



# LISTING MAINTENANCE GUIDE CINCYMLS

Revision Date: March 9, 2026



# Contents

INTRODUCTION .....	5
Status Definitions .....	6
Listing Worksheets & Forms .....	7
Listing Worksheets .....	7
Required Listing Documentation.....	7
Other Available Forms.....	7
Membership Portal Functions.....	8
New Membership .....	8
New Affiliate Membership .....	8
Invoices and Payments.....	9
Updating Contact Information in MLS .....	9
Listing Rules and Policies.....	10
Advertising .....	10
New Listings .....	10
Coming Soon .....	11
Off MLS Sale (OMS).....	11
Price Changes and/or Extensions .....	12
Cancellations.....	12
Conditional Withdrawal .....	12
Pending .....	13
Sold .....	13
Unrepresented Buyer.....	14
Photos/Images.....	14
Under Construction/New Construction .....	15
Land or Vacant Lots.....	15
Artificial Intelligence (AI) and photo manipulation .....	15
Marketing Remarks Guidelines .....	16
Required Disclosures in Marketing Remarks .....	16
Prohibited Content in Marketing Remarks.....	16
Agent Remarks .....	16
Copy Listing Feature.....	17
Definitions (other than Statuses) .....	18
EXHIBIT A: SCHEDULE OF CINCINNATI MLS FEES AND CHARGES .....	20

CincyMLS Frequently Asked Questions .....	21
📌 General FAQ .....	21
🚀 Coming Soon FAQ .....	22
🕒 No/Delayed Entry/Office Exclusive .....	22
📄 Conditional Withdrawal .....	22
❌ Cancellation .....	23
📝 Amendment to the Listing Agreement .....	23
Most Common MLS Violations.....	24

# INTRODUCTION

Welcome to the CincyMLS Administrative Guide. This guide is designed to provide clear, practical information on MLS membership, rules, definitions, and listing requirements. Our goal is to support both new and experienced office administrators in managing listing-related tasks, while promoting accuracy, consistency, and collaboration across the MLS. Use this guide as a reference to help navigate policies, procedures, and standards, keeping your office and listings in compliance with current MLS practices.



## Status Definitions

**Active:** The property is available for sale and open for showings. Listings in Active status must be ready for immediate showing access and able to accept purchase offers.

**Pending:** The listing has an accepted purchase contract. While the property may still be shown for backup offers, it can no longer accept a purchase offer in the first place.

Once a purchase contract has been accepted, regardless of any contingencies, the listing must be updated to Pending status in the MLS.

**Coming Soon:** The property is listed with a brokerage and will become available for showings and/or purchase contracts on the designated Showing Start Date. A listing may remain in the Coming Soon status for up to 10 calendar days.

During this time, no showings are permitted and offers may not be submitted to the seller under any circumstances.

**Withdrawn:** If a property will not be available for showings for more than three consecutive calendar days, it must be moved from **Active** to **Withdrawn** status until showings can resume.

While in Withdrawn status, the listing is removed from all data feeds. Although the primary purpose of this status is to temporarily pause marketing and showings (not to terminate the listing agreement), the property **may still be shown**.

Withdrawn status **must not** be used to gain an unfair advantage, bypass cooperation, or allow selective showings outside of standard MLS practices.

**Cancelled:** The listing contract has been terminated between the broker and seller before the contract Expiration Date has been reached.

**Expired:** The listing contract terminated automatically based upon reaching the contract Expiration Date.

**Sold:** A closing—whether conducted in person or through escrow—has taken place, and both the buyer and seller have executed the necessary closing documents. The listing status must be updated to **Sold** within **seven (7) calendar days** of the closing date.

**Off MLS Sale (OMS)** (*formerly Sold Before Listed/Sent*): A property with an executed purchase contract **prior to being published in Active status** (with a valid listing agreement), or a **buy-side only transaction** where the seller was not represented by a CincyMLS subscriber, may be entered into the MLS under the **OMS** status. These listings must comply with all listing guidelines. **OMS** properties will **not** be included in **IDX feeds or syndication**.

**Under Construction:** The **Under Construction** status may be applied to either New Construction or rehab properties that involve material changes to at least **50% of the structure**. When listed as Under Construction, **Days on MLS (DOM) will not accumulate**.

- New Construction properties may remain in Under Construction status until a Certificate of Occupancy is issued.
- Rehab properties may remain in this status until 90% of the structural changes are completed.
- Minor renovations or cosmetic updates **do not qualify** as material changes and are not eligible for Under Construction status.

# Listing Worksheets & Forms

## *Listing Worksheets*

These worksheets serve as a guide to help gather and organize all required and essential information needed for accurate MLS entry.

- Residential Worksheet
- Land Worksheet
- Lease/Rent Worksheet
- Commercial Worksheet
- Multi Family Worksheet

## *Required Listing Documentation*

The following documents must be uploaded to CincyMLS for the listing to be considered **compliant** and for the listing or any changes to be **visible to all subscribers**:

- Listing Agreement **or** New Listing Validation Form
- Coming Soon Seller Authorization Form (*if applicable*)
- Amendment to the Listing Agreement (*for price changes or expiration date extensions*)
- Cancellation Form (*if the listing agreement is terminated*)

**Note:** Documentation is **no longer required** for Delayed Entry or Withdrawn status.

## *Other Available Forms*

- Assignment Addendum
- Conditional Withdrawal
- Accessory Dwelling Unit Worksheet
- Identity Sharing Application
- Limited Marketing Authorization and Disclosure Form

# Membership Portal Functions

## *New Membership*

If you are adding new agents to your office or opening a new office, there are two ways to access the Cincinnati MLS Online Application:

### **Option 1 – Apply Online**

Visit [CincyMLS.net](http://CincyMLS.net)

Go to Member Support → MLS Membership → MLS Licensee/Admin Online Membership Application

The application only takes a few minutes to complete. Please have the following ready:

- Ohio Real Estate License Number (if you are a licensed agent)
- NRDS Number (if you have previously belonged to any REALTOR® Association)
- Payment Method – credit card or TeleCheck required

### **Option 2 – Contact the MLS Office**

Call us at (513) 761-8833 or email [membership@cincymls.com](mailto:membership@cincymls.com). Our team will answer your questions and provide the necessary information to complete the online application.

