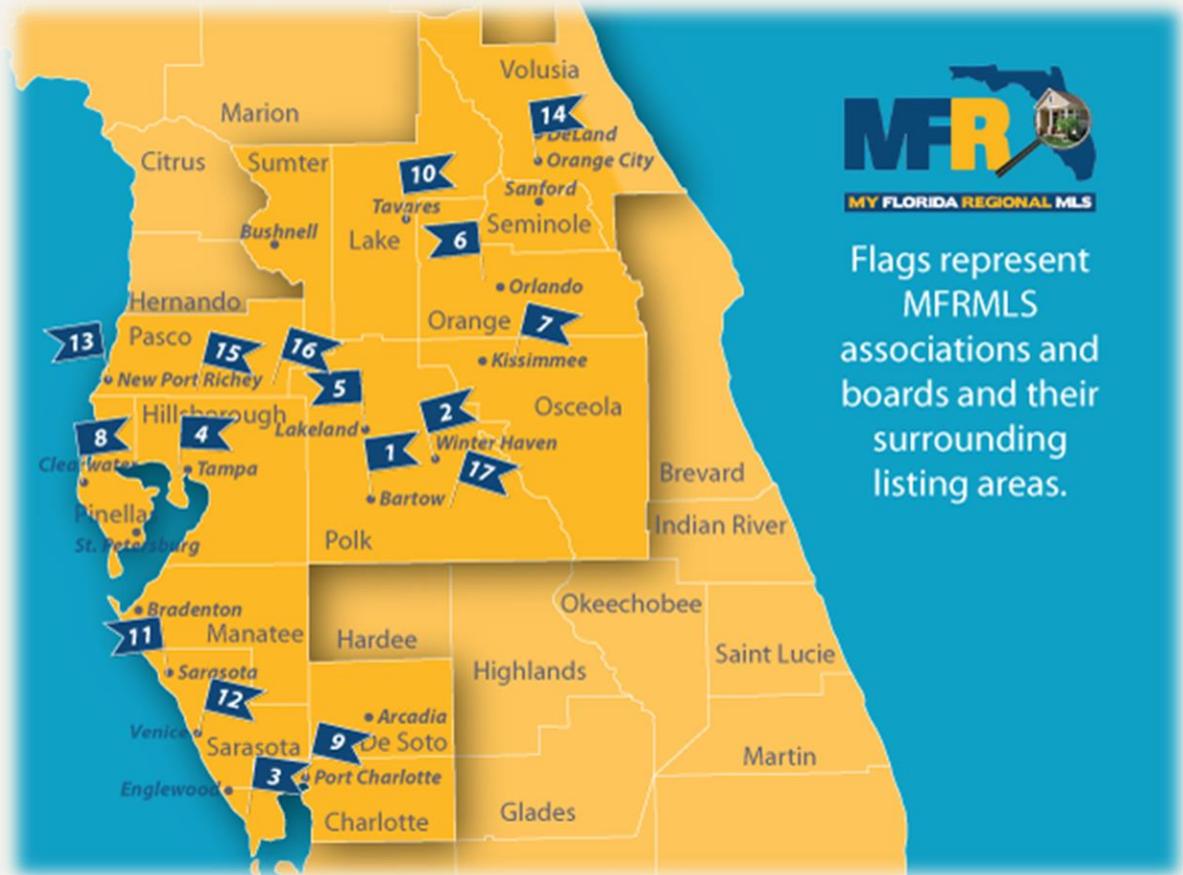
- ✚ 1 ½ Hour Course
- ✚ No Break
- ✚ Please Set All Devices to **Silent**

Geographical Range of MLS



It is used by
approximately
43,000 Members

Currently has over
76,000
Active Listings



Flags represent
MFRMLS
associations and
boards and their
surrounding
listing areas.

<http://www.mfrmls.com/about-us/our-shareholders>

Compliance 101



One of the hallmarks of a well-run MLS is that its users can rely on the data entered by their fellow real estate professionals. A few minutes reviewing that just-loaded listing, or updating your current ones, can save you and your broker needless hassle and expense. MFR MLS has specific rules and regulations set in place to help ensure that listings have up-to-date and reliable information.



Know Where to Find the MFR MLS Rules & Regulations



Where to Find The Rules & Regs



You are not logged in. (Login)
English (en_us) ▼

MFRMLS UNIVERSITY
MY FLORIDA REGIONAL MLS

Home Websites **Rules & Regs** Field Definitions YouTube Channel Resource Guides Class Registration MatrixBuzz.com

Home Page of MFRMLS University

www.mfrmlsuniversity.com

Where to Find The Rules & Regs



The screenshot shows the MFRMLS.com website interface. At the top left is the MFRMLS logo. A search bar is located at the top right. Below the logo is a navigation menu with the following items: Home, Member Benefits, Member Support, Resources, News, and About Us. Two red arrows, labeled '1' and '2', point to the 'Rules & Regs' link in the dropdown menus for 'Member Support' and 'Resources' respectively. The 'Member Support' dropdown menu includes: Administration & Compliance, Call Center, Data Services, Member Relations, Support Contacts, and Knowledge Base. The 'Resources' dropdown menu includes: Document Library, Broker Authorization, Education & Training Links, MFRMLS University, New Member Resources, Rules & Regs, Tools You Need, VOW Resources, Statistics, Cloud CMA, and Member Savings. Below the navigation menu, there are several content blocks: 'Member Support and Compliance', 'MY FLORIDA REGIONAL MLS', 'Property Finder' (with Matrix Login and MFCRE Login links), 'Education & Training', 'Call Center', and a 'CLICK HERE' button for technical questions.

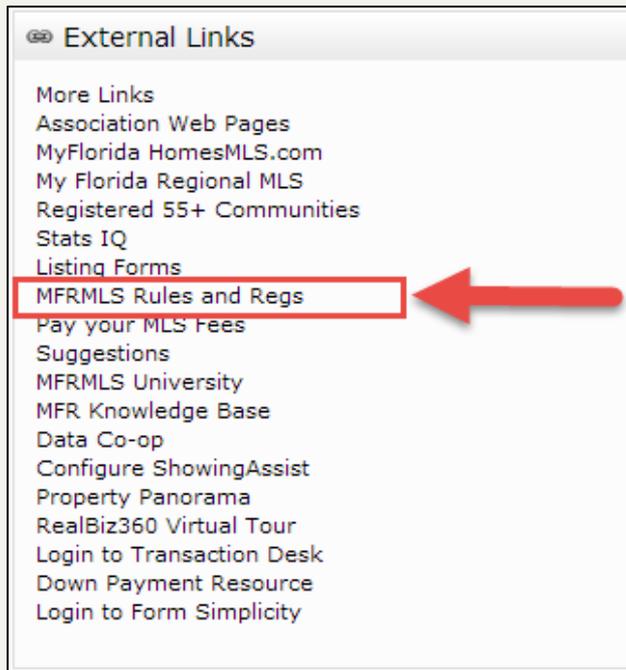
Menu bar MFRMLS.com

www.mfrmls.com

Where to Find The Rules & Regs



Home Page of MATRIX in
the External Links widget:



Or the **Links** at the top
of Matrix and under the
MLS LINKS section:



<http://www.mfrlogin.com/>



MFRMLS Rules & Regs



Review Any of the
Current 21 Articles

Find Specific Topics by
using the Live Search Bar

Search Article by Article

Print or download to PDF

The screenshot shows the MFRMLS Rules & Regulations website. The main heading is "MFRMLS Rules & Regulations". Below this, there is a "Live Search:" bar. The content is organized into sections by article:

- MFRMLS - Rules and Regulations by Article**
- Article 1 Name and Objective**
 - Article 1.1 - Name
 - Article 1.2 - Purpose
 - Article 1.3 - Definition of MLS Participant
- Article 2 Membership Qualifications**
 - Article 2.1 - [Realtor® Association Member Brokers](#)
 - Article 2.2 - [Non-Realtor® Member Brokers](#)
 - Article 2.3 - Access and Reciprocity
- Article 3 Orientation and Training**
 - Article 3.1 - Orientation
 - Article 3.2 - Training
- Article 4 Rules and Regulations**
 - Article 4.1 - All Listings Subject to Rules and Regulations
 - Article 4.2 - Required Signatures on Listings and Changes
 - Article 4.3 - Listing Price Specified
 - Article 4.4 - Range Priced Listings
 - Article 4.5 - Listing Photos and Virtual Tours
 - Article 4.6 - Listing Remarks
 - Article 4.7 - Duplicate Listings
 - Article 4.8 - Listing Multiple Properties
 - Article 4.9 - Tax ID

On the right side, there is a sidebar with a "myiSmart" logo and a "Live Search:" bar. Below the search bar, there are links for "Home" (Click Here), "IDX Q & A" (Click here to view), and a "Categories" section with links to various articles and their counts (e.g., Statement (1), Article 1 Name and Objective (5), Article 2 Membership Qualifications (2), Article 3 Orientation and Training (2), Article 4 Rules and Regulations (28), Article 5 Listing Procedures (24), Article 6 Selling Procedures (6), Article 7 Refusal to Sell (1), Article 8 Prohibitions (5), Article 9 Compensation (7), Article 10 Fees and Service Charges (2), Article 11 Compliance with Rules (5), Article 12 Enforcement of Rules or Disputes (5)).

<http://mfrmls.myismart.com/pages/home>

Rules & Regulations



The following are excerpts from various sections of
My Florida Regional MLS

Rules & Regulations



The following slides will contain sample listing information of correct & incorrect remarks, comments and images.

MLS Definitions



Participant – Any Realtor of a Association/Board who is principal, partner, corporate officer, or branch office manager acting on behalf of a principal. There can be only one designated Participant per company.

(Example: Broker)

Subscriber – An individual who applies and is accepted for membership to the MLS.

(Example: Agent)

Purpose of the MLS



My Florida Regional MLS (MFRMLS)

MFRMLS is formed to promote, establish, foster, develop, and preserve the highest standards of the real estate profession in Florida. A Multiple Listing Service is a means by which authorized Participants make blanket unilateral offers of compensation to other Participants

[Article 1.2 Purpose](#)

Listing Requirements



**WHAT YOU NEED TO KNOW ABOUT
LISTING REQUIREMENTS AND
ADDING A LISTING INTO THE MLS**



Types of Listings Accepted



- **Exclusive Right of Sale**
- **Exclusive Agency**
- **Limited Service Listing**

[Article 5.2: Types of Listings Accepted](#)

What is a Limited Service Listing?



Listing broker may or may NOT:

Arrange appointments to show a property

Accept & present offers

Advise the seller of an offer

Assist the seller in counter-offers

Participate with the seller in negotiations

[Article 5.2: Types of Listings Accepted](#)

Optional Listing Types



Listing Types Accepted:

- New Construction
- Participant/Subscriber Owned
- Fractional Listings
- Joint Listing



Listing Types NOT Accepted:

- Net Listings
- Open Listings

[Article 5.3: Optional Listing Types & 5.4: Listing Types Not Accepted](#)

Other Listing Types



- ✚ MFRMLS DOES NOT regulate the type of listings Participants may take.
- ✚ It DOES limit the type of listings you may put into the MLS.
- ✚ Participants of MFRMLS are free to accept other types of listings to be handled outside MFRMLS.

[Article 5.5: Other Listing Types](#)

Exempted Listings



Confidential, Office Exclusives

If a seller refuses to permit a property or business to be entered into the MLS, a waiver form must be completed and retained by the Broker.



Broker must also submit this notice/waiver to MFR MLS (listingwaiver@mfrmls.com) within two business days of the listing date with signatures of all owners.

[Article 5.11: Exempt Listing, Waiver Form](#)

All New Listings



- Unless waived by owner, “Listings...must be filed with MFR MLS within **two days** (excluding weekends and federally recognized holidays) after obtaining all required signatures of all owners of Record.”
- Violation of this rule can result in a **\$500** fine.



[Article 4.1: All Listings Subject to Rules & Regulations](#)

Types of Properties



- ✚ Residential
 - Condominium
 - Manufactured/Mobile Homes with Land
 - Fractional Ownership (*Legal Restrictions apply*)
- ✚ Vacant Land
- ✚ Commercial
 - Business Opportunity
- ✚ Income (Multi-Family)
- ✚ Rental – Short & Long Term (*6 months or more required in MLS*)

[Article 5.1: Submission of Listings](#)

Manufactured/Mobile Homes



- ✚ Manufactured/Mobile homes on their own land: **OK – Residential**
- ✚ Manufactured/Mobile homes in resident owned parks - **OK – Residential**
- ✚ Mobile homes on leased land - **Not accepted by the MFRMLS**

To determine if a mobile home can be placed in the MLS, you can:

- ✚ Check the tax records
- ✚ Ask the owners if they own the land
- ✚ Ask the owners if there are rules and regulations for the subdivision if applicable

[Article 5.1: Submission of Listings](#)

Pre-Construction Homes



May be listed under the Residential property type if the following conditions are met:

- ✚ A permit and/or a full set of engineered plans exists at the time the listing is entered into the MLS.
- ✚ The list price includes both the residential structure and the lot.
- ✚ Disclosure of the “construction start date” and “projected completion date” is mandatory in the designated fields *and* in the Public Remarks.
- ✚ Documents validating the permit or plans must be provided and uploaded as a supplement immediately upon the listing status becoming active to the MFRMLS.
- ✚ Until all requirements in this section are met (Article 4.21) the property may only be listed in Vacant Land.

[Article 4.21: Pre-Construction Homes](#)

Data Entry Forms



Use of MLS Data Entry Form – All required fields completed and all owners of record & broker signatures obtained.

My Florida Regional Multiple Listing Service
MATRIX RESIDENTIAL DATA ENTRY FORM

**** Indicates a Required Field** **o** Indicates a Single Choice Field **□** Indicates a Multiple Choice Field [G] = Green Fields

LISTING TAB-STATUS AND LISTING INFORMATION

Entered Where
 Office
 Association

Vrange List Low Price
[]

Days Lease # of Times Per Year
[] []

**Special Sale Provision
 Bank Owned / REO
 Short Sale
 None of the Above

**Special Listing Type
 Exclusion

**List Date **Expiration Date **List Price
[] [] []

Representation
 Seller Represented Seller Not Represented

**Listing Type
 Exclusive Right to Sell Exclusive Agency
 Limited Service (L.S.) L.S. / Exclusive Agency
 Sold Data / Entry Only

Minimum Lease
 1-7 Days 1 Week 2 Weeks 1 Month
 2 Months 3 Months 4 Months 5 Months
 6 Months 1 Year No Rent No Min

**Office Primary Board ID
 Bartow Central Pasco DeSoto East Pasco

External Links

- More Links
- Association Web Pages
- MyFlorida HomesMLS.com
- My Florida Regional MLS
- Registered 55+ Communities
- Stats IO
- Listing Forms**
- MFRMLS RULES and Regs
- Pay your MLS Fees
- Suggestions
- MFRMLS University

MLS Links

- [Housing for Older Persons Affidavit](#)
- [Listing Forms](#)**
- [MFRMLS Rules and Regs](#)
- [Pay your MLS Fees](#)
- [Short Sale Rules & Regulations](#)
- [My Florida Regional MLS News](#)
- [Suggestions](#)

[Article 5.9: Use of MLS Data Entry Form & Data Entry Forms](#)

When You're Entering Your Listing



A screenshot of the MFR web application interface. The top navigation bar includes links for Home, Search, Stats, My Matrix, Realist Tax, Links, Finance, Add/Edit (circled in red), Market Reports, Admin, and Help. Below the navigation bar, a notification reads 'Concierge Alert! 9 auto emails, 40 listings.' The main content area is divided into sections: '+ Input', 'Listings', 'Roster', and 'Dictionaries'. Under 'Listings', there are links for 'Add new' (highlighted in yellow) and 'Edit existing' Listings. A red arrow points from the 'Add new' link to the 'Add/Edit' link in the navigation bar. Below the 'Listings' section, there is a 'Quick Mod' dropdown menu and a search field labeled 'Select a Listing' with a dropdown arrow, followed by the text 'or type --MLS®#--' and an 'Edit' link. The 'Roster' section has links for 'Add new' or 'Edit existing' Agent Roster. The 'Dictionaries' section has links for 'Add new' or 'Edit existing' SW Condo Number.

Tax ID



Listing must have the correct Tax ID number and/or format.

Tip:

Use the Tax Auto Pop feature when entering a listing.

Fill From Realist Tax | Fill from Cross Property | Start with a blank Listing

Search for pre-existing Realist Tax Record from which to Fill

Realist Tax Search

County	Tax ID	<input type="text"/>
Alachua	Street Number	<input type="text"/>
Baker	Street Direction	<input type="text"/>
Bay	Street Name	<input type="text"/>
Bradford	Street Type	<input type="text"/>
Brevard	Unit Number	<input type="text"/>
Broward	Owner Last Name	<input type="text"/>
Calhoun	Owner First Name	<input type="text"/>
Charlotte		
Citrus		
Clay		
Collier		
Columbia		
Dade		
DeSoto		
Dixie		
Duval		
Escambia		
Flagler		
Franklin		
Gadsden		

Or Not

[Article 4.9Tax ID](#)

MLS Matrix Listing Input View



Listing Pool/Exterior Land and Tax Interior Rooms Water/Green Owner Community Realtor Status

Listing Information MLS Number: R4701873

Entered Where ?	List Date ?	Expiration Date ?	List Price ?	Range Price Y/N ?
Vrange List Low Price ?	Listing Type ?		Representation ?	Days Lease ?
# Times Per Year ?	Minimum Lease ?	Special Sale Provision ?	Special Listing Type ?	

Address

Street Number ?	Street Dir Pre ?	Street Name ?	Street Type ?	Street Dir Post ?
Unit Number ?	City ?	State ? Florida	Zip ?	Zip + 4 ?
County ?	Floor Number ?			
Building # Floors ?	Building Name/Number ?	Floors In Unit ?		

Southwest

SW Subdv Sub Condo Number
?

SW Subdv Community Name
?

Schools

Elementary School
?

Middle or Junior School
?

High School
?

Auction

Auction ?	Auction Type ?	Auction - Property Access Y/N ?
Auction Firm/Auction Website ?	Buyers Premium ?	



Map Not Found

Latitude ? Longitude ? [Update Map](#)

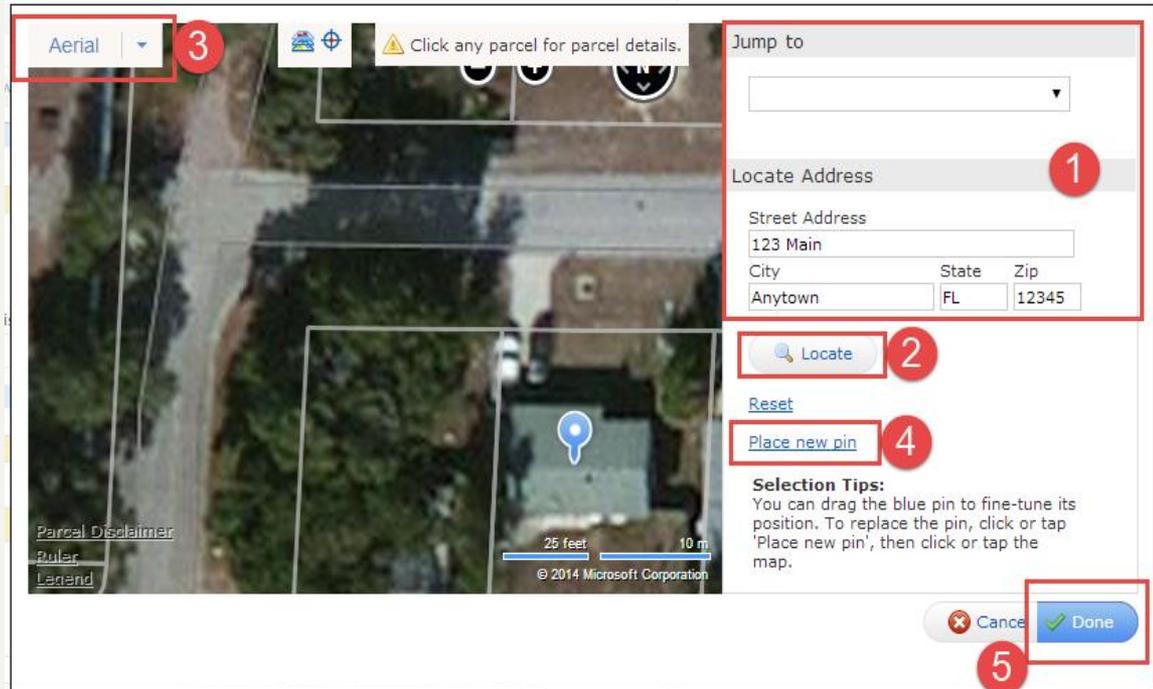
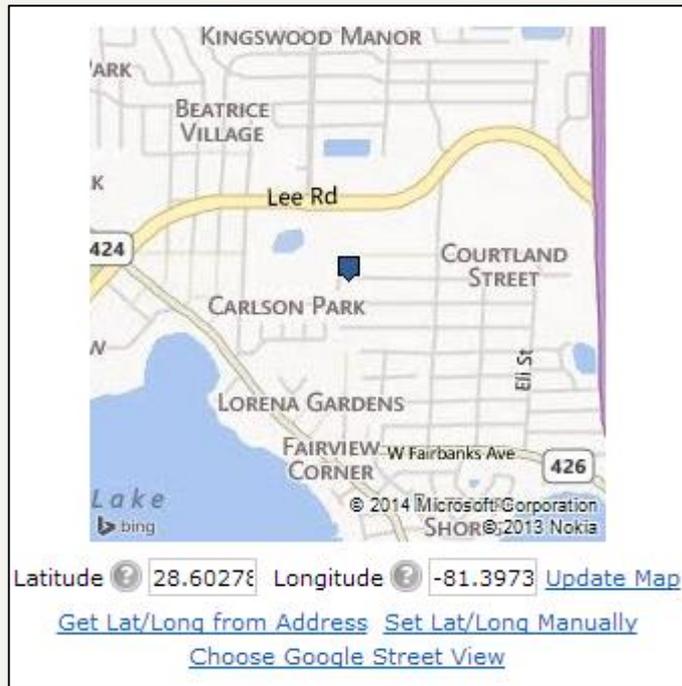
[Get Lat/Long from Address](#) [Set Lat/Long Manually](#)

Choose Google Street View

Mapping



Verify that the property has been mapped or mapped properly



Using Tax Auto-Pop will typically map the property for you when entering a listing

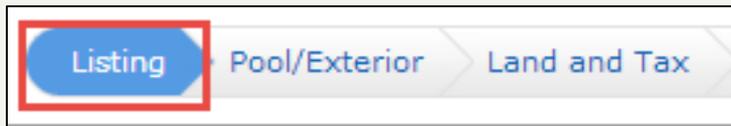
[Article 4.10: Map](#)

Required Disclosures



HUD listings may be identified in Realtor Remarks and if so identified, must include information that the cooperating broker must be registered with HUD.

REO/Bank Owned must be disclosed under:
“Special Sale Provision”

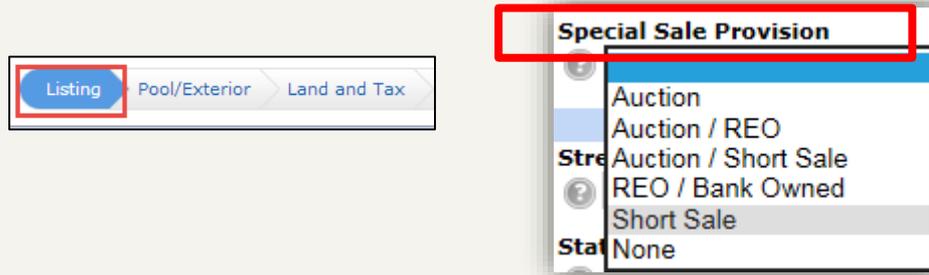


[Article 4.17: HUD Listings & 4.18: REO/Bank Owned Disclosure](#)

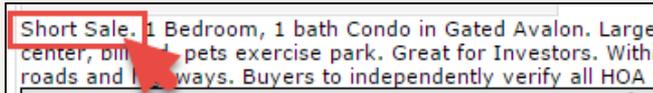
Short Sales



- Short Sales must be disclosed in the “Special Sale Provision” field by selecting “Short Sale” in addition to remarks requirements above.



- Short Sale must also be entered as the first two words in Public remarks.



- You must obtain seller’s written consent to indicate a “Short Sale” in a listing.

Optional: If the Listing Broker wants to Bind the Cooperating Broker to accept a reduced commission in a Short Sale, this must be disclosed in Realtor remarks.

[Article 4.14: Short Sales](#)

Short Sales: Reduced Commissions



Realtor Only Remarks

 Approval of the owner(s) of record lenders(s) may be conditioned upon the gross commission being reduced, any reduction of the gross compensation will be apportioned (insert apportionment or split) between listing and cooperating brokers.

Characters Remaining: 510
[Check Spelling](#)

Realtor Only Remarks Help

Required Short Sale disclosures must be made in the Realtor Only Sections:

1. Realtor Only Remarks Section.

a. OPTION ONE: If the listing Broker does not want to bind cooperating Broker to acceptance a reduced commission amount as determined by owner(s) of record lender(s), then the following remarks must be placed as the first words in the Public Remarks section: "Short Sale"

b. OPTION TWO: If the listing Broker DOES want to bind the cooperating Broker to be obligated to accept a reduced commission amount as determined by owner(s) of record lender(s), the following remarks must be placed as the first words in the Public Remarks: "Short Sale"

And the following remarks must be placed as the first words in the Realtor Only Remarks:

Approval of the owner(s) of record lenders(s) may be conditioned upon gross commission being reduced, any reduction of the gross compensation will be apportioned (insert apportionment or split) between listing and cooperating brokers.

Disclosure in Special Sale Provision Field is required and you must select "Short Sale" in the designated fields.

[Article 5.1: Submission of Listings](#)

Sold/Data-Entry Only Listings



Sold/Data Entry Only Listing:

- ✚ Listing agent was out of MFR area or not a member of MFR
- ✚ For Statistical Purpose Only
- ✚ Must have one front exterior photo

Listing or Selling Non-Member- Agent Code: 123456789

HUD/Closing Statement Faxed to: MFR (407)-960-5450 or emailed to admin@mfrmls.com

Must be provided within 30 days of closing

[Article 4.22: Sold/ Non-Members](#)

Housing For Older Persons



Listing > Pool/Exterior > Land and Tax > Interior > Rooms > Water/Green > Owner > **Community** > Realtor > Status

- Disclosure of qualified housing for older persons in the MLS database is mandatory!
- Participant must:
 - Upload Affidavit or Display Renewal Date
 - Renewal dates can be located on the FCHR Website:
http://fchr.state.fl.us/housing_directory/search

Housing for Older Persons

Housing for Older Persons (2)

55 or older
62 or older
N/A

FCHR Website

Affidavit

Expire Renewal Date

Housing For Older Persons Help

Rule Help:

- Housing For Older Persons is required.

General Field Help:

Disclosure of qualified housing for older persons in the MLS is optional. If the Listing Participant chooses to disclose that a property is qualified housing for older persons, they must follow the MFR Policy below.

- Immediately add the renewal date in the listing for the community from the [Florida Commission on Human Relations website](#). If the community is not listed on the Florida Commission on Human Relations website, the listing participant is to upload the completed, notarized "Housing for Older Persons Affidavit disclosure as an attachment at the time of listing input, attesting that the property is located in a community for qualified housing for older persons. The affidavit may be downloaded by [clicking here](#).
- Select "55 & Over" or "62 & Over" or both in the Housing for Older Persons field and you may disclose the property as being qualified housing for older persons in the Remarks fields.

[Article 4.16: Housing for Older Persons](#)

Housing For Older Persons



Search The 55+ Housing Directory

Housing Directory

Search The 55+ Housing Directory

By using the drop-down menu below, you can search for registered 55+ Communities in Florida by county, unit name, address, city or registration. You can also view renewal information or search by using the full list of counties provided below.

Enter your search text below:

 Search by...

County	Unit Name	Address	City	Registration	Next Renewal
Pinellas	Highland Lakes Comm Assoc	P.O. Box 2007	Dunedin	10/14/2004	11/30/2014
Pinellas	Highland Lakes Condominium IV	2638-A Highlands Blvd.	Palm Harbor	12/13/2011	12/13/2015
Pinellas	Highland Lakes II	P.O. Box 2007	Dunedin	10/14/2004	02/02/2015
Pinellas	Highland Lakes III Condo Assoc. Inc.	P.O. Box 2007	Dunedin	01/06/2014	01/06/2016
Lake	Highland Lakes Property Owners Assoc., Inc.	5500 Clubhouse Dr.	Leesburg	03/14/2002	03/07/2016
Pinellas	Highland Lakes V Condominium	2730 Whitebridge Drive	Palm Harbor	09/25/2001	06/19/2016
Pinellas	Highland Lakes Villas on the Green IV Condo Assn.	865 MacLaren Drive North	Palm Harbor	11/13/2001	06/20/2016
Pinellas	HOA of Highland Lakes Inc	3300 MacGregor Drive	Palm Harbor	04/07/2005	03/26/2015



[Home](#) | [About Us](#) | [Outreach](#) | [Complaints](#) | [Publications](#) | [Resources](#)

[Article 4.16: Housing for Older Persons](#)

Commissions



The listing Broker is totally responsible for determining the amount or type of commission offered and shall specify on each listing filed with MLS, the compensation to be offered to a Broker whose agent brings the Buyer so the cooperating Broker will know what their compensation should be.

MFRMLS does not fix, control, recommend, or suggest commission rates or fees. Nor does it fix, control, recommend or suggest what the Listing Broker offers to compensate the Broker bringing the Buyer.

[Article 9.1: Division of Commissions](#)

How to Enter Commissions



Listing > Pool/Exterior > Land and Tax > Interior > Rooms > Water/Green > Owner > Community > **Realtor** > Status

Compensation		
Single Agent Comp ? <input type="text"/>	Non Rep Comp ? <input type="text"/>	Trans Broker Comp ? <input type="text"/>
Bonus Y/N ? Yes ▾	Bonus Amount ? <input type="text"/>	Bonus Expiration Date ? <input type="text"/>

General Field Help:

What goes in this field? Compensation must be entered as the percentage of the selling price or dollar amount. If you have questions, contact your broker for which types of agency relationships your firm will offer compensation.

MFR and NAR Policy: "The compensation specified shall be shown as the percentage of the selling price or dollar amount."
You must enter compensation in at least one of these three fields, any question, contact your broker. This is a finable offense

TIP: "You must enter % and/or \$ symbols, i.e. 3% not 3; 3%-\$200 not 3-200"

More Information: Go to www.mfrmls.com for more information.

Use the \$ for dollar amount or % for a percentage.

Calling/Access Codes



Showing Instructions - No Access Codes in any field in the MLS except Showing Time Secure Remarks field.

Listing Pool/Exterior Land and Tax Interior Rooms Water/Green Owner Community **Realtor** Status

Showing Information

Call Center Phone Number
?

Showing Time
?

Showing Time Secure Remarks
?

Characters Remaining: 500
[Check Spelling](#)

Showing Instructions
?
 Contact Call
 Call Listing C
 Call Owner
 Call Tenant
 Gate Code R
 Key-Listing B
 Listing Agen

Combination lockbox codes, security gate codes, security system alarm codes or any other codes for equipment or systems designed to ensure the security of the property.

[Article 4.11: Calling/Access Codes](#)

Virtual Tours

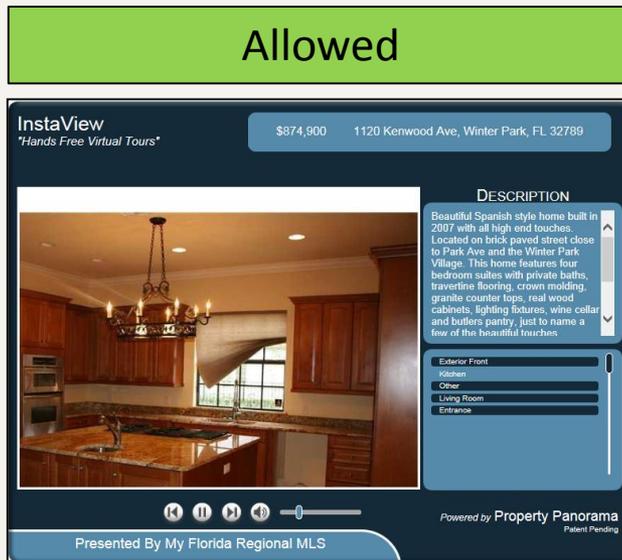


Virtual tours come as branded and unbranded

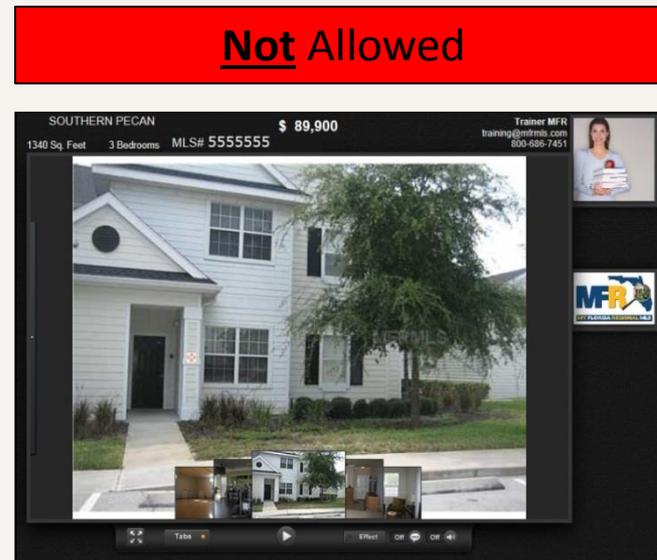
Only unbranded virtual tours may be placed in the MLS.

Finable Violation : “For entering company or agent logos, agent photos, commissions, bonuses or any contact information in the virtual tour or photo sections. The third-party virtual tour vendor’s contact information is the only contact information allowed in Virtual Tours. The virtual tour link may not contain any Participant/User names or links to any third party business or social networking sites, e.g. You Tube.”

Allowed



Not Allowed



[Article 4.5: Listing Photos & Virtual Tours](#)

Listing Remarks



Public Remarks – The Classified Ad for your listing and/or transaction detail. Describe the property only.

The screenshot displays a real estate listing interface. On the left is a photograph of a yellow, single-story home with a palm tree in the front yard. To the right of the photo is a table of property details. Below the table is a red-bordered box containing the listing remarks. A red arrow points from the top of the remarks box to the table area.

S4803313 2003 EMMETT ST, KISSIMMEE 34741			
County:	Osceola	Status:	Active
Subdiv:	HIGH VIEW	List Price:	\$89,900
Beds:	4	Year Built:	1940
Baths:	2/0	Special Sale:	REO/Bank Owned
Pool:	None	ADOM:	9
Style:	Single Family Home	CDOM:	139
Flood Zone:		Pets:	Yes
Location:	Corner Lot, Sidewalk, Street Paved		
Total Acreage:	1/4 Acre to 21779 Sq. Ft.	Sq Ft Heated:	1,701
Garage/Carport:	1 Car Garage, 2 Car Garage, Attached, Detached	Total Sq Ft:	2,324
\$/SF:	\$52.85		

1 / 18 Front

Bedroom/2 Bath, 2 story home on a corner lot near historic downtown Kissimmee! Living room includes windows throughout that bring lots of natural sunlight and french doors that open to the large family room. Open kitchen with lots of cabinet space and breakfast bar overlooking the dining area. Master bedroom features a walk-in closet and private bath. Upstairs you'll find a loft, along with not 1, but 2 bonus rooms! Backyard is fenced with lots of shade from all the trees and landscaping. Purchase this property for as little as 5% down! Fannie Mae property. Approved for Homepath Renovation Mortgage Financing.

[Article 4.6: Listing Remarks](#)

Listing Remarks



Listing > Pool/Exterior > Land and Tax > Interior > Rooms > Water/Green > Owner > Community > **Realtor** > Status

Public Remarks



Characters Remaining: 1530

[Check Spelling](#)

Public Remarks Help

Rule Help:

- Public Remarks is required.

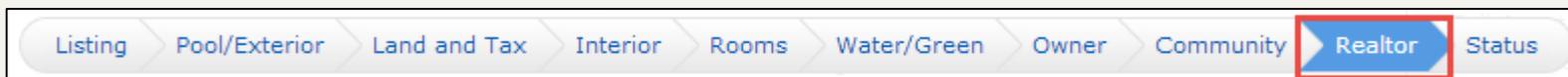
General Field Help:

1. Public Remarks must be about the listed property or the transaction.
2. The Builder's name is acceptable in the Public Remarks field.
3. Short Sale listings must be clearly identified in both the Public and Realtor Only Remarks fields by indicating "short sale" as the first words of the remarks.
4. The Public Remarks shall not include any of the following:
 - a. Contact, personal, or professional information about the Participant or Subscribers.
 - b. Any reference to a lockbox agreement.
 - c. Website Links.
 - d. Subscribers or Company Information.
 - e. Vendor or third party service provider information.
 - f. Owner(s) of record name or contact information.
 - g. Showing Instructions.
 - h. Open House Information.
 - i. Inappropriate information or language.

Close

[Article 4.6: Listing Remarks](#)

Driving Directions



Correct: Directions must have a starting and ending point. They should start from a semi major intersection. The first turn should state turn north, south, east, or west. After that, rights and lefts can be used.

Driving Directions

? Traveling North on I-4 E, past downtown Orlando. Take exit 90B for Maitland Blvd. Keep right and turn right onto N Lake Destiny Rd. Turn Left onto Maitland Center Pkwy. Turn Left onto Winderley Pl. Desination will be on left.

Characters Remaining: 25
[Check Spelling](#)

Incorrect: Listing an address, saying “use Map Quest”, giving contact instructions, etc.

Showing Instructions:

Driving Directions: Use Mapquest. Use Google Maps. Use Bing Maps. Get a GPS! Call me if you get lost.
Realtor Remarks:

[Article 4.13: Driving Directions](#)

Pre-Foreclosure & In-Foreclosure



Before selecting In-Foreclosure or Pre-Foreclosure in the Realtor Info Confidential field or noting in Remarks, it is highly recommended that the listing participant obtain written consent from the owner(s) of record



Pre-Foreclosure Definition:
This refers to the period after the lender has filed the original complaint and filed a *Lis Pendens* on the property indicating the intent to foreclose.

Foreclosure Definition: Legal proceeding initiated by a creditor to repossess the collateral for a lien that is in default, which may result in the forced sale of the real property pledged as a security



[Article 4.19: In-Foreclosure & Pre-Foreclosure](#)

Listing Photos



All listings must contain **one of the following**, which must be loaded into the 1st slot before a listing will become active in the in the MLS:

- ✚ Front exterior photo or rendering
 - Must show a majority of the total home/building*
 - No Broker signage*
- ✚ Aerial photo
- ✚ Water view

Important Note: No Copying of photos allowed unless you received written consent from Listing Broker

[Article 4.5: Listing Photos & Virtual Tours](#)

Truth in Advertising!



Attachments



Must be in compliance with the MLS Rules & Regulations.

