

Why market your home through the MLS?

Nearly every home in the area is in Bright's multiple listing service (MLS) database, which enables buyers and renters an equal opportunity to access up-to-date information about properties for sale and rent. **Nearly every website and app relies on Bright for information about the properties for sale and rent.**

Studies show that sellers benefit from homes being publicly marketed through Bright's MLS; nearly all homes that start with restricted marketing find a buyer only once marketed through the MLS to the open market. Bright's research is available at BrightMLS.com/Research.

- A [2025 study](#) found that homes promoted as "exclusives" took longer to sell and gained no price advantage.
- A [2023 study](#) found that homes not promoted through Bright's MLS sold for less on average than similar homes promoted through Bright's MLS.
- A [2022 study](#) found that homes sold faster when immediately marketed through Bright's MLS, compared with similar homes sold off-MLS.

Does the MLS automatically send my home's information to the Internet?

If privacy is important, your broker can choose in Bright's system not to send your home's information to the Internet and instead make it available only to the area's licensed real estate agents who subscribe to Bright's service. Alternatively, if you're not ready to show your home yet, your broker can choose to make the property "Coming Soon" in Bright's system.

This form instructs your broker not to have your property's information shared at all through Bright's service. *If this is correct, then this form must be signed at the same time as the listing agreement.*

By initialing this form, Seller/Landlord acknowledges:

- ☐ I am instructing my broker not to market through the MLS and instead to limit marketing to their own network and methods, per my written instruction.
- ☐ I understand that, by not promoting my home through Bright's multiple listing service (MLS), I am substantially reducing the number of potential buyers/renters and real estate agents who can learn about the property.

By signing below, Seller/Landlord certifies they have read and understand the information in this form.

Property address:

Listing agreement signed date: Listing agreement expiration date:

First date potential buyers/renters may learn about the property:

Seller/Landlord signature: Date:

Seller/Landlord signature: Date:

Listing Agent (print name): Bright MLS ID:

Brokerage firm (print name):

Broker signature: Date: