



Kanawha Valley Board of REALTORS®

Multiple Listing Service
Rules and Regulations

Visit our website at www.kvrealtors.com for the most recent version of this and other policies.

Revised 11/2025

M = Mandatory National Association of REALTORS® Rules & Regulations

Definitions

Any terms not defined herein shall have the meanings provided in the National Association of REALTORS® Handbook on Multiple Listing Policy, as amended from time to time. Unless the context clearly requires a different meaning, as used in these Rules and Regulations:

- (a) "Board of REALTORS® or KVBR" shall mean the Kanawha Valley Board of REALTORS®, Inc.
- (b) "Exclusive Agency Listing" shall mean a listing
In which the seller appoints the listing Broker as their exclusive representative and authorizes the listing Broker as his/her exclusive representative to cooperate with other Participants of Multiple, but in which the seller reserves the right to sell the property, on either an unlimited or restrictive basis .
- (c) "Exclusive Right to Sell Listing" shall mean 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
- (d) "Comparable Only Listing" shall mean listings where the seller was not represented, or the seller was represented by a Non-Participant and the purchaser was represented by a Participant.
- (e) "Chief Executive Officer" shall mean the person acting as Chief Executive Officer of the Kanawha Valley Board of REALTORS®.
- (f) "Listing Broker or Participant" shall mean, in reference to a particular piece of property, the Participant which has the listing on that property.
- (g) "Mandatory Listing" shall mean any Exclusive Right to Sell Listing, Exclusive Agency Listing, and Comparable Only Listing held or taken by a Participant on any single-family residence property, commercial apartments up to and including four (4) units, lots or farms, regardless of size or acreage, located within the geographical area which is coextensive with the jurisdiction of the Kanawha Valley Board of REALTORS® according to our charter. **Except:**
 - (i) a listing not in writing and signed by the owners or their duly authorized Salespersons;
 - (ii) a listing of \$10,000.00 or less;
 - (iii) a listing of property owned either wholly or partly, and either directly or indirectly by a Participant or its stockholders, owners, officers, employees or sales associates or licensed certified appraiser;
 - (iv) a listing taken for a time period of twenty-four hours or less, unless the listed property is sold and closed.
- (h) "Participant" shall mean a REALTOR®
Principal serving in the MLS
- (i) "Subscribers" (or users) of the MLS shall include non-principal brokers, sales associated, and licensed and certified appraisers affiliated with Participants. (added 12/12/16)
- (j) "Multiple" or "Multiple Listing Service" or
"Service" or MLS shall mean the Kanawha Valley Multiple Listing Service.
- (k) "Multiple Listing Property" shall mean a property listed by a Participant and filed or to be filed with Multiple for bulletining to all Participants
- (l) "Multiple Listing" shall mean a listing held or taken by a Participant and filed or to be filed with Multiple.
- (m) "Office Listing" shall mean a Mandatory or Optional Listing for which the property owner has signed a letter requesting that the listing not be bulletined to other Participants, including, but 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.(Amended 12/20)
- (n) "Optional Listing" shall mean any Multiple Listing, other than a Mandatory Listing, which is in writing and signed by the owners or their duly authorized Salesperson.

- (o) "Owner's Salesperson" shall mean, in reference to a particular Multiple Listed Property, a person other than the Listing Participant who is authorized to execute agreements on the other's behalf.
- (p) "Selling REALTOR®" shall mean, in respect to a particular piece of property, REALTOR® other than the Listing REALTOR®. A selling REALTOR® may be a sub-agent or a buyer's representative.
- (q) "Buyer's Representative" shall mean a Selling REALTOR® who rejects an offer of sub-agency and cooperates in obtaining a buyer for a property as the representative of the buyer or prospective buyer. The Buyer's Representative has a fiduciary duty to and represents the interests of the Buyer or prospective Buyer under the terms of a contract of representation with the Buyer.
- (r) "Co-op Listing": Seller owns an undivided interest in the common areas like parking lots, recreation areas, lobbies and hallways where a Residential listing worksheet is used and the deed-book / page number requirement will be waived.

Prohibitions and Duties Applicable to Others: Except where the context otherwise clearly indicates, any affirmative duty or prohibition placed upon a Participant by these Rules and Regulations shall likewise extend to every principal, officer, Salesperson, employee or sales associate of the Participant

Charges, Fees, and Fines

Service Fees and Charges: The following are in effect to defray the costs of the Service and are subject to change from time to time in the manner **prescribed**:

- a. Initial Participation Fee: An applicant for participation in the Service shall pay an application fee of \$500.00 with such fee to accompany the application.
- b. Annual Participation Fee: The annual participation fee of each Participant shall be \$30 times each salesperson and licensed or certified appraiser who has access to and use of the service, whether licensed as a broker, sales licensee, or licensed or certified appraiser who is employed by or affiliated as an independent contractor with such participant. Payment of such fees shall be made on or before the first day of the fiscal year of the multiple listing service. Fees shall be prorated on a monthly basis.
- c. Listing Fee: A Participant shall pay a monthly listing fee in an amount equal to the number of listings filed with the Service during the previous month, multiplied by the listing fee of \$10.00 (plus tax) per listing. The listing fee shall be set by KVBR.