## *New Affiliate Membership*

\*Please note: A background check is required once your online application has been received.

Types of Membership

**Affiliate Membership** – Join as the Primary Contact for your firm. Each firm location requires its own Corporate Membership.

**Affiliate (Additional Contact) Membership** – Join as an **individual member** of a firm that is already an Affiliate with RAGC.

### **Option 1 – Apply Online**

Visit [CincyMLS.net](http://CincyMLS.net)

Go to **Member Support** → **MLS Membership** → **MLS Affiliate Online Application**

The application only takes a few minutes to complete. Please have the following ready:

- **Ohio Inspectors License Number** (if you are a licensed home inspector)
- **NRDS Number** (if you have previously belonged to any REALTOR® Association)
- **Payment Method** – credit card or TeleCheck required

### **Option 2 – Contact the MLS Office**

Call us at (513) 761-8833 or email [membership@cincymls.com](mailto:membership@cincymls.com). Our team will answer your questions and provide the necessary information to complete the online application.

## Invoices and Payments

All new application fees are due in full at the time the online application is submitted. Dues will be prorated based on the date of submission.

Membership dues are invoiced annually via email and due on **July 1st**. The fee schedule is as follows:

- **Office Fees:** \$452.00
- **Licensee Dues:** \$494.70
- **New Brokerage Application Fee:** \$200 (one time)

Payments may be made online through the [CincyMLS Member Portal](#).

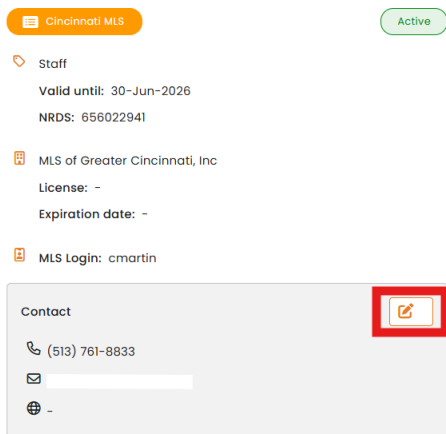
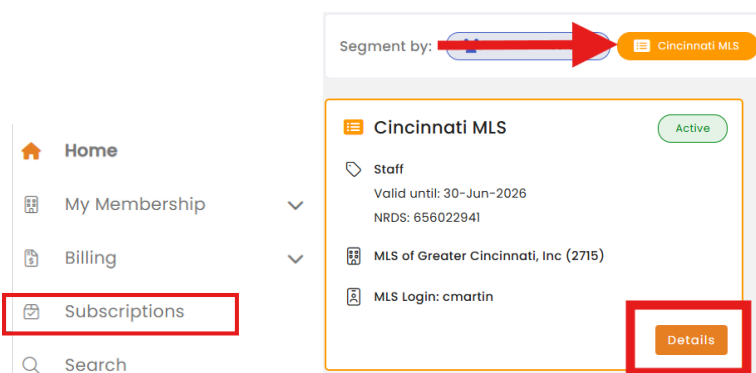
For members unable to process payment online, please contact the CincyMLS office at **(513) 761-8833** or via email at [membership@cincymls.com](mailto:membership@cincymls.com). A member of our staff will assist you in completing your payment by phone.

## Updating Contact Information in MLS

Changes to email addresses and websites must be made through the **Member Portal** to update **CincyMLS**.

**NOTE:** Each subscription type **must** be updated individually

Visit [CincyMLS.net](http://CincyMLS.net); Select **Cincinnati MLS**, then click **Details** to access your contact information.



# Listing Rules and Policies

## Advertising

In accordance with the **NAR Clear Cooperation Policy (CCP)**, a listing must be entered into the MLS as **Active** or **Coming Soon within one (1) business day** of marketing the property to the public.

**Public marketing** includes, but is not limited to:

- Yard signs
- Flyers displayed in windows
- Digital marketing on public-facing websites
- Brokerage website displays (including IDX and VOW)
- Email blasts or other digital communications
- Multi-brokerage listing networks
- Apps and platforms accessible to the general public

Failure to comply may result in a violation of MLS policy.

## New Listings

The fully executed Listing Agreement or the New Listing Validation Form (NLVF) must be uploaded within **two (2) business days** of the listing's submission to the MLS.

Until the required documentation is uploaded, the listing is considered **“unapproved”** and will **only** be visible **to MLS staff, the listing agent, and the office broker**.

These unpublished listings are visually flagged:

A red circle with a line through it appears just below the listing number on the Search Results page.

A yellow shaded background appears on the View/Revise Listing page.

The screenshot shows a listing card with a red circle with a slash over the listing number '184'. Below the card is a search filter section with 'Status to Display' set to 'Active (1)'. Below that is a table with a yellow shaded row. A red arrow points to the yellow shaded row, and a red box highlights the text 'Listings with a yellow background are unapproved'.

Listing #	Listing Date	Street Number Name Direction	Suburb	Tax Dist/Municipal	Status	Property Subtype Desc
184	06/24/25				Active	Single Family

MLS#	Area/SIC	Address	#	Price \$	Rms	Bd	Bth	BFGC	Cl-	Levs	LO	Status
(1) 184					3	10	2.0	C 2S	S	One		Active

Listings with a yellow background are unapproved

For MLS purposes only, the **List Date** entered in CincyMLS should reflect the actual **date you are submitting** the listing, not the effective contract date or last signature date. This ensures Days on MLS (DOM) begins at zero. Once the listing is entered as Active, it must be available for showings and sale, therefore, it should not be entered before the effective date.

**Note:** CincyMLS now allows you to enter the current date as the List Date. If using the Delayed Entry process, **the Limited Marketing Authorization Disclosure Form** is required per NAR Guidelines, however, not required to be submitted in MLS.

The Expiration Date must be a specific calendar date (MM/DD/YYYY), not a duration or time frame.

All Listing Agreements and/or New Listing Validation Forms (NLVF) must be signed by the owner or legally authorized seller and the listing agent.

## Coming Soon

You must upload the **signed Coming Soon Seller Authorization Form** along with the **New Listing Validation Form** or **Listing Agreement** to the MLS **two (2) business days** of the listing's submission to the MLS.

Until the required documentation is uploaded, the listing is considered **“unapproved”** and will **only** be visible **to MLS staff, the listing agent, and the office broker**.

These **unapproved** listings are visually flagged:

- A red circle with a line through it appears just below the listing number on the Search Results page and a yellow shaded background appears on the View/Revise Listing page.

Listing #	Listing Date	Street Number Name Direction	Suburb	Tax Dist/Municipal	Status	Property Subtype Desc
184	06/24/25	[REDACTED]	[REDACTED]	[REDACTED]	Active	Single Family

Click to revise the corresponding listing

MLS#	Area/SIC	Address	#	Price \$	Rms	Bd	Bth	BFGC	Cl-S	Levs	LO	Status
(1) 184	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	3	10	2-0	C 2S	S	One	[REDACTED]	Active

Listings with a yellow background are unapproved

The listing will automatically update to Active status on the Showing Start Date. Once the Showing Start Date has been submitted, **it cannot be changed**.

Days on MLS (DOM) will begin accumulating on the Showing Start Date.

If the property is not ready for showings on the Showing Start Date, it must be moved to Withdrawn status. To request this change, the listing agent must email CincyMLS staff—only MLS staff can update the status from Coming Soon to Withdrawn.

For properties in the Coming Soon status, the regulations are as follows:

- Subscribers **may not** show, or allow showings, of the property until the Showing Start Date.
- No offers may be presented to the seller while the property is in the Coming Soon status.
- With Broker approval and once the property has been entered in CincyMLS as Coming Soon, the property **MAY** be advertised on public-facing media, but all advertising must include the following verbiage in prominent space in the advertising: **“Coming Soon. No showings until (Showing Start Date).”**
- A yard sign may be placed but must prominently display Coming Soon and may only be placed after entry in CincyMLS as Coming Soon.

## Off MLS Sale (OMS)

- The sale must be entered into CincyMLS within 30 days of the closing date.
- A copy of the signed settlement statement must be uploaded. This document must clearly identify the property address, sale price, and settlement/closing date.
- All required fields must be entered. It is recommended and encouraged to enter as much information as possible for the benefit of all MLS subscribers performing CMAs and appraisals.
- A primary front exterior photo of the property must be uploaded to the listing. It is recommended and encouraged to upload additional photos for the benefit of all MLS subscribers performing CMAs and appraisals.
- The List Price must be the same as the Sold Price.
- Close the transaction with the Agent/Office ID for both the seller and buyer side. ([see detailed instructions](#))

## Price Changes and/or Extensions

- Any changes to the List Price or Expiration Date from the original listing agreement must be authorized in writing by the seller(s).
- If a change occurs, an Amendment to the Listing Agreement must be uploaded to the MLS within **two (2) business days** (or qualified email).
- The Expiration Date must be a specific calendar date (MM/DD/YYYY), not a duration or time frame.
- Any termination of a listing agreement prior to its expiration date must be processed as a cancellation, with the required documentation and Broker approval. It is a violation to alter, shorten, or backdate the Expiration Date in order to end a listing agreement.
- Emails directly from the seller may be accepted in lieu of an Amendment to the Listing Agreement, only if all the following criteria are met.
- The email must be directly from the seller(s) of record.
- The email must include the full address and the MLS Number.

**For Price changes**, the email must state the exact new price, not a change amount.

✓ *Correct Example:* "Please change the price on 123 Main St, MLS ID 1234567 to \$349,900."

✗ *Incorrect Example:* "Please reduce the price of 123 Main St, MLS ID 1234567 by \$5,000."

**For expiration date extensions**, the email must include the specific new expiration date in MM/DD/YYYY format.

✓ *Correct Example:* "Please change the expiration date on 123 Main St, MLS ID 1234567 to 07/31/2025."

✗ *Incorrect Example:* "Please extend the expiration date 30 days on 123 Main St, MLS ID 1234567."

