



WHAT'S NEW?

WHAT'S NEXT?

NAR NEW MARKETING OPTIONS - NOT NEW FOR CINCYMLS

NAR has introduced a new policy requiring MLSs to offer sellers more control over how their listings are marketed. Full details are available at facts.realtor.

NAR calls this new option **Delayed Marketing Exempt Listing (DMEL)**. We feel this title is extremely confusing and inaccurate. Locally, we will continue to refer to it as third-party distribution (IDX/syndication) choice.

New NAR Requirement: Sellers must have the option to **exclude their listing from third-party websites (IDX/syndication)** while still making it available to all MLS subscribers (entered in the MLS).

What This Means for CincyMLS: CincyMLS has offered this functionality since 1998, so **no local system or policy changes are anticipated** at this time. However, NAR may require a signed seller disclosure form when a listing is withheld from third-party websites (**IDX/Syndication**). We will monitor for updates ahead of the September implementation deadline.

CincyMLS Existing Solution: Select **NO** for **"Allow on Internet"** to prevent distribution to 3rd-party websites. The field name "Allow on Internet" may change to a more descriptive name.

All Clear Cooperation rules still apply (refer to Article 9.14 for full Clear Cooperation rules):

- Listings not entered in the MLS **cannot** be publicly marketed.
- Once publicly marketed, listings **must be entered** into the MLS within one business day.
- Once in the MLS, listings **may be advertised anywhere**, regardless of "Allow on Internet" choice.

Refer to the Clear Cooperation Policy for the definition of public marketing.

	Standard MLS Listing	Delayed Marketing Listing (NAR) (aka: Restrict IDX/Syndication)	Delayed Entry (CincyMLS) Not New or Changed
MLS Entry	Required within one business day of marketing	Required within one business day of marketing	Required within one business day of marketing
IDX/Syndication Exposure	Immediate	Allow on Internet=No; No IDX/Syndication	When Entered and Allow on Internet=Yes
Showings Permitted	Allowed for all MLS agents	Allowed for all MLS agents	Within Brokerage
Other Public Advertising Permitted	Yes	Yes	No
Best for	Sellers wanting immediate maximum exposure.	Sellers want exposure to all MLS agents/subscribers and their clients, but don't want the listing visible on 3rd party websites.	Extremely limited exposure. Office Exclusive, House Prep
Office Exclusive	No	No	Yes

CINCYMLS RULES UPDATE ON LISTING MEDIA

The following policy on listing media has been approved by the Board of Directors and will be added to the CincyMLS Rules and Regulations.

Policy on Real Estate Media Modifications

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, 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.

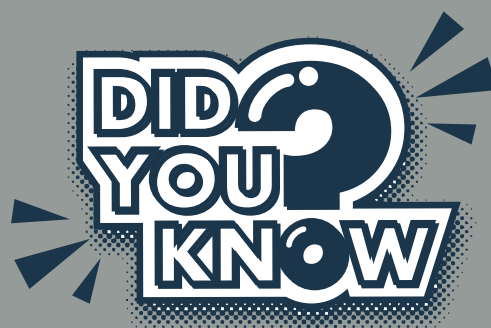
Additionally, the following has also been added to photo rules.

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 may 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.*

Watch your email for more information about the new rules.



DOM = DAYS ON MLS

"Days on Market" is now referred to as "Days on MLS" to more accurately represent when a listing becomes publicly available to agents and potential buyers. This update reflects the evolving nature of our marketplace, particularly with the increased use of Delayed Entry and Office Exclusive listings.

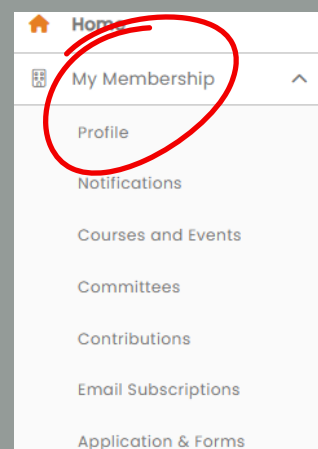
With this change, use the **date of submission** as the List Date to ensure DOM is calculated correctly. See this [Tuesday Tip](#) for more info.

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MEMBERSHIP INFORMATION ON THE MEMBER PORTAL

Tangilla has updated the "My RAGC" menu item in the member portal to "My Membership" for better clarity regarding its purpose. Since not all users are members of RAGC, the original label was misleading and confusing.

The new label enhances understanding, making it easier for all users to access their membership information, read their notifications, manage their email subscriptions, and take advantage of other membership related features.



SHOWINGTIME SMS OPT-IN PROCESS

ShowingTime sends important updates about your listing appointments via text message (SMS). Recently these messages may not have always reached you or your clients due to mobile carriers blocking text notifications from ShowingTime.

To ensure ShowingTime is taking the necessary steps to keep you informed on listing appointments and activity, they will have a new opt-in process to improve the text message notification system. They are providing information about the new feature and steps for opting in if you so choose:

- When a new mobile number is added to the ShowingTime system, or after 60 days of inactivity for an existing mobile number, ShowingTime will send a message to opt-in to text messages again. It will state: **"You're in! Stay updated on your listing appointments. Reply START to receive SMS notifications from ShowingTime. Msg & data rates may apply. Text STOP to unsubscribe."**
- Additional messages will be paused until



ShowingTime receives confirmation. The prompt will be sent up to three times to ensure proper acknowledgment.

- *Once confirmation is received, any messages that were not sent while waiting for the opt-in will be delivered.*
- *If there is no response or if the recipient replies with STOP, the mobile number will be marked as "Do Not Send" and no further text notifications will be sent to that number.*
- *To opt back in, you can text START to 847-865-6549*

We recommend downloading the ShowingTime mobile app, a reliable method for receiving ShowingTime notifications to supplement SMS messages. Your clients can also download the Home by ShowingTime app to stay informed throughout their buying or selling journey.

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