Fines and Reconnection Fees: All fines are for each occurrence of the violation:

Level 1 Fine - : Violation will be reported to the MLS member, Participant, and Participants office email via email either from the automated MLS data checker system or the KVBR staff. Member has 10 calendar days to correct the infraction or member's MLS service will be turned off. The cost to reinstate the service is \$100 to be paid by the member.

Level 2 Fine - : Violation creates an immediate \$50 fine. Violation will be reported to the MLS member, Participant and Participants office email via email either from the automated MLS data checker system or the KVBR staff. The MLS member has 10 calendar days to correct the infraction or member's MLS service will be turned off. The cost to reinstate the service is \$100 to be paid along with the original \$50 fine by the member. (*Amended 4/13/15*)

Level 3 Fine – Violation creates an immediate \$250 fine. Violation will be reported to the MLS member, Participant and Participants office email via email either from the automated MLS data checker system or the KVBR staff. The MLS member has 10 calendar days to correct the infraction or member's MLS service will be turned off. The cost to reinstate the service is \$100 to be paid along with the original \$250 fine by the member.

Level 4 Fine - : Violation creates a \$500 fine. Violation will be reported to the MLS member, Participant, and Participants office via email either from the automated MLS data checker system or the KVBR staff. The MLS member has 10 calendar days to correct the infraction or member's MLS service will be turned off. The cost to reinstate the service is \$100 to be paid along with the original \$500 fine by the member. (*Amended 4/13/15*)

Level 5 Fine – Violation creates an immediate \$1,000 fine. Violation will be reported to the MLS member, Participant and Participants office email via email either from the automated MLS data checker system or the KVBR staff. The MLS member has 10 calendar days to correct the infraction or member's MLS service will be turned off. The cost to reinstate the service is \$100 to be paid along with the original \$1,000 fine by the member.

Appeal of Fines: See Section 9.0 and 9.1

MLS Access Fees: Each Participant or affiliated Subscriber shall be charged an MLS access fee for the privilege of using the Online Computer information services of Multiple. The MLS access fee will be payable by Participant or affiliated Subscriber regardless of whether or not the Participant or affiliated Subscriber avails themselves of those computer services. The fee for computer access shall be charged on a bi-monthly basis in advance, and shall be such amount as the Board of Directors may from time to time determine, multiplied by the number of persons who hold valid licenses from the West Virginia Real Estate Commission to sell real estate or licensed or certified real estate appraisers affiliated with that Subscriber of the MLS provided, however, that the Board of Directors may in its discretion exempt a Participant or affiliated Subscriber from the MLS access fee for any individual employed by or affiliated with a Participant as an independent contractor licensed or certified real estate appraiser who is engaged solely and exclusively in a specialty of the real estate business separate and apart from listing, selling, leasing, or appraising the type of properties which are required to be filed with the MLS and does not have access to and use of the multiple listing service. Any such exemption shall be subject to such terms and conditions as the Board of Directors may determine, and all such exemptions shall be reviewed at least annually. *(Amended 5/13)*

Withholding of Listings: Any Participant or Subscriber who fails to file a Mandatory Listing with the MLS for more than 7 business Days from the effective date of the listing agreement shall be subject to a **Level 3 Fine** with the first offense and a **Level 4** fine for each subsequent offense within twelve (12) months of the first offense. . *(Amended 12/20)*

Incomplete Listings: An incomplete listing will constitute the omission of any required field. **Level 1 Fine.** *(Amended 11/19/2012)*

Owners Name: If the owner requests in writing that their Name not be published, the listing REALTOR® must put in place of the owner's name "Owner of Record" and a detailed written letter should be presented to the Board for approval. If approved, Owner of Record will remain and if not approved, Owners Name must be placed in Owner's Name field. **First offense, Level 1 Fine, Second offense, Level 2 Fine.** *(Amended 12/20)*

If the owner is a Corporation and they request in writing that their Name not be published, "CORPORATE OWNED" is to be used in Owner's Name field. Relocations and Foreclosures will be exempt from having signed paperwork. **Level 1 Fine.**

Photo Policy: At least one digital image of each property listed in the MLS shall be uploaded into the MLS on the same day the listing is entered. Digital images submitted to MLS shall only contain photos pertinent to the listed property, floor plans of the listed property or renderings of the listed property. Digital images shall not include any marketing or promotional messages made on behalf of the listing company. **Level 2 Fine.** *(Amended 12/20)*

Use of digital images without written permission of owner of such images shall be a **Level 4 Fine.** *(4/21)*

Deed Book and Page Number: Deed book and page number are important fields providing information to legally describe the property being sold and to provide attorneys for their work. These are easily obtained from tax records available on-line. New construction listings should be accompanied by the property's master Deed Book and Page Number. Providing fraudulent information such as 1111 or 9999 or 1234 or other erroneous information will result in a **Level 2 Fine.** Simple mistakes such as typos will result in a **Level 1 Fine.** *(Amended 5/12)*

Tax ID: The Tax ID is a mandatory field. All listings must include accurate information, which can easily be verified through online tax records. Providing false or incorrect details will lead to a **Level 2 Fine.** Minor errors, such as typos, will result in a **Level 1 Fine.**

Type/Style: Type/Style of home must be accurate. A home that is manufactured/mobile/modular must be selected if it applies. First offense, **Level 1 Fine,** second offense, **Level 2 Fine.**

Lock Box Number: A lock box number is a required field if an MLS lock box is used on the property **Level 1 Fine.** *(Amended 9/30/10)*

Non-MLS Lock Box Security Code: If a non-MLS lock box is placed on the property: a) Under Showing Instructions drop down, select Non-MLS_Lockbox, and if providing the security code, it is to be placed in the Confidential Remarks section. The security code should not be placed in the Remarks field as this is public information. Additionally providing a nonmember the Non-MLS lockbox code without prior written consent from seller will result in a **Level 5 Fine.** *(Amended 7/11)*

Promotion of Company and/or Salesperson in MLS: Any additional promotion of Company and/or Salesperson in any section of the MLS other than the confidential remarks section is strictly prohibited. **Level 2 Fine.** *(Amended 12/20)*

Directions: Directions are a required field. All listings must contain accurate directions or uploaded as an attachment. **Level 1 Fine.**

Virtual Tours Links: Virtual tours links in the MLS and the web pages they link to cannot display any name, phone number, member branding, or links to additional web pages beyond the virtual tour page. **Level 2 Fine.** *(Amended 12/20)*

Unauthorized Use or Distribution of Multiple Publications: Any Participant or affiliated Subscriber which uses or distributes any Multiple publications in violation of these Rules and Regulations is subject to a **Level 4 Fine.**

Other Violations: A fine of not more than a **Level 5** may be assessed against any Participant for any violation of these Rules and Regulations for which a fine is not otherwise provided. *(Amended 12/20)*

Penalties for Nonpayment: Any Participant or affiliated Subscriber with a delinquency of more than thirty (30) days shall have MLS services suspended, provided that at least ten (10) days' notice has been given. Services shall be restored upon payment of all delinquent fees and a reactivation fee of One-Hundred Dollars (\$100).

Penalty for Returned/Declined Payment: Any payment that is returned or declined is subject to a **Level 2 Fine.**

Applicability of Rules and Users and/or Subscribers: Non-Principal sales licensees, appraisers and others authorized to have access to information published by the MLS are subject to these Rules and Regulations and may be disciplined for violations thereof provided that the user or subscriber has signed an agreement acknowledging that access to and use of MLS information is contingent on compliance with the Rules and Regulations. Further, failure of any user or subscriber to abide by the Rules and/or sanction imposed for violations thereof can subject the REALTOR® to the same or other discipline. This provision does not eliminate the Participant ultimate responsibility and accountability for all users or subscribers affiliated with the Participant
Failure to comply with Section 5 (Status Changes) of KVBR Bylaws shall incur a one-hundred dollar (\$100) Participant fine.*(Amended 5/18)*

Contact Information

All member contact information must be current and accurate with the Kanawha Valley Board of Realtors® and in the MLS. Changes to contact information must be submitted for update immediately when information has changed. This includes; address, phone, fax and email address. **Level 1 Fine** *(Amended 7/11)*

Section 1 Listing Procedures

Listings of real or personal property of the following types, which are listed subject to a real estate broker's license, and are located within the territorial jurisdiction of the multiple listing service, and are taken by participants on Exclusive Right To Sell Listing and Exclusive Agency Listing form accepted by the service shall be entered into the MLS Computer system or, if deemed Office Exclusive, submitted to the Kanawha Valley Board of REALTORS® no later than 48 hours, excluding weekend, state or federal holidays, following the execution of the contract The day following the day of execution of the contract shall be counted as the first day. **Level 2 Fine** Upon the seventh day of failure to input the mandatory listing into the MLS see **Withholding of Listings** for additional fines.

- a. single family homes for sale or exchange
- b. vacant lots and acreage for sale or exchange
- c. two-family, three-family, and four-family residential buildings for sale or exchange

All listings are subject to an audit of the MLS Service upon written notification. If a Participant is audited by the service, the Participant will provide a faxed copy of the Listing Contract within ten (10) Calendar days of notification. **Level 2 Fine** *(Amended 3/21/16)*

Note 1: Under no circumstances is any employee of the Multiple to input a listing into the MLS for any Broker, Participant, or REALTOR® member.

A digital image must be loaded into the MLS system computer for any listing the same day of the listing entry date of the service regardless of the listing status. **Level 2 Fine**

Note 1: The multiple listing service shall not require a participant to submit listings on a form other than the form the participant individually chooses to utilize provided the listing is of a type accepted by the service, although a property data form may be required as approved by the multiple listing service. However, the multiple listing service, through its legal counsel:

- may reserve the right to refuse to accept a listing form which fails to adequately protect the interests of the public and the participants
- assure that no listing form filed with the multiple listing service establishes, directly or indirectly, any contractual relationship between the multiple listing service and the client (buyer or seller)

The multiple listing service shall accept exclusive right-to-sell listing contracts and exclusive agency listing contracts, and may accept other forms of agreement which make it possible for the listing broker to cooperate with other participants of the multiple listing service acting as subagents, buyer agents, or both. *(Amended 11/96)*
The listing agreement must include the seller's written authorization to submit the agreement to the multiple listing service. *(Amended 11/96)*

The different types of listing agreements include:

- exclusive right-to-sell
- exclusive agency
- open
- net

The service may not accept net listings because they are deemed unethical and, in most states, illegal. Open listings are not accepted, except where required by law, because the inherent nature of an open listing Cooperation is the obligation to share information on listed property and to make property available to other brokers for showing prospective purchasers and tenants when it is in the best interest of their clients.

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. *(Amended 4/92)*

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. Exclusive agency listings and exclusive right-to-sell listings with named prospects exempt should be clearly distinguished by a simple designation such as a code or symbol from exclusive right-to-sell listings with no named prospects exempt, since they can present special risks of procuring cause controversies and administrative problems not posed by exclusive right-to-sell listings with no named prospects exempt. Care should be exercised to ensure that different codes or symbols are used to denote exclusive agency and exclusive right-to-sell listings with prospect reservations. *(Amended 4/92)*

Note 2: A multiple listing service does not regulate the type of listings its members may take. This does not mean that a multiple listing service must accept every type of listing. The multiple listing service shall decline to accept open listings (except where acceptance is required by law) and net listings, and it may limit its service to listings of certain kinds of property. But, if it chooses to limit the kind of listings it will accept, it shall leave its members free to accept such listings to be handled outside the multiple listing service.

Note 3: A multiple listing service may, as a matter of local option, accept exclusively listed property that is subject to auction. If such listings do not show a listed price, they may be included in a separate section of the MLS compilation of current listings. *(Adopted 11/92)* **M** *(Amended 08/24)*

It must be disclosed in public remarks that such "property is available for auction on or by (date)_____". Confidential remarks must include auction website where property can be found and adequate information in order for agents to either make offer or instruct clients.

Section 1.01 Clear Cooperation

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. *(Adopted 11/19)* **M**

Note: Exclusive listing information for required property types must be filed and distributed to other MLS Participants for cooperation under the Clear Cooperation Policy. This applies to listings filed under Section 1 and listings exempt from distribution under Section 1.3 of the NAR model MLS rules, and any other situation where the listing broker is publicly marketing an exclusive listing that is required to be filed with the service and is not currently available to other MLS Participants.

Upon notification of first offense (1st), member has twenty-four (24) hours to remove any and all advertisement, or enter the listing to the MLS. If not rectified within twenty-four (24) hours, a **Level 3** (\$250) violation penalty will be assessed. If not rectified within forty-eight (48) hours, a **Level 4** penalty (\$500) will be assessed. All subsequent violations will remain a Level 4 (\$500) penalty. *(Amended 12/20)*

Section 1.1.1 Listings Subject to Rules and Regulations of the Service

Any Mandatory listing is subject to the rules and regulations of the MLS. *(Amended 12/20)*

All Multiple Listings except Office listings shall be available to all Participants for co-brokerage with the listing Participant. If a Mandatory listing is sold before being submitted to Multiple, the listing shall nevertheless be submitted in the manner as though it has not been sold, except that the listing when submitted shall be accompanied by a notice to Multiple that the property is in contract.

Section 1.2 Detail on Listings Filed with the Service

Remarks must only describe the physical traits of the property and specifically related to the property's specific purpose and must be in compliance with HUD regulations/guidelines. Remarks of a promotional nature are strictly prohibited. *(Amended 5/18/15)*

Section 1.2.0 Accuracy of Listing Data

Participants and subscribers are required to submit accurate listing data and required to correct any known errors. **M**

Section 1.2.1 Limited Service Listings

Listing agreements under which the listing broker will not provide one, or more, of the following services:

- a. arrange appointments for cooperating brokers to show listed property to potential purchasers but instead gives cooperating brokers authority to make such appointments directly with the seller(s)
- b. accept and present to the seller(s) offers to purchase procured by cooperating brokers but instead gives cooperating brokers authority to present offers to purchase directly to the seller(s)
- c. advise the seller(s) as to the merits of offers to purchase
- d. assist the seller(s) in developing, communicating, or presenting counter-offers
- e. participate on the seller's(s') behalf in negotiations leading to the sale of the listed property

will be identified with an appropriate code or symbol (e.g., LR or LS) in MLS compilations so potential cooperating brokers will be aware of the extent of the services the listing broker will provide to the seller(s), and any potential for cooperating brokers being asked to provide some or all of these services to listing brokers' clients, prior to initiating efforts to show or sell the property. *(Added 12/20)*

Section 1.2.2 MLS Entry-only Listings

Listing agreements under which the listing broker will not provide any of the following services:

- a. arrange appointments for cooperating brokers to show listed property to potential purchasers but instead gives cooperating brokers authority to make such appointments directly with the seller(s)
- b. accept and present to the seller(s) offers to purchase procured by cooperating brokers but instead gives cooperating brokers authority to present offers to purchase directly to the seller(s)
- c. advise the seller(s) as to the merits of offers to purchase
- d. assist the seller(s) in developing, communicating, or presenting counter-offers

e. participate on the seller's(s') behalf in negotiations leading to the sale of the listed property

will be identified with an appropriate code or symbol (e.g., EO) in MLS compilations so potential cooperating brokers will be aware of the extent of the services the listing broker will provide to the seller(s), and any potential for cooperating brokers being asked to provide some or all of these services to listing brokers' clients, prior to initiating efforts to show or sell the property. (Added 12/20)

Section 1.3 Multiple Listing Option for Sellers

Office Exclusive: Where the seller has directed the listing broker to not publicly market their property and to not disseminate that their property through the MLS to other MLS Participants and Subscribers, the Participant may then take the listing as an office exclusive exempt listing and such listing shall be filed with the MLS, subject to its local filing rules, but not disseminated to other MLS Participants and Subscribers.

Delayed Marketing: Where the seller has directed the listing broker to delay the public marketing of their property through IDX and syndication for [insert local delayed period as set by MLS's unfettered local discretion]. A delayed marketing exempt listing shall be filed with the MLS, subject to its local filing rules, and disseminated to other MLS Participants and Subscribers. The listing broker shall not be precluded from marketing the delayed marketing exempt listing in a manner consistent with the seller's choice.

Exempt Listing Disclosure: The filing of an exempt listing (office exclusive or delayed marketing) with the MLS must be pursuant to a certification, signed by the seller, obtained by the listing broker which includes:

- disclosure about the professional relationship between the Participant and the seller:
- acknowledgement that the seller understands the MLS benefits they are waiving or delaying with the exempt listing, such as broad and immediate exposure of their listing through the MLS: and
- confirmation of the seller's decision that their listing not be publicly marketed and disseminated by the MLS as an office exclusive listing or that their listing will not have immediate public marketing through IDX and Syndication as a delayed marketing listing.

Failure to secure a signed Delayed Marketing Disclosure shall result in a **Level 3 Fine (\$250)** for the first offense, and a **Level 4 Fine (\$500)** for second and any subsequent offenses.

Multiple Listing Options for Sellers requirements only apply to listing types that are subject to mandatory submission pursuant to the MLS local rules.

Note 1: The Multiple Listing Options for Sellers policy is designed to give consumers greater choice and flexibility in marketing their homes for sale. Each MLS has the unfettered local discretion in determining what is most suitable for their marketplace regarding a Delayed Marketing Exempt listing which includes adopting "0" days or to not implement the Delayed Marketing aspects of the Multiple Listing Options for Sellers policy.