## Cancellations

When a listing is cancelled, update the status and upload the signed Cancellation Form in CincyMLS within **two (2) business days** of the effective Cancellation date. The **Cancellation Form must be signed by the Broker or Manager of Record** with CincyMLS.

Any termination of a listing agreement prior to its expiration date must be processed as a cancellation, with the required documentation and Broker approval. It is a violation to alter, shorten, or backdate the Expiration Date in order to end a listing agreement.

**Reminder:** The **Broker owns the listing**, not the agent.

## Conditional Withdrawal

While uploading paperwork is no longer required by CincyMLS, it is considered *best practice* to have a Withdrawal form completed and signed by the seller for your records. Please note that the listing status must still be updated in the MLS to **Withdrawn**.

### Showing Availability

1. Listings entered into the MLS in the **Active** status must be available for showings and offer submission **immediately\*\***, with the following exceptions:
2. Properties with significant safety/health issues or are condemned. If the property is not available for showings due to significant safety/health issues or is condemned, then
  - Verifiable photos of the condition must be provided to MLS Staff upon request.
  - The condition must be clearly stated in the Agent Remarks.
  - With seller approval, photos must be provided to the buyer's agent upon request.

3. Properties listed through a Court Appointed Private Selling Officer (PSO). Properties listed by a court-appointed PSO may be exempt based on court restrictions.
4. Properties listed For Sale by Auction may follow the **auction company's requirements** for availability.

**Important:** If a property is not immediately available for showings, refuses showing requests, or is blocked out in ShowingTime **on the first day of Active status**, the listing must be changed by the listing brokerage to Withdrawn until it becomes available for showings.

If the brokerage does not make the change, **MLS staff reserves the right to update the status accordingly.**

#### **Note for Tenant Rights:**

- If the property is subject to Tenant's Rights, up to 48 hours after activation is acceptable for showings to begin but **must** be indicated in the showing instructions.
- For tenant – occupied properties in **Coming Soon**, the 24-48 hour tenant rights notification does not apply. The Coming Soon period serves as sufficient notice for both the seller and the tenant.

## *Pending*

A listing must have its status changed to pending within **two (2) business days** under the following conditions:

- A purchase agreement has been signed by all parties.
- The seller has indicated that an offer has been accepted and is no longer accepting offers or bids. The property may or may not be available for showings while in the Pending status.
- No paperwork is required to be uploaded to the MLS.

The **Estimated Selling Date** must be kept current and may not be more than 30 days in the past. It is the responsibility of the listing agent or office to ensure this date is updated as needed.

- No paperwork is required to make this update.
- This field is monitored regularly, and if the Estimated Selling Date becomes more than 30 days overdue, it is considered a finable offense.

Pending **Exception** – Short Sale Addendum with Seller's Right to Accept Additional Offers

If a Short Sale Addendum is signed by both the seller and buyer and explicitly grants the seller the right to accept additional offers **without notice to the buyer**, the listing may remain Active.

The addendum must clearly state that the seller may:

- Continue to market the property and advertise it in the MLS as available for sale,
- Accept additional offers, and
- At the seller's option, forward additional offers to third parties for review and approval.

## *Sold*

Once the **property has closed**, the listing status **must** be updated to Sold in the MLS within seven **(7) business days**. No documentation is required to be uploaded to the MLS.

### **Transfer/Assignment**

To transfer a listing from one broker to another, an Assignment Addendum with all required signatures must be submitted to CincyMLS.

### **Upload Required Documentation**

**\*\* All required documentation must be uploaded to the listing in the MLS for compliance validation. Uploading documents under the wrong type may unintentionally make confidential forms—such as listing agreements—visible to other MLS members. \*\***

## Unrepresented Buyer

When closing out an MLS Transaction where a buyer was not represented by a CincyMLS subscriber, the transaction should be closed using the **Buyer/Agent Office** option of **“Non-Member”**.

You can find this option by navigating to:

**“View/Revise Your Listings” > “Listing Information” > “Status Information”**.

After updating the status to **Sold** and completing the required fields, under the Buyer Agent/Office. Be sure to choose the **“Non-Member”** radio button to the left of the Agent ID. This will automatically populate the **Agent MLS ID** as **000000** and the **Office MLS ID** as **NONMEM**. ([see detailed instructions](#))

## Photos/Images

CincyMLS members are responsible for providing and uploading, at a minimum, one authorized digital exterior photo of their listings within five (5) **business days** of the entry date.

- The primary photo must be a front exterior image of the actual structure for sale and must be placed first in the photo order. You may add a total of **99 interior or exterior photos**.
- Each photo can include a description of up to 1,000 characters.
- Aerial images obtained by drones must abide by the FAA requirements for Commercial Use when obtaining these images.

### Requirements and Tips

- Save photos in JPG or JPEG format.
- The primary photo must be a front exterior image of the actual structure.
- Photos may not include any company signage, branding, or contact information. Exception: A business name is allowed only if it is a physical part of the real estate (e.g., signage on a commercial building).
- No text or verbiage may be included in listing photos, except when complying with Virtual Staging disclosure requirements.
- Larger image files may take longer to upload; all files are automatically resized to meet system specifications.
- If the primary image is an aerial view, a ground-level front exterior photo of the property must be included as an additional image.
- The use of media modification software and/or Artificial Intelligence (AI) in real estate photos and videos is only permitted for enhancements such as lighting adjustments, image sharpening and sky replacements. However, any modifications that alter or misrepresent the property's actual condition or surroundings are strictly prohibited.

Prohibited alterations include, but are not limited to:

- Adding, modifying or removing physical features of the property, such as structural elements, interior layout, and permanent fixtures.
- Adding, modifying or removing landscaping, bodies of water, or other environmental elements.
- Concealing or misrepresenting external factors such as neighboring structures, power lines, or roadways.
- Making any modifications that result in an inaccurate depiction of the proper.

All media must provide an accurate representation of the property to maintain transparency and consumer trust.

All media submitted to the MLS must present the property accurately and professionally, free from unnecessary distractions. Photos, videos, and other media may not include:

- Individuals, including agents, clients, or other persons.
- Costumes, props, or any other elements that detract from the professional property presentation.
- Free-roaming pets or animals inside the property.
- Confidential or sensitive items such as medications, personal documents, or security-related items.

## *Under Construction/New Construction*

Renderings, sketches, or actual images of the front exterior from another existing property are **not permitted** for display unless it is the **same floor plan and elevation**, and the word **“PROPOSED”** is in a clear and reasonable sized font on the image.

## *Land or Vacant Lots*

A sketch image of the actual land for sale or a diagram of the lot with dimensions may be published by the Participant.

## *Artificial Intelligence (AI) and photo manipulation*

- Virtual Staging may be used for the **Interior** of a structure **ONLY**.
- The image must state the phrase **“VIRTUALLY STAGED”** in a clear and reasonably sized font on the image.
- Virtual Staging may in no way alter the real property or surrounding property, including permanent fixtures, wall colors, carpet, countertops, obstructions to actual views, etc.
- Virtual Staging may in no way be used to hide physical defects or negative visual elements in the property. Examples include holes in the wall, exposed wiring, damaged flooring, obstructions to actual views, etc.
- Virtual Staging may include personal property items not conveyed with the real property. Permitted personal property modifications include, but are not limited to, furniture, mirrors, artwork, plants, and the like.

The use of media modification software and/or Artificial Intelligence (AI) in real estate photos and videos is only permitted for enhancements such as lighting adjustments, image sharpening and sky replacements. However, any modifications that alter or misrepresent the property's actual condition or surroundings are strictly prohibited.

Prohibited alterations include, but are not limited to:

- Adding, modifying or removing physical features of the property, such as structural elements, interior layout, and permanent fixtures.
- Adding, modifying or removing landscaping, bodies of water, or other environmental elements.
- Concealing or misrepresenting external factors such as neighboring structures, power lines, or roadways.
- Making any modifications that result in an inaccurate depiction of the property.

All media must provide an accurate representation of the property to maintain transparency and consumer trust.

## Marketing Remarks Guidelines

Marketing Remarks are designed to highlight the features, benefits, and unique characteristics of a property. They serve as an opportunity to attract potential buyers and share information that may not be fully covered in the standard listing fields. You may enter up to **1,000 characters** in the Marketing Remarks section. Please note that all 1000 characters may not be displayed on reports. In order to keep all other information on the reports and keep the report to one page, the space permitted for Marketing remarks is limited.

## Required Disclosures in Marketing Remarks

To ensure transparency with consumers, certain information must be disclosed within the Marketing Remarks when applicable:

- **Offer Review Deadline:** “All submitted contracts will be reviewed on [Day/Date]. The seller may accept an offer any time prior to [Day/Date].”
- **Licensee Ownership or Interest:** If a licensee has any ownership or financial interest in the property, this must be clearly disclosed.
- **Online Auction or Bidding Platforms:** If the listing utilizes an online offer or auction platform and the price listed is a starting bid, the **first words** in the remarks must be: “*Online Auction Starting Price Listed.*”

## Prohibited Content in Marketing Remarks

To provide neutral marketing to consumers, and ensure compliance with MLS rules, the following are **not permitted** in the Marketing Remarks:

- **Self-Promotion:** Any promotion of the agent, broker, or seller — including names, phone numbers, emails, websites, or personal branding—is prohibited.
- **Contact Information:** No contact details of any kind are allowed, including links or references to neighborhood, association, government, county, or third-party bidding websites.
- **Third-Party Business Names:** Avoid referencing business names unless they describe a factual amenity of the property (e.g., appliance brands). *Example: “Good **Airbnb** property” should be stated as “Good **short-term** rental opportunity.”*
- **Subjective Area Descriptions:** Avoid opinion-based statements such as: Great family neighborhood, Walking distance to [location], Desirable school district.
- **Compensation or Concessions**  
Do not include any terms related to compensation, seller concessions, commissions, percentages, or dollar amounts.

## Agent Remarks

Agent Remarks are private notes included by the listing agent for other Real Estate professionals who view the listing. These remarks are not visible to the general public or potential buyers but are meant to convey important information between agents. Up to **1,000 characters** are permitted in the description.

Remarks Permitted:

- Seller/Builder or Agent/Brokerage Self promotion
- A licensee owns or owns an interest in the property
- Timeframe to submit offers **\*must include required disclaimer\***
  - “Seller retains the right to accept an offer before the designated review or deadline date.
  - **Please note:** if in the Agent Remarks, it must be in the Marketing Remarks.

- Web address, phone number, or contact information
- Agent directed information
- 3<sup>rd</sup> party business names that aren't factual amenities of the property ex., AirBNB or VRBO
- Terms of limited service **(Required)**

Remarks *Not Permitted:*

- **Subjective Area Descriptions:** Avoid opinion-based statements such as: Great family neighborhood, Walking distance to [location], Desirable school district.
- **Compensation or Concessions**  
Do not include any terms related to compensation, seller concessions, commissions, percentages, or dollar amounts.
- All comments, public remarks, and private remarks entered into the MLS must remain professional and free from any disparaging, misleading, or inflammatory commentary about individuals, organizations, or communities.

