



Changes to MLS Rules Prohibiting References to Open Houses in Remarks and Other Public Areas of a Listing

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A new paragraph was added to Section 4 of the MLS Rules to restrict where listing agents may indicate that an open house is scheduled. Besides using the Open House feature within LIST-IT, open houses may only be mentioned in the Agent Notes. The new rule prohibits mentioning an open house in the Remarks or any other customer-viewable area.

Because the Open House function in the MLS is used on ECAR's public listing website, <http://EmeraldCoastHomesOnline.com>, and on the site used by the public as part of the Great Emerald Coast Open House event, <http://EmeraldCoastOpenHouse.com>, it may appear inconsistent to prohibit these references on customer reports. The restriction was put in place because the remarks are included on reports and on websites using Internet Data Exchange (IDX). If a Realtor is automatically sending his or her buyer notifications of new listings, that Realtor does not want to lose the buyer because of an open house reference.

The wording of the new Section 4.5 of the MLS Rules is shown below.

Section 4.5 OPEN HOUSES: Information pertaining to open houses may only be entered in the *Agent Notes* and/or by using the Open House feature provided in the MLS. Referencing open houses in *Remarks* or other publicly viewable areas of the listing is prohibited.



Entering references to open houses in any area of a listing other than 1) the *Agent Notes* or 2) through the Open House feature in the MLS system is **Class 2** violations of the MLS Rules (see Section 9).