Note 2: MLS Participants must distribute Office Exclusive Exempt listings through the MLS to other MLS Participants and Subscribers within (1) one business day after the listing has been publicly marketed. See Section 1.01, Clear Cooperation. **M**

Multiple Listing Options for Sellers requirements only apply to listing types that are subject to mandatory submission pursuant to the MLS local rules. **M**

Section 1.4 Change of Status of Listing

Any change in listed price or other change in the original listing agreement shall be made only when authorized in writing by the seller and shall be input into the MLS Computer within 48 hours (excepting weekends, holidays, and federal holidays) after the authorized change is received by the listing broker.

Accepted offers with normal contingencies such as awaiting satisfactory appraisal, home inspections, structural inspection, or termite inspection shall be listed as P – Pending.

Accepted offers from foreclosure companies awaiting signatures on the contracts are to be placed as contingent and noted "awaiting foreclosure company signature" in the Confidential Remarks field.

If a Seller with a contract contingent on a buyer's property being sold in order to close on the subject property wants the

subject property to continue to be marketed, the Seller must state this in writing and the status may continue to be listed as “active” but a statement that the property has a contract contingent on sale of another property shall be placed in the Confidential Remarks field to alert other Participants of the true status of the property.

If a purchaser enters into a contract to purchase a home, property may remain Active if that agreement is contingent upon the purchaser’s release to buy another property and a notice will be provided that such a contingency exists in confidential remarks. Under no other circumstances should a property with an accepted offer/contract be listed with an “active” status.

Level 2 Fine. *(Amended 12/20)*

Section 1.5 Withdrawal of Listing Prior to Expiration

Listings of property may be withdrawn from the multiple listing service by the listing broker before the expiration date of the listing agreement, provided notice is filed with the service, including a copy of the agreement between the seller and the listing broker which authorizes the withdrawal.

Sellers do not have the unilateral right to require an MLS to withdraw a listing without the listing broker’s concurrence. However, when a seller(s) can document that his or her exclusive relationship with the listing broker has been terminated, the multiple listing service may remove the listing at the request of the seller. *(Adopted 11/96)* **M**

Section 1.6 Contingencies Applicable to Listings

Any contingency or conditions of any term in a listing shall be specified and noticed to the participants.

Section 1.7 Listing Price Specified

The full gross listing price stated in the listing contract will be included in the information published in the MLS compilation of current listings, unless the property is subject to auction. *(Amended 11/92)* **M**

Section 1.8 Listing Multiple Unit Properties

All multi-unit properties which are to be sold separately shall be listed separately with the MLS. When a unit of a listed multi-unit property has been sold, proper notification should be given to the multiple listing service. **Level 2 Fine** *(Amended 12/20)*

Section 1.9 No Control of Commission Rates or Fees Charged by Participants

The multiple listing service shall not fix, control, recommend, suggest, or maintain commission rates or fees for services to be rendered by participants. Further, the multiple listing service shall not fix, control, recommend, suggest, or maintain the division of commissions or fees between cooperating participants or between participants and nonparticipants. **M**

Section 1.10 Expiration of Listings

Listings filed with the multiple listing service will automatically be removed from the compilation of current listings on the expiration date specified in the agreement, unless prior to that date the MLS receives notice that the listing has been extended or renewed. *(Amended 11/01)*

If notice of renewal or extension is received after the listing has been removed from the compilation of current listings, the extension or renewal will be published in the same manner as a new listing. Extensions and renewals of listings must be signed by the seller(s) and filed with the service. *(Amended 11/01)* **M**

Section 1.11 Termination Date on Listings

Listings filed with the service shall bear a definite and final termination date, as negotiated between the listing broker and the seller. **M**

Listings shall automatically be removed from the compilation of current listings on the expiration date specified in the Agreement unless prior to that date the MLS receives notice that the listing has been extended or removed.

Section 1.12 Service Area

Only listings of the designated types of property located within the Service Area of the MLS are required to be submitted to the service. Listings of property located outside the MLS’s Service Area will be accepted if submitted voluntarily by a participant, but cannot be required by the service. *(Amended 12/20)*

Optional listings include (among others) listings of properties outside Kanawha, Putnam, Boone, Jackson, Lincoln, Doddridge, Gilmer, Calhoun, Braxton, Clay, Roane, Logan, Mingo, and McDowell counties. If a Participant chooses to send an Optional Listing to Multiple, the listing must be accompanied by a picture and all required information. **M** (Amended 12/20)

Section 1.13 Listings of Suspended Participants

When a participant of the service is suspended from the MLS for failing to abide by a membership duty (i.e., violation of the Code of Ethics, association bylaws, MLS bylaws, MLS rules and regulations, or other membership obligations except failure to pay appropriate dues, fees, or charges), all listings currently filed with the MLS by the suspended participant shall, at the participant's option, be retained in the service until sold, withdrawn or expired, and shall not be renewed or extended by the MLS beyond the termination date of the listing agreement in effect when the suspension became effective. If a participant has been suspended from the association (except where MLS participation without association membership is permitted by law) or MLS (or both) for failure to pay appropriate dues, fees, or charges, an association MLS is not obligated to provide MLS services, including continued inclusion of the suspended participant's listings in the MLS compilation of current listing information. Prior to any removal of a suspended participant's listings from the MLS, the suspended participant should be advised, in writing, of the intended removal so that the suspended participant may advise his clients. **M**

Section 1.14 Listings of Expelled Participants

When a participant of the service is expelled from the MLS for failing to abide by a membership duty (i.e., violation of the Code of Ethics, association bylaws, MLS bylaws, MLS rules and regulations, or other membership obligations except failure to pay appropriate dues, fees, or charges), all listings currently filed with the MLS by the expelled participant shall, at the participant's option, be retained in the service until sold, withdrawn, or expired, and shall not be renewed or extended by the MLS beyond the termination date of the listing agreement in effect when the expulsion became effective. If a participant has been expelled from the association (except where MLS participation without association membership is permitted by law) or MLS (or both) for failure to pay appropriate dues, fees, or charges, an association MLS is not obligated to provide MLS services, including continued inclusion of the expelled participant's listings in the MLS compilation of current listing information. Prior to any removal of an expelled participant's listings from the MLS, the expelled participant should be advised, in writing, of the intended removal so that the expelled participant may advise his clients. **M**

Section 1.15 Listings of Resigned Participants

When a participant of the service resigns from the MLS, the MLS is not obligated to provide services, including continued inclusion of the resigned participant's listings in the MLS compilation of current listing information. Prior to any removal of a resigned participant's listings from the MLS, the resigned participant should be advised, in writing, of the intended removal so that the resigned participant may advise his clients.

Section 1.16 Property Addresses

At the time of filing a listing, participants and subscribers must include a property address available to other participants and subscribers, and if an address doesn't exist a parcel identification number can be used. Where an address or parcel identification number are unavailable, the information filed with the MLS must include a legal description of the property sufficient to describe its location. **M**

Section 1.17 Transferring Listings

A Listing Transfer Agreement is to be submitted to the MLS for all listing transfer requests. A charge of \$10 per listing will be assessed to the new listing Participant for each listing transferred.

Showing Procedures

Making Appointments Prior to Showing

Appointments to show or inspect MLS property shall be made according to MLS listing instructions. (Amended 07/24) i.e. Listing Office, Listing Agent, Listing Broker, or designated person listed in confidential remarks. **First offense, Level 2 Fine, Second offense, Level 3 Fine**

Canceling Appointments: If after an appointment is made and a Selling REALTOR® does not want to show or inspect the Property, the person requesting the appointment shall notify the Listing Office, Listing Agent, Listing Broker, or

designated person listed in the confidential remarks as soon as possible. *(Amended 07/24)* **First offense, Level 1 Fine, Second offense, Level 2 Fine**

Rescheduling Appointments: If after an appointment is made and it appears that there may be some delay before a showing or inspection takes place, the person requesting the appointment shall notify the Listing Office, Listing Agent, Listing Broker, or designated person listed in the confidential remarks of this fact as soon as possible, and the appointment rescheduled if necessary. *(Amended 07/24)* **First offense, Level 1 Fine, Second offense, Level 2 Fine**

Listing Participant and REALTORS® Duties: A Listing Participant Office, Listing Agent, Listing Broker, or designated person listed in confidential remarks shall make appointments promptly for selling REALTORS® requesting an appointment to show or inspect Multiple Listed Property and shall furnish to a Selling REALTOR® any information reasonably requested. *(Amended 07/24)* **First offense, Level 1 Fine, Second offense, Level 2 Fine**

Personal Literature: No Selling REALTOR® shall place or leave personal literature at any Multiple Listed Property listed by another REALTOR® **Level 2 Fine.**

Section 2 Showings and Negotiations

Appointments for showings and negotiations with the seller for the purchase of listed property filed with the multiple listing service shall be conducted through the Listing Office, Listing Agent, Listing Broker, or designated person listed in confidential remarks, except under the following circumstances:

- a. the listing broker gives the cooperating broker specific authority to show and/or negotiate directly, or
- b. after reasonable effort, the cooperating broker cannot contact the listing broker or his representative; however, the listing broker, at his option, may preclude such direct negotiations by cooperating brokers. *(Amended 11/04)* **M**

Section 2.1 Presentation of Offers

The listing broker must make arrangements to present the offer as soon as possible, or give the cooperating broker a satisfactory reason for not doing so. *(Amended 4/92)* **M**

Section 2.2 Submission of Written Offers and Counter-offers

The listing broker shall submit to the seller all written offers until closing unless precluded by law, government rule, regulation, or agreed otherwise in writing between the seller and the listing broker. Unless the subsequent offer is contingent upon the termination of an existing contract, the listing broker shall recommend that the seller obtain the advice of legal counsel prior to acceptance of the subsequent offer.

Participants representing buyers or tenants shall submit to the buyer or tenant all offers and counter-offers until acceptance, and shall recommend that buyers and tenants obtain legal advice where there is a question about whether a pre-existing contract has been terminated. *(Amended 11/05)* **M Level 2 Fine**

Section 2.3 Right of Cooperating Broker in Presentation of Offer

The cooperating broker (subagent or buyer agent) or his representative has the right to participate in the presentation to the seller or lessor of any offer he secures to purchase or lease. He does not have the right to be present at any discussion or evaluation of that offer by the seller or lessor and the listing broker. However, if the seller or lessor gives written instructions to the listing broker that the cooperating broker not be present when an offer the cooperating broker secured is presented, the cooperating broker has the right to a copy of the seller's or lessor's written instructions. None of the foregoing diminishes the listing broker's right to control the establishment of appointments for such presentations. *(Amended 4/92)* **M**

Where the cooperating broker is not present during the presentation of the offer, the cooperating broker can request in writing, and the listing broker must provide, as soon as practical, written affirmation stating that the offer has been submitted to the seller, or written notification that the seller has waived the obligation to have the offer presented. *(Adopted 11/19)* **M**

Section 2.4 Right of Listing Broker in Presentation of Counter-offer

The listing broker or his representative has the right to participate in the presentation of any counter-offer made by the seller or lessor. He does not have the right to be present at any discussion or evaluation of a counter-offer by the purchaser or lessee (except when the cooperating broker is a subagent). However, if the purchaser or lessee gives written instructions to the cooperating broker that the listing broker not be present when a counter-offer is presented, the listing broker has the right to a copy of the purchaser's or lessee's written instructions. *(Adopted 11/93)* **M**

Section 2.5 MLS Participation by Brokers Acting as Agents of Potential Purchasers

No association or association MLS may make or maintain a rule which would preclude an individual or firm, otherwise qualified, from participating in an association MLS solely on the basis that the individual or firm functions, to any degree, as the agent of potential purchasers under a contract between the individual (or firm) and the prospective purchaser (client). However, in instances where the participant is representing the potential purchaser as an agent, the participant cannot function simultaneously as the subagent of the listing broker without buyer and seller consent or as provided by state law; and must make his true position clearly known to all interested parties at first contact. **M** (Amended 08/24)

Section 2.6 Reporting Sales to the Service

Status changes, including final closing of sales, sales prices, and Comparable Only Listings shall be reported to the multiple listing service by the listing broker(including Comparable Only Listings) within 120 hours (5 days) after they have occurred. If negotiations were carried on under Section 2 a. or b. hereof, the cooperating broker shall report accepted offers and prices to the listing broker within 48 hours after occurrence and the listing broker shall report them to the MLS within 48 hours after receiving notice from the cooperating broker. (Amended 12/20) **Level 2 Fine**

Note 1: The listing agreement of a property filed with the MLS by the listing broker should include a provision expressly granting the listing broker authority to advertise; to file the listing with the MLS; to provide timely notice of status changes of the listing to the MLS; and to provide sales information including selling price to the MLS upon sale of the property. If deemed desirable by the MLS to publish sales information prior to final closing (settlement) of a sales transaction, the listing agreement should also include a provision expressly granting the listing broker the right to authorize dissemination of this information by the MLS to its participants. (Amended 11/01)

Note 2: In disclosure states, if the sale price of a listed property is recorded, the reporting of the sale price may be required by the MLS.

In states where the actual sale prices of completed transactions are not publicly accessible, failure to report sale prices can result in disciplinary action only if the MLS:

1. categorizes sale price information as confidential and
2. limits use of sale price information to participants and subscribers in providing real estate services, including appraisals and other valuations, to customers and clients; and to governmental bodies and third-party entities only as provided below.

The MLS may provide sale price information to governmental bodies only to be used for statistical purposes (including use of aggregated data for purposes of valuing property) and to confirm the accuracy of information submitted by property owners or their representatives in connection with property valuation challenges; and to third-party entities only to be used for academic research, statistical analysis, or for providing services to participants and subscribers. In any instance where a