## *Copy Listing Feature*

**Any person with Office level access can copy any listing in the office.**

The Copy Listing Feature will allow you to copy your existing MLS listing.

- Go to Listings, then choose Copy Listing
- Enter the MLS number of your listing that you wish to copy **(must be with the same office)**.
- Optional Changes:
  - All copy options are selected by default; uncheck any you don't wish to copy.
  - If you wish to change property types, mark **"Copy to Different Property Type"**, then select the new property type.
- Different property types have different fields which will need to be updated manually.
- Select **"Copy"** at the top of your screen.
- Add the *Showing Start Date, Expiration Date, Price, Listing Agent/Office Information* plus any updated information from the previous listing.
- *Save as Incomplete & Exit* or, if you are ready to go live, select *Submit*.

## Definitions (other than Statuses)

1. **Broker Reciprocity (also known as BR or IDX)** is a means by which each Participant subscribing to the Broker Reciprocity Subscriber or BRS program is afforded the ability to authorize limited electronic display and delivery of their listings appearing in MLS by other participants via the following authorized mediums under the Participant's control: websites, mobile apps, and audio devices. As used throughout these rules, "display" includes "delivery" of such listing.

***NOTE:** PARTICIPATION IS AUTOMATIC FOR ALL MLS PARTICIPANTS UNLESS THE PARTICIPANT COMPLETES AN OPT-OUT ELECTIVE FORM, AND IT IS PLACED ON FILE WITH THIS MLS.*

2. **Business Days** are Monday at 12:00 a.m. through Friday at 11:59 p.m., excluding Federal Holidays.
3. **Cincinnati MLS, CincyMLS, or MLS** are the abbreviated names for the Multiple Listing Service of Greater Cincinnati, Inc., a subsidiary of the REALTOR® Alliance of Greater Cincinnati.
4. **Cooperation** is the obligation to share information on listed property and to make property available to other brokers for showings to prospective purchasers and tenants when it is in the best interest of their clients.
5. **Cumulative Days on Market (CDOM):** See *Days On MLS*
6. **Days** in this manual means calendar days unless otherwise specified.
7. **Days on MLS (DOM):** DOM reflects the number of calendar days a listing is in the Active Status in the MLS, measured from the **List Date** to the date the listing moves to an inactive or final status. DOM is for a specific listing number.
8. **Cumulative Days on MLS (CDOM):** CDOM tracks the total number of days a property has been in the Active status in the MLS **across multiple listing numbers**, provided the property hasn't been off the market for 30 consecutive days or more.
  - If a new listing for the same property is entered **within 30 days** of the previous listing's final status, the CDOM will continue from the prior listing.
  - If **31 or more days** have passed between the prior listing's final status and the new listing's start date, CDOM resets and begins at **1 day**.

This tracking ensures a more accurate representation of a property's market exposure over time, even across multiple listing numbers.

9. **Designated REALTOR®** is the real estate professional who is responsible for a real estate firm's action in relation to the National Association of REALTORS® (NAR). The MLS equivalent is Participant/Principal.
10. **Dual Agency** is an agency relationship where the brokerage firm represents both the buyer and the seller in the same real estate transaction.
11. **Exclusive Right to Sell:** The Exclusive Right to Sell listing is the form of listing where the seller authorizes exclusive authorization to the listing broker to cooperate with other brokers in the sale of the property.
12. **Exclusive Agency:** The Exclusive Agency listing also authorizes the listing broker, as exclusive agent, to cooperate with other brokers in the sale of the property but also reserves to the seller the general right to sell the property on an unlimited or restrictive basis.
13. **For Sale Only:** Intent for the property to be sold and transfer one or more of the following: deed/ownership/title; or lease-purchased with no reference to the word 'option.' An offering price must be used, and no rent or lease amount may be offered. A purchase contract shall be signed, and the property legally able to eventually be marked SOLD.
14. **Lease/Rental:** Only properties where the owner/signatory of the listing contract does not intend to transfer one or more of the following: deed/ownership/title. A sale may not appear on the listing.

15. **Lease with Option to Buy:** Considered a Lease/rental property; not a for sale property. If the buyer has the option not to purchase or must exercise the option to purchase, then this would be considered a lease.
16. **Licensee:** any real estate agents, brokers, managers with an active real estate license with the Division of Real Estate and licensed and certified appraisers.
17. **Listing Content** includes, but is not limited to, photographs, images, graphics, audio and video recordings, virtual tours, drawings, descriptions, remarks, narratives, pricing information, and other details or information related to listed property.
18. **Member(ship)** is an Association/REALTOR® **term** – The MLS equivalent is **Subscriber**.
19. **Mobile Homes** are permitted in MLS if they qualify as Real Estate, where the structure is for sale along with the land it sits on. The price of the land shall be included in the list price of the property. If the mobile home structure is only for sale and the land is not, the structure is considered Personal Property and is not permitted in MLS.
20. **Off MLS Sale (OMS) (previously Sold Before Listed/Sent):** A property that has an executed purchase contract either before it was published to an Active status (has a listing agreement) or if the seller was not represented by a CincyMLS subscriber (buy side only) is permitted to be entered into the MLS but must adhere to the guidelines. OMS Properties will not be included in data feeds for IDX or syndication.  
  