Required Attachments would include:

- ✚ [Energy Efficiency Documents](#)
- ✚ [Housing for Older Persons Affidavit](#)
- ✚ [Pre-constructions documents](#)

Optional Attachments:

Addenda

Sellers disclosures

HOA disclosure

Surveys, etc.

Attachments Do NOT appear on Buyer/Consumer Reports



[Article 4.23: Attachments](#)

Change of Status



Changes **MUST** be made within **TWO Business days**, after all **REQUIRED SIGNATURES** have been obtained:

- Change to list price
- Change to expiration date
- Active with Contract
- Under Contract Status
- Cancellation of under contract
- Reporting closed sales –
Use the correct Sale Date



[Article 5.12: Change of Status of a Listing](#)

Listings Not Available for Showing



Showings - MFR will not accept listings with “No showings until MM-DD.”

04856743 123 MAIN ST, ORLANDO 32789

County:	Orange	Status:	
Subdiv:	1	List Price:	\$2,500,000
Beds:	7	Year Built:	1880
Baths:	3	Special Sale:	None
Pool:	None	ADOM:	-1,119
Style:	Single Family Home	CDOM:	-1,119
Flood Zone:		Pets:	Yes
Location:	Conservation Area		
Total Acreage:	Zero Lot Line	Sq Ft Heated:	320
Garage/Carport:	1 Car Garage	Total Sq Ft:	
\$/SF:	\$7,812.50		

CANNOT HAVE AN ACTIVE PROPERTY NOT AVAILABLE FOR SHOWING

1 / 4

THIS IS A TEST ! TEST LISTING. Lots of natural light in this 3 Bedroom Bathroom home. Open and airy floor plan, extensive ceramic tile throughout, private fenced back yard, inside utility room and much more. This property is not available for showings until next weekend.

Article 4.12: Listing Not Available for Showing

Listings Not Available for Showing



If a listing becomes unavailable for showings for any reason,
it must be changed to “TOM” status

T2730378 11445 TAYPORT LOOP NEW PORT RICHEY, 34654



County: Pasco
Subdiv: WATERS EDGE 4
Beds: 5
Baths: 3/0
Pool: Community
Style: Single Family Home
Location: In County, Street Paved
Total Acreage: Up to 10,889 Sq. Ft.
Garage/Carport: 3 Car Garage, Attached, Door Opener, Oversized
LP/SqFt: \$80.62

Status: Temporarily Off-Market

List Price: \$240,000
Year Built: 2010
Special Sale: None
ADOM: 8
CDOM: 210
Pets: Yes
SqFt Heated: 2,977
Total SqFt: 3,793



Why? Because MFRMLS exists to facilitate cooperation by Participants in the showing and sale of each other's listings

[Article 4.12: Listing Not Available for Showing](#)

Listing Manipulations



- Listings must always display the correct status at all times.
- Listings may not be inactivated and then be reactivated to cause the listing to appear as new.



S4803313 2003 EMMETT ST, KISSIMMEE 34741			
County:	Osceola	Status:	Active
Subdiv:	HIGH VIEW	List Price:	\$89,900
Beds:	4	Year Built:	1940
Baths:	2/0	Special Sale:	REG/Bank Owned
Pool:	None	ADOM:	9
Style:	Single Family Home	CDOM:	139
Flood Zone:		Pets:	Yes
Location:	Corner Lot, Sidewalk, Street Paved		
Total Acreage:	1/4 Acre to 21779 Sq. Ft.	Sq Ft Heated:	1,701
Garage/Carport:	1 Car Garage, 2 Car Garage, Attached, Detached	Total Sq Ft:	2,324
\$/SF:	\$52.85		

ADOM = Active Days on Market
CDOM = Cumulative Days on Market

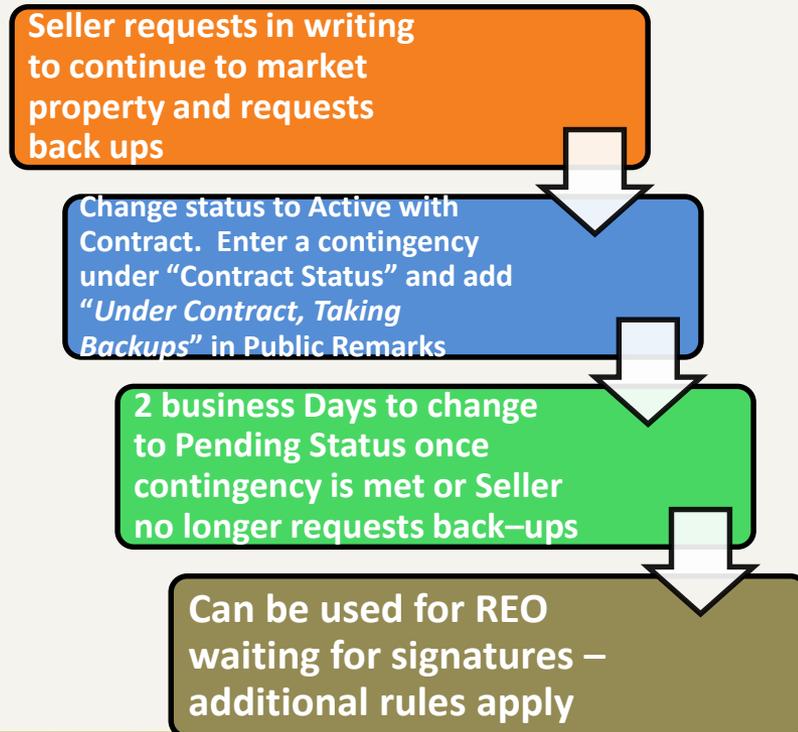
[Article 4.15: Listing Manipulations](#)

Reporting Listings Under Contract



Active with Contract (AWC)

Withstanding contingencies. Can accept backups with written permission. Not included with “Active” listings in MLS, but appears on Internet sites (Realtor.com, IDXs, etc.)



Pending Status (PNC)

A real estate transaction status where the buyer and seller have agreed to all terms and conditions however the property has not yet transferred ownership.

Pending (PNC) – do not appear on Internet

Internet includes: VOW, IDX, REALTOR.com and syndication sites like Zillow, Trulia and HotPads

Protect Yourself



***This is a NO
handshake zone!***

Get it in writing!!!

Showings & Negotiations



- ✚ Listing Broker/Agent must present the offer as soon as possible, or give the cooperating Participant/User a satisfactory reason for not doing so.
- ✚ Cooperating Broker/Agent has the right to participate in the presentation to the owner(s) of record or lessor of any offer they secure to purchase or lease.
- ✚ Listing Broker/Agent has the right to participate in the presentation of any counter-offer made by the owner(s) of record or lessor.

[Article 6.1,2,3,4: Showing & Negotiations](#)

Advertising Listings & Limitations on Use of MFRMLS Information



- ✚ A listing shall not be advertised by any other Participant without the prior written consent of the Listing Participant.
- ✚ Use of information from the Association's "Statistical Report" or from any "sold" or "comparable" report may not be prohibited.
- ✚ Advertising must include the following notice:
"Based on information from the My Florida Regional Multiple Listing Service, Inc. for the period (date) through (date). This information may or may not include all listed expired, withdrawn, pending or sold properties of one or more members of the My Florida Regional Multiple Listing Service".
- ✚ This information may not be sold.

[Article 6.5: Advertising of Listing Filed with MFRMLS](#)

For Sale Signs on Property



Only the “For Sale” sign of listing broker may be placed on property.

Sold/ Sale Pending Signs

Prior to closing, only the “Sold” /”Sale Pending” sign of listing broker may be placed on property, unless the cooperating Participant received written consent from the Listing Participant.



[Article 8.2 &3: Signs](#)

When Listing *Your* Personal Property



You must disclose in the “Realtor Only Remarks” when listing your own property. There is also a place to disclose this in the Realtor Information field.

The screenshot shows a web-based listing form with several tabs: Listing, Pool/Exterior, Land and Tax, Interior, Rooms, Water/Green, Owner, Community, and Realtor. The 'Realtor' tab is highlighted with a red box. Below the tabs, the 'Realtor Information' section is visible, containing three columns of checkboxes. The middle column, titled 'Realtor Information (25)', has two checked items: 'Agent related to Owner' and 'Agent/Owner'. A red arrow points from the 'Realtor' tab to this section.

BUYING PROPERTY FOR YOURSELF

You must disclose in writing to the listing broker no later than the offer is submitted to the listing broker

[Article 9.4: Participant as Principal](#)

[Article 9.5: Participant as Purchaser](#)

Penalties for Inaccurate or Incomplete Data



MFRMLS will automatically issue a courtesy warning notification prior to any fine being issued, except for any violation resulting in an automatic fine as defined in these Rules and Regulations.

However, if the violation has not been corrected within the grace period specified after notification, the Participant or Subscriber shall automatically be assessed a fine.

[Article 11.4: Penalties for Inaccurate or Incomplete Data](#)

Warning Notices



- We use an automated database scanning system which is programmed to catch most instances in which the data is not in compliance with our Rules and Regulations.
- We also receive agent reported violations from our users and our Admin staff performs regular random manual checks to ensure the accuracy.
- If your listing has been identified as having incomplete or inaccurate data you will be issued a warning notice.



**Electronic Warning Letter
3-5 days to correct,
depending on the nature of
the violation**

Agent Reported Errors:



[If you believe there is a violation on this listing, click here to report the problem.](#)

[Article 11.1: Authority to Impose Discipline](#)

Example Warning Notice



My Florida Regional MLS

Notice Date: 08/15/2014

This notice contains 1 compliance concern(s).

AGENT: JOHNNY LIPSCOMB
AGENT ID: 107330
OFFICE: MY FLORIDA REGIONAL MLS
OFFICE ID: 261005206

SENT TO:
John.Lipscomb@MFRmls.com

****Courtesy Notice: Please Review Your Listing for Compliance ****

This is a courtesy notification. It appears that your MLS listing may be out of compliance or is nearing its expiration or expected closing date. No fine will be assessed, but please update your data.

One of the key services that My Florida Regional MLS can offer its subscribers is the most current and complete data in the MLS database. Data integrity is priority number one for us! It is critical to have a clean database that you can have confidence in.

**** Please [CLICK HERE](#) to view the listing details. ****

Listing Details:	Address: 123 MAIN ORLANDO, FL 32789
	MLS#: O4856743
Notification# 659921	Notification Details
	Rule Name: Invalid Offer of Compensation
	Description: Article 9.2: Compensation Required The compensation offered is missing or invalid.
	Instructions: The compensation specified on listings published by the MLS shall be shown in one of the following forms: A. by showing a percentage of the gross selling price B. by showing a definite dollar amount
	Agents/Brokers should not offer compensation in this field then disclose another amount in the realtor only remarks.
Violation Fields:	
Single Agent Comp:	\$0
Trans Broker Comp:	\$0
Non Rep Comp:	\$0

We appreciate your help in ensuring that our MLS System is a reliable data resource that contains complete, timely, and useful information for the benefit of all members.

If you feel our automated data compliancy system has made an error, simply reply to this email and the Compliance staff will review the information.

Sincerely,
MFR Compliance Department

Warning Timeframes



If we've issued a warning and you haven't corrected the error in the allotted timeframe, your account will be assessed a **\$50** fine



Error	Days to Correct
Invalid Tax ID Format	3 Business Days
Contact Info/URL in Remarks	3 Business Days
Invalid Driving Directions	3 Business Days
Invalid/Branded Virtual Tour <i>*Includes putting Y/N in Virtual Tour Field</i>	3 Business Days

[Additional Information on Warning Timeframes](#)

Automatic Fines



Due to the impact and severity of certain errors, MFR imposes automatic fines. We encourage MLS users to watch closely as they input listings in the MLS to avoid these errors. Remember, the data in the MLS is only useful to its users if it's accurate

Error	Amount	Amount for Repeat Offenders
Invalid/No Compensation <i>*Includes adding conditions to compensation amounts</i>	\$50	\$100, \$250, \$ 500 within a 2 year period, 4 th offense = hearing
Incorrect Listing Status	\$100	\$200 within a 2 year period. 4 th offense = \$1,000 hearing
Closing out more than one listing classification for the same property	\$100	\$200 within a 2 year period. 4 th offense = \$1,000 hearing
Failure to obtain owner(s) signature(s)	\$500	\$2500 each occurrence
Images not licensed or purchased by the listing agent	\$100	\$200, \$500. 4 th offense = \$1,000 + a hearing
Use of contact info for purposes other than member communication	\$1000	\$5,000 within a 2 year period

[Additional Information on Warning Timeframes](#)

Most Common Errors (2014-2015)



- Ⓢ 'Pending' Status Past Expected Closing Date
- Ⓢ Incomplete Short Sale Documentation in Public Remarks
- Ⓢ Contact Information, URL or Open House Information in Public Remarks
- Ⓢ Photo with Broker Signage
- Ⓢ Failing to Remove "Accepting Backups" from Public Remarks when Property Goes to 'Pending' or 'Sold' Status

What to Do if You Get a Fine



Ok, so you've gotten a fine. The two most important things to do are:



Correct the error



Pay the fine



Listings not corrected will be assessed **\$25** each week, up to 30 days, in addition to the original cost of the fine. It is important to not only pay the fine but to correct it as well.

UNCORRECTED ERRORS

Fines paid, yet left uncorrected after 30 days will result in MLS account and access suspension.

Initial Fine	Additional Charge if uncorrected by Day 8	Additional Charge if uncorrected by Day 15	Additional Charge if uncorrected by Day 22	Additional Charge if uncorrected by Day 29	Total Fine
\$50	\$25	\$25	\$25	\$25	\$150

Fine or Fee Waiver Requests



- ⊕ Please note: Fines and fees must be paid, and if applicable, the listing must be corrected for your request to be reviewed.
- ⊕ All Requests will be considered by the Compliance Audit Review Team (CART). The decision of the MLS Panel will be final unless an appeal is requested.
- ⊕ Appeals will be heard by members of the MFRMLS Board of Directors Executive Committee. The decision of the Executive Committee Appeal Panel will be final.
- ⊕ All Actions of the CART and the MLS Panel will be reviewed and amended or affirmed by the MFRMLS Board of Directors.

MFRMLS Payment Center

[Waiver Request](#)

Unauthorized Access



Allowing Unauthorized Access: “A hearing and a fine of up to \$15,000 as outlined in 11.4d as determined by the Board of Directors will be assessed against any Participant/Subscriber(s) found to have allowed or provided access to or data from the MFRMLS system by an unauthorized person or entity through password sharing or any other means.



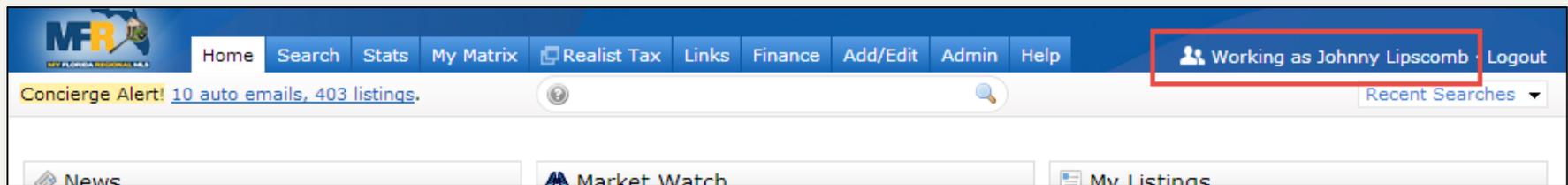
If someone needs access to your account use the MLS feature TEAM SETTINGS.

