



Data
Integrity
Policy





New Data Integrity Policy Implementation & Enforcement

WHO: ALL Subscribers & Participants of realMLS

WHAT: Rules & Policies Enforcement
Updated Penalties, Violations & Fines
Due Process

WHY & HOW:

RULES & POLICY ENFORCEMENT

realMLS strives to provide the **cleanest and most comprehensive listing data** to you and your clients. We do so by enforcing [realMLS Rules & Regulations](#) and [realMLS Policy Manual](#).

Working together we will **advance a healthy marketplace**, for you our customers, and your clients,

The MLS must provide ALL people EQUAL access to ALL listings.

It is your duty to learn, understand and abide by [realMLS Rules & Regulations](#) and [realMLS Policy Manual](#).

UPDATED PENALTIES, VIOLATIONS & FINES

The PENALTIES & VIOLATIONS section (Appendix A) of the [realMLS Policy Manual](#) has been updated. Here you will find details about the different types of penalties:

Citation Violations: Can be corrected within 24 hours of the notification without incurring a fine.

Major Violations: Cannot be corrected due to the nature of the violation OR are particularly damaging.

A FINE SCHEDULE and VIOLATION EXAMPLES are also found in the PENALTIES & VIOLATIONS section (Appendix A) of the [realMLS Policy Manual](#).

*****IMPORTANT:** ALL FINES will be assessed and upheld. Membership and Help Desk Staff does not have authority to waive a FINE. See below for the process of requesting a Fine Waiver.

DUE PROCESS

Members will have the right to request a waiver of a fine and to request a hearing if such waiver request is denied.

Please see the PENALTIES & VIOLATIONS section (Appendix A) of the [realMLS Policy Manual](#) for details and forms on applicable due process.



DUE PROCESS (cont.)

***IMPORTANT: realMLS is donating ALL FINES to [NEFAR CHARITABLE FOUNDATION](#). Upholding realMLS Rules & Policies is **NOT** about increasing MLS revenue. Rather, it is about providing the **cleanest and most comprehensive listing data to advance a healthy marketplace.**

NEW AND MORE NOTABLE RULES, FORMS AND PENALTIES

- Never attempt to communicate offers of compensation in the MLS. (effective 8/17/2024).
- All Buyers Agents must have a signed Buyer's Agreement in place before showing properties or offering services to buyers. (effective 8/17/2024)
- If a listing is submitted into the "Coming Soon" status in realMLS, the "[Coming Soon Listing Addendum](#)" is REQUIRED to be signed by the Seller(s), the Listing Agent, and the Listing Broker. SELLER understands and agrees the property **CANNOT BE SHOWN** and furthermore authorizes Broker to **WITHHOLD ALL OFFERS** to purchase until the listing is placed in Active Status in NEFMLS.
The intent of this policy and statement of understanding is to ensure access to ALL listings by ALL people.
- If a Seller does not want their listing on the MLS, then a "[SELLER'S WAIVER OF MLS ENTRY](#)" Addendum must be completed and submitted to the MLS within 24 hours of signature. The listing can only be an Office Exclusive listing and the Seller must understand that the property cannot be openly marketed.
- For security reasons, never publish **SECURITY CODES** anywhere on a listing


SUMMARY

realMLS is best described as a **broker cooperative** which is the envy of the world when it comes to organized real estate. Participants of the broker cooperative agree to cooperate with fellow Brokers to find buyers for listings AND to abide by the MLS rules and policies.

The rules and policies of realMLS will be enforced equally to advance a healthy marketplace, increase professionalism among our members and ensure equal access to ALL listings by ALL people.



Q. What can I do to help champion this Data Integrity Policy to increase professionalism in our industry?

- A. Click on the **"Report Error" button**  in the upper right corner of the Listing Detail screen. You will remain in anonymity and your identity will NOT be shared with anyone. Remember, the MLS is a self-policing organization. If our customers do not flag errors, they will likely go uncorrected and threaten the integrity of the data.

OR Email DataIntegrity@realmls.com to report issues needing attention, requiring documentation specific to the violation, or those discovered while not working in the MLS system.

Also, if you are a managing broker/owner, make sure your agents are familiar with MLS rules and policy. realMLS offers online classes specific to these topics.

Q. What if my client directs me to break the rules? Don't I have a duty to them as my client?

- A. Explain to them you are a member of a broker cooperative called realMLS and as a member you have agreed to follow the rules and cooperate with fellow MLS members to find buyers for all MLS listings. This spirit of cooperation must come first for the MLS and our members to champion fair housing and advance a healthy marketplace. MLS members, sellers, and buyers ALL benefit from the MLS and the rules which make it a reliable source on which major financial decisions are made.

Q. If I am issued a fine, what are my options?

- A. Please reference the [Data Integrity Toolkit](#) for visual aids in understanding the different types of fines and a flowchart showing all options dependent on the type of fine issued. Appendix A of the realMLS Policy Manual is the governing document specific to violations and fine structure.

Q. Is this Data Integrity Policy a way for the MLS to increase non-dues revenue?

- A. No. All **FINES COLLECTED** will be donated to the [NEFAR Charitable Foundation](#).



Q. What is the Data Integrity Policy?

- A. The Data Integrity Policy is comprehensive MLS compliance governance so realMLS provides the **cleanest and most comprehensive listing data** on which our Participants and Subscribers, and their clients, can rely. It supports realMLS in enforcing the [Rules & Regulations](#) and [Policy Manual](#) while allowing our customers a fair process.

Q. Why do we need a Data Integrity Policy?

- A. MLS compliance issues continue to disrupt our marketplace creating unequal opportunity and access to available properties. The MLS must adopt governance which provides **ALL** people **EQUAL** access to **ALL** listings. Inaccurate, incomplete, and late data cause harm to our profession, our customers, and their clients.

Q. What are some things I can do to not be fined?

- A.
1. Familiarize yourself with the MLS Rules & Regulations and MLS Policy Manual.
 2. Always run **CHECKIT** from the Edit Listing screen after adding a listing
 3. Providing ACCURATE, COMPLETE and TIMELY MLS Data.
 4. Correct MLS Data within **24 hours** of the MLS issuing you a Citation Violation.
 5. Submit ALL Listings to the MLS within **24 hours** of an effective Listing Agreement.
 6. Make ALL changes, including price and status changes, within **24 hours** of obtaining signatures.
 7. **DO NOT SHOW and DO NOT PRESENT OR ACCEPT OFFERS on Listings in the Coming Soon status.**
 8. **NEVER enter SECURITY CODES** of any kind in the MLS system.
 9. DO NOT delay showings for listings in Active status.
 10. DO NOT place Listing Agent, Listing Company or contact information in Public Remarks or on photos/virtual tours.
 11. If your seller initially signs a Seller's Waiver of Entry into MLS addendum and then public marketing of the listing occurs, submit the listing to MLS within 1 business day.
 12. DO NOT advertise listing under a signed Seller's Waiver outside of your office until it has been entered in MLS.
 13. **Always obtain a signed Written Buyer's Agreement before showing properties**
 14. **Never attempt to communicate an offer of compensation through the MLS system or any third party program as provided by realMLS.**
 15. **Do NOT share your login credentials with anyone...ever!**

Rules and Regulations at a Glance



3 Violations with Highest Fine

1. **COMPENSATION VIOLATION** Adding compensation to a listing in any form. If not corrected in 24 hours broker will incur a fine as well. **\$1000**
2. **Sharing your Name and Password** with a Non-Member. **\$1000**
3. **Showing a Coming Soon listing**-Listing must be Active to show (see definition of a showing) **\$1000**



BUYERS REP AGREEMENT VIOLATION

REPRESENTING a buyer without a buyer's representation agreement.

Violation of written buyer agreement. A buyers written agreement must be entered into prior to touring a home.



Clear Cooperation

Within 1 business day of marketing a property to the public, the listing broker must submit the listing to the MLS for (Coming Soon or Active) cooperation with other MLS 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.



Frequent Violations

All listings must be entered with 24 hours of effective date or signature date whichever is the greater of the two

If the seller does not want their property in the MLS, be sure to **submit a Seller Waiver** to realMLS (Be sure you understand Clear Cooperation)

No Security Codes in Public or Private Remarks

Active - not showing. All Active properties must be available immediately to show or it must be Withdrawn Status

Status changes must be completed within 24 hours of signature

Listings may not be entered for non-realMLS members

Do not add a listing if the previous listing is in an Active, Withdrawn, or Pending status. The previous listing must be either Expired or Sold to be in compliance.

Only marketing statements and the condition of the property is permitted in Public Remarks. (Double check your Remarks for Fair Housing violations)

No contact information in the public parts of a listing

Altering data, deleting photos/documents could be a violation of the realMLS' copyright for the compilation of data





Data Integrity Policy

CITATION VIOLATION

\$50

**INCOMPLETE or
INACCURATE DATA
(correctable)**

Violation of complete and accurate data. Violation must be corrected within 24-hours of notice to avoid fine.

MAJOR VIOLATION

\$200

**INCOMPLETE, INACCURATE,
and/or LATE DATA ENTRY
(uncorrectable)**

Violation of timely, complete and accurate data. Due to their nature, Major Violations have no 24-hour notice and results in an immediate fine.

WRITTEN BUYER AGREEMENT VIOLATION

\$200

**SHOWING PROPERTY
WITHOUT WRITTEN
BUYER AGREEMENT**

Violation of written buyer agreement requirement. A written buyer agreement must be entered into prior to touring a home.

CRITICAL VIOLATION

\$1000

**COMING SOON, MLS
ACCESS AND
COMPENSATION IN MLS**

Violation of protections in place for all. Due to their nature, Critical Violations cannot be corrected and result in an immediate \$1,000 fine.

COMING SOON VIOLATION

Abuse of the coming soon status

MLS ACCESS VIOLATION

Sharing password and/or unauthorized access

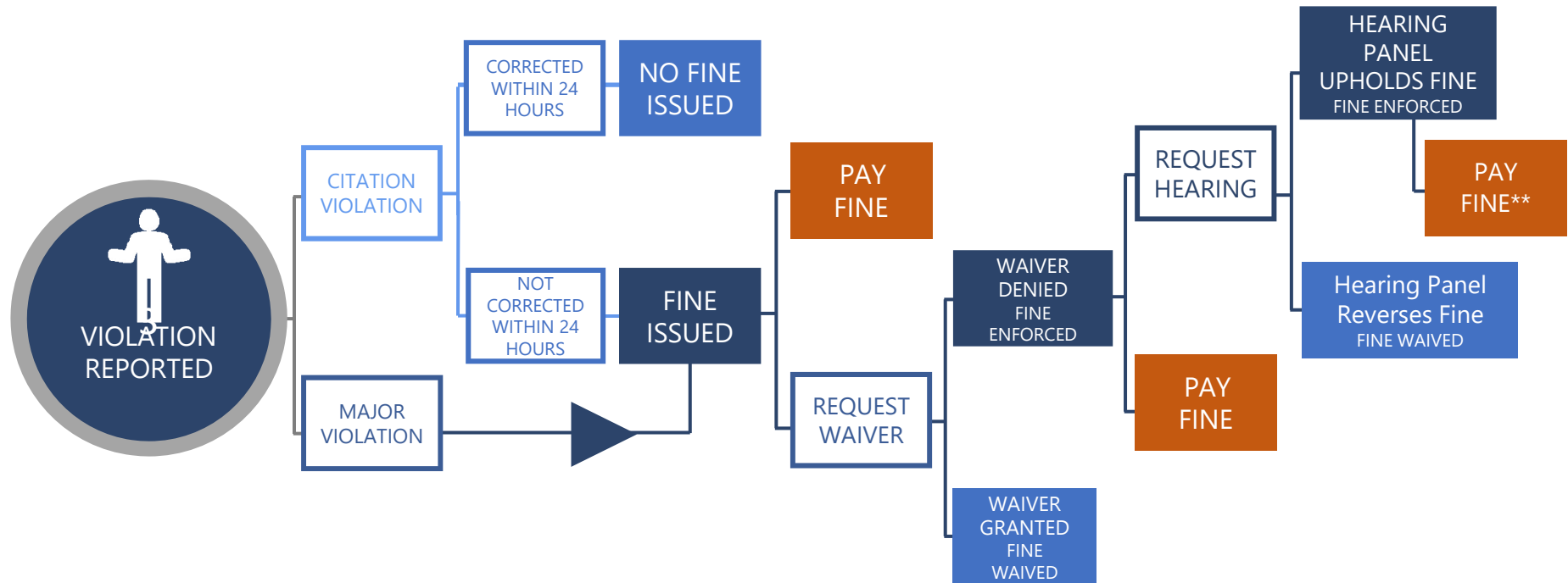
COMPENSATION IN MLS VIOLATION

Offering compensation in the MLS or on any platform offered by the MLS. Immediate \$1,000 fine to Listing Agent. If not removed within 24 hours, broker will also incur a \$1,000 fine.





Data Integrity Process



**All decisions of Hearing Panel are FINAL. If procedural deficiencies or lack of procedural due process may have deprived a Participant or Subscriber of the opportunity for a full and fair hearing, a procedural review may be requested.

realMLS

2 Rule Changes

1. WRITTEN BUYER AGREEMENT REQUIREMENT

Violation of written buyer agreement requirement. A written buyer agreement must be entered into prior to touring a home.

2. OFFER OF COMPENSATION PROHIBITED

Offering compensation in the MLS or on any platform offered by the MLS. Significant IMMEDIATE Fine to Listing Agent. If not removed within 24 hours, broker will also incur a \$1000 fine.

EFFECTIVE August 17, 2024 For more information:

Data Integrity Policy: realMLS.com/Data-Integrity-Policy

NAR Settlement: realMLS.com/NAR-settlement





Best Practices

Seller Concessions on Listings & Terms to Avoid

Understanding Compensation vs. Concession?

Compensation is monetary payment given to an individual in exchange for services

Seller Concessions are costs generally negotiated as part of the buyer's and seller's purchase agreement.

Compensation Terms to Avoid

The following is a list of example terms to avoid in reference to or an attempt to offer compensation (list is not all inclusive)

- Compensation
- Cooperative
- Buyers ('s)
- Bonus
- Incent
- Reward
- Paid
- Pays
- Commission
- Finder
- Reward
- Gift
- Concession (pre-sold) and when referencing compensation

Acceptable Seller Concessions

Examples of Seller Concessions on listings after the sale of a property (**compensation or commissions may not be expressed as a pre-sale concession**)

- Appraisal fees
- Attorneys' fees
- Buyer closing costs
- Condo fees
- Home warranties
- Inspection fees
- Title search fees
- Origination fees
- Property taxes
- Repairs