**\*\* For clarification, OMS status listings may not be publicly displayed. These are “Comp Only” listings for internal use. \*\***
21. **Participant** is an MLS office under the control of the REALTOR® Principal of any firm, partnership, or corporation. Also called a Listing Broker or Cooperating Broker. (See Article 4 for further definition)
22. **Private Selling Officer (PSO)** is an Ohio resident who is licensed as both an Auctioneer and a Real Estate Broker or Real Estate Salesperson eligible to sell foreclosed properties by appointment of the court.
23. **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.
24. **Seller** is the owner(s) of record or legal entity authorized to sell the property.
25. **Seller Concessions** include points paid by the seller on behalf of a buyer, seller-paid buyer closing costs, cash or cash allowances not escrowed, down payment assistance, additions or alterations not considered deferred maintenance, and personal property not usual and customary to such transactions conveyed from seller to buyer having an agreed upon monetary value.
26. **Subscribers** include non-principal brokers, sales associates, licensed real estate agents, licensed and certified appraisers, and unlicensed support staff affiliated with participants. **NAR BL: Art 4.3**
27. **Virtual Office Website (VOW)** is a Participant’s Internet website, or a feature of a Participant’s website, through which the Participant is capable of providing real estate brokerage services to consumers with whom the Participant has first established a broker-consumer relationship (as defined by state law) where the consumer has the opportunity to search MLS Listing Information, subject to the Participant’s oversight, supervision, and accountability.

# EXHIBIT A: SCHEDULE OF CINCINNATI MLS FEES AND CHARGES

## Participant Fees:

Office Application Fee	\$200.00 (one time)
Office Annual Fees	\$452.00
Licensee Annual Fees	\$494.70
Participant Reinstatement Fees:	
For Participants out of MLS for three (3) to twelve (12) months	\$100 per event
For Participants out of MLS in excess of twelve (12) months	\$200 per event

## Administrative Charges and Actions:

Late Office Annual Fees	\$20 per event
Late Licensee Fees	\$20 per event
Reinstatement Fee	\$20 per event
New Listing – Missing, Inaccurate or Incomplete Documentation	\$100/\$200/Deletion*
Coming Soon – Missing, Inaccurate or Incomplete Documentation	\$100/\$200/\$300*
Price/Expiration Change - Missing, Inaccurate or Incomplete Documentation	\$100/\$200/Modify*
Cancellation – Missing, Inaccurate or Incomplete Documentation	\$100/\$200/\$300*
Late Listing Change Entry	\$100 per event
Late Image Violation	\$100 per event
Image Copyright Violation	\$100 per listing
Estimated Closing Date Violation	\$50 per event
Late Closing Entry	\$50 per event
Incomplete/Inaccurate Information	\$100 per event
MLS Of Choice Waiver Violation	\$500 per event
Entry of Prohibited Content (fields or images)	\$100 per event
Entry of Branded Media	\$100 per listing
Other Violations (Varies)	\$100 per event
Failure to Complete Orientation within Forty-Five (45) Days	Suspension
Incorrect Showing Instructions (Delays-Prevents Property Access)	\$50
Unauthorized Use of Contact Information-includes CAN SPAM Act Violation	\$100
Unauthorized Access to MLS System	\$500
Unauthorized Use of MLS Data	\$500
Unauthorized Property Access	up to \$15,000 and/or
Suspension	

\*Coming Soon or Clear Cooperation Advertising Violation

\*Compensation Offered in the MLS

\*Buyer Agreement Violations (**Penalty per subscriber**)

\*\$1,000 first offense

\*\$5,000 second offense

\*One year suspension and \$10,000 third offense

The penalty timeframe resets for an individual subscriber if no violations occur within a 36-month period from the date of the last penalty.

\*Escalating Fines per event

# CincyMLS Frequently Asked Questions

## **General FAQ**

### **Can a property be entered for sale under two different property types?**

- **No.** Each property gets one publication space.
- **Example:** A property zoned both commercial and residential can only be listed as one.
- **Exception:** Vacant land may be listed as both:
  - Land (land price only)
  - Residential (land + proposed house price)

✦ **Note:** Any listing can be entered as for sale and for lease.

### **Where does the disclosure for Agent Ownership need to go?**

Members are required to disclose if a licensee owns or owns interest in a property within the Marketing Remarks

### **When does a listing need to be marked Pending?**

- Within **2 business days** of offer acceptance (verbal or written).
- **Exceptions:**
  - If a Short Sale Addendum Without Notice is completed.
  - If a Sale of Buyer's Real Estate Contingency with "**Written Notice NOT Required**" is checked.

### **Why isn't our Off MLS Sale (OMS) showing up on third-party sites?**

OMS listings are for comp purposes only and are not distributed to external websites.

### **Where do I find the CincyMLS forms?**

Within the MLS: On the main menu bar, select **Links > Links and Documents > MLS Forms and Documents**.

On the MLS Website: **CincyMLS.net, Compliance and Forms > MLS Forms**

### **Which MLS forms are required to be uploaded to the MLS?**

- Active Listing → Listing Agreement (Exclusive Right to Sell or New Listing Validation Form)
- Coming Soon → Listing Agreement + Coming Soon Seller Authorization
- Price/Expiration Change → Amendment to Listing Agreement
- Cancellation → Cancellation Form

✦ **Note:** All forms must be uploaded within 2 business days.