[Article 4.26: Allowing Unauthorized Access](#)

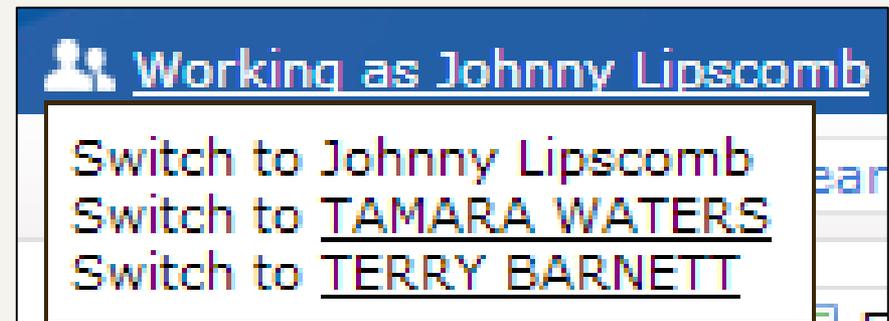
Team Settings Feature



By clicking on your name in the MLS it will open the Team Settings Feature. You can share your MLS access with anyone in your office without sharing your password.



This can be used by administrative assistants or members of your team who need access to your account.



[Article 4.26: Allowing Unauthorized Access](#)

Setting Up a Team



Mouse over the MY MATRIX tab > Settings > Team Settings > Click here to create a team > Find the person you wish to add via MLS ID > Configure *Impersonate* or *Work on Behalf*

Concierge Alert! 10 auto emails, 403 listings.

My Information

Header & Footer · Mobile Header · CMA Cov

Speed Bar Shortcuts

Number of Speed Bar Shortcuts: 23

Team Settings

You have 0 members on your team.

Hot Sheets

Home Search Stats **My Matrix** Realist Tax Links

Summary

Contacts

Auto Email

Saved Searches

Sent Email

My CMAs

My Information

My Listings

My Speed Bar Shortcuts

My Portal Greeting

Settings

Team Settings

You can use this page to create and manage a formal team, and/or to simply enable the ability for other Matrix users to occasionally work as you.

You have not created a team. [Click here to create a team.](#)

Team Settings

You can use this page to create and manage a formal team, and/or to simply enable the ability for other Matrix users to occasionally work as you.

Add Team Member:

Please enter new team member's User ID:

Find Cancel

Add Team Member:

BARNES BERNARD 035800071

Have this member Impersonate me Have this member Work on Behalf of me

Add Cancel

[Article 4.26: Allowing Unauthorized Access](#)

Ownership of the MFRMLS Compilations & Copyrights



Copyright



By submitting any property in the MLS, the Participant represents that:

- ✚ They have been authorized to grant and also thereby grant authority to include listing content in its copyrighted MLS compilation along with statistical report or comparable.**
- ✚ They have the authorization to include the property in VOW & IDX.**
- ✚ Unless the Owner has instructed the Participant otherwise.**

[Article 14.1: Submittal of Listing](#)

IDX & VOW



Listing > Pool/Exterior > Land and Tax > Interior > Rooms > Water/Green > Owner > Community > **Realtor** > Status

[Check Spelling](#)

Call Listing C
 Call Owner

IDX/VOW

Internet Y/N ? <input type="text"/>	Show Prop on Address On Internet Y/N ? <input type="text"/>	IDX Y/N ? <input type="text"/>	
Realtor.com Y/N ? <input type="text"/>	VOW AVM Y/N ? <input type="text"/>	IDX/VOW Display Comments Y/N ? <input type="text"/>	Third Party Y/N ? Yes <input type="text"/>

LISTING EXPOSURE

Internet? Yes/No



If the seller chooses to decline publication of the listing on the Internet or declines the display of the address, the participant must have an opt-out form signed

- ✚ This decline includes REALTOR.com and MYFLORIDAHOMESMLS.COM
- ✚ This language is included in the Florida Realtor listing agreement



[Article 19.3: Participation](#)

IDX vs. VOW



Internet Data Exchange (IDX)

- Affords MLS participants the option of authorizing the display of their listings on other participants' websites
- AKA "Broker Reciprocity"
- Online display of active and sold listings
- No registration requirement
- Specific rules about display, disclaimer, disclosure of listing office, etc.
- IDX is similar to a public search engine

Virtual Office Web Site (VOW)

- Broker/Participant's website capable of offering real estate brokerage services to consumers with whom the Participant has already established a relationship with the consumer
- VOW is an extension of the brick and mortar office
- VOWs are not mandatory or required as an offering of a brokerage, but rather a possible opportunity to expand the business online
- VOWs do NOT replace, impact or change IDX websites

Highlight of IDX Rules



Participants' consent for display of their listings by other participants is presumed unless the participant refuses to permit display (either on a blanket or on a listing-by-listing basis).

All listings displayed pursuant to IDX shall identify the listing firm in a reasonably prominent location and shall show the MLS as the source of information.

Participants shall indicate on their Web sites that IDX information is provided exclusively for consumers' personal, non-commercial use, that it may not be used for any purpose other than to identify prospective properties consumers may be interested in purchasing, and that the data is deemed reliable but is not guaranteed accurate by the MLS.

[Article 19: IDX](#)

IDX & VOW Rules



VOW's and IDX must not display confidential information such as:

- ❖ Compensation
- ❖ Confidential remarks
- ❖ Contact names of sellers
- ❖ Realtor Only remarks
- ❖ Type of listing



Seller's Opt-Out Options



Brokers and Sellers can't opt out of VOWs

However, the Seller may opt-out of:

- ✚ Internet Y/N*
- ✚ Show Address Y/N
- ✚ VOW AVM (Automated Valuation Model) Y/N
- ✚ IDX/VOW Display Comments Y/N
- ✚ 3rd Party Y/N – Grants permission for 3rd parties to use the listing data for comparable and derivative works

*Internet includes: VOW, IDX, MyFloridaHomesMLS.com, REALTOR.com and syndication sites like Zillow, Trulia and HotPads

[Article 20.6: VOW Website Rules & Regs](#)

What is Syndication?



- ✚ Syndication is a method for Brokers to authorize distribution of their listing data to consumer portals hosted by 3rd parties.
- ✚ Syndication allows a broker's listings to appear on national portals such as Zillow, Trulia and other sites such as Hot Pads.



Syndication



Who can Syndicate Listings?

- ✚ Any broker who is an MLS Participant may authorize syndication of his/her company's listings only (Syndication is not IDX).
- ✚ IDX is the only AUTHORIZED way brokers may display each others Listings on a website.

How are Listings Syndicated?

- ✚ The most common syndication method is through use of a 3rd party such as List Hub or Zillow Group.
- ✚ Some franchisors also syndicate listings on behalf of their franchisees.
- ✚ Other third party software, such as Listingbook, offer syndication.

This is NOT regulated by MLS Rules

How Does it Work?



- ✚ Each major syndicator provides the ability for brokers to set up a free account to syndicate listings.
- ✚ Typically there is a dash board for the broker to select which sites he/she wishes to authorize to display their listings.
- ✚ Using the channel selections of the broker, listings are then distributed to the approved sites.

Syndication Dashboards



Zillow Group

- Zillow
- Trulia
- HotPads
- Yahoo

ListHub



Syndication Duplication



- ✚ Multiple copies of the same listing are received by publishers (portals).
- ✚ Brokers may be syndicating through more than one party – as many as four/five.
- ✚ Agents submit listings manually (paid advertisements).



Brokers & Agents Should:



- ✚ Log in to your syndication Dashboard(s) & review your options. Be selective about where listings are going.
- ✚ Check with your Franchisor (if applicable) to see if they are also syndicating your listings.
- ✚ Agents, check with your brokers to see where they are syndicating.



Changes in Rules & Regulations



My Florida Regional MLS Rules and Regulations have been approved by the National Association of REALTORS and are subject to change. It is the responsibility of the Participants and Subscribers to abide by these rules and stay informed of any changes. If a rule has been updated and/or changed and MFR MLS receives final approval from the Board of Directors, the online Rules & Regulations will be updated and notification will go out to our members.



Questions?



MFR MLS Call Center

For assistance with ***Rules, Regulations or Compliance***
or any *My Florida Regional MLS* products or services
contact our Call Center at:



800-686-7451

