



# Clear Cooperation



In 2020, CincyMLS implemented Clear Cooperation, as mandated by NAR Policy Statement 8.0.

Clear Cooperation states: Within one (1) business day of marketing a property to the public, the listing broker must submit the listing to the MLS for 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.

**Clear Cooperation applies to required listings in our service area.**

## *What are some triggers for Clear Cooperation?*

- Placing a yard sign at the property,
- Marketing to agents and brokers outside of the listing brokerage, including one-on-one marketing as well as blasts,
- Social media posts, even if key information, including address or price, is not included,
- Posts by the homeowner or contractors that the property is for sale,
- Email blasts to your mailing list,
- Posts to public and private community groups and pages, etc.

## *Penalties*

Fines begin at \$1,000.

## *Note:*

Coming Soon listings may not be marketed prior to entry in CincyMLS.