### **How do I upload documentation to a listing?**

1. Go to Listings > View/Revise Your Listings
2. Locate the listing → click Pencil Icon
3. Under Other, select Upload/Manage Attached Documents
4. Click Add
5. Choose the correct document title
6. **Upload** the file
7. Hit Save

How many days does a listing need to be off the market before DOM (Days on MLS) resets?

- **DOM** resets *immediately* when re-entered as a new listing.
  - **CDOM** resets **after 31 days** off **market** (cancelled or expired)
- 

## *Coming Soon FAQ*

How long can my listing be in the Coming Soon status?

Up to 10 calendar days.

Can I change the Showing Start Date on my Coming Soon listing?

No, once entered in the MLS, it cannot be changed.

Can I re-list as Coming Soon after canceling?

No, a property **cannot** be re-listed as Coming Soon until it has been off the market for at least **60 calendar days**. The Coming Soon status is tied to the **property address and owner**, not just the listing.

What if it's not ready by the Showing Start Date?

The listing will need to be placed in the **Withdrawn** status, once the property is available to show, you may move the status back to **Active**.

---

## *No/Delayed Entry/Office Exclusive*

How long can a Delayed Entry last?

A delayed entry can last either for the period agreed upon between the seller and the listing broker, or until the Listing Agreement expires – whichever comes first.

✦ **Note: If any public marketing occurs prior to MLS entry, the listing must be made Active in the MLS within one (1) business day, as required by the NAR Clear Cooperation Policy.**

Do I need the Limited Marketing Authorization and Disclosure Form?

**Yes**, with the new NAR requirement, agents are now required to complete a disclosure form when you and your seller agree on limited marketing/display. CincyMLS provides the **Limited Marketing Authorization and Disclosure Form: required** if a seller selects either *Active – No IDX/Syndication* or *No/Delayed Entry*.

It is required to complete but **not** required to upload to the MLS.

When should the form be signed?

If the seller chooses to limit marketing (anything other than activating the listing within **one business day**), the form must be completed **at the time the listing is taken**

The property is ready to be added into the MLS, what should my List Date be?

The date your listing is *entered/submitted* in MLS.

---

## *Conditional Withdrawal*

Do I need to upload the Conditional Withdrawal Form?

No, documentation is no longer required for **Withdrawn** status.

## Is Conditional Withdrawal the same as Cancellation?

No, Withdrawing the property is temporary and can be returned to the **Active** status while under the same Listing Agreement.

---

## *Cancellation*

### When must the Cancellation Form be uploaded?

Within **2 business days** of the effective cancellation date.

✦ **Note: The Cancellation Form must be signed by the Broker or Manager of Record.**

### Once I cancel a listing in MLS, am I able to re-list it?

Yes, however, there will need to be a new Listing Agreement uploaded to the MLS.

---

## *Amendment to the Listing Agreement*

### When should the Amendment Form be uploaded?

Within **2 business days** of the change (or via qualified email).

### Where do I find the CincyMLS forms?

Within the MLS: On the main menu bar, select **Links > Links and Documents > MLS Forms and Documents**.

On the MLS Website: **CincyMLS.net, Compliance and Forms > MLS Forms**

### How do I upload documentation to a listing?

1. Go to Listings > View/Revise Your Listings
2. Locate the listing → click Pencil Icon
3. Under Other, select Upload/Manage Attached Documents
4. Click Add
5. Choose the correct document title
6. **Upload** the file
7. Hit Save

# Most Common MLS Violations

## 1. Not disclosing Agent Ownership or Ownership Interest in the Marketing Remarks.

- Agent Ownership/Interest must be disclosed in the **Marketing Remarks**.

## 2. Not updating status changes within the allotted timeframe.

- You can set up email alerts in the MLS to assist with managing office listings.

**Path:** *Admin > Email Alert Setup > Select alert type(s) and timing.*

## 3. Using specific 3<sup>rd</sup> party business names instead of the generic amenity/description in the Marketing Remarks.

Examples:

- Generic=Short Term Rental; 3<sup>rd</sup> party business name = AirBnB
- Generic=Whirlpool Tub; 3<sup>rd</sup> party business name = Jacuzzi Tub

## 4. School District Praise

- You **can** mention the school district in the **Marketing Remarks**, but you **CANNOT** make subjective comments about that school district (*ex - highly sought after, coveted, etc.*).
- However, if the school district has won awards or is highly ranked by an authoritative organization, the marketing remarks may state "Award Winning/highly ranked School District by <Organization>".

## 5. Not uploading required MLS documents.

If the required documentation is not uploaded for a new listing, the listing will **NOT** be visible to other MLS subscribers and will not distribute to external 3<sup>rd</sup> party websites.

## 6. Coming Soon - Showing Start Date

- Once the listing is entered in the MLS as a **Coming Soon**, the **showing start date CANNOT be changed for any reason**, even if entered incorrectly.
- **Pro Tip:** Before submitting the listing, double check that showing start dates are accurate and consistent in **all** locations:
  - The **Listing Agreement**,
  - The **Coming Soon Seller Authorization** form, and
  - Entered in the **MLS**

## 7. Incorrect or Missing List Price/Expiration Date

- Before submitting a listing into the MLS, confirm that the **Listing Agreement** reflects both the correct **list price** and **expiration date**.
- If the information is entered incorrectly in the MLS, notify **CincyMLS immediately** for assistance with corrections.
- If the **Listing Agreement itself is incorrect**, you have two options. Both require Seller approval:
  - Update the Listing Agreement and upload the revised version to the MLS or,
  - Complete an Amendment Form with the correct price or expiration date and upload it into the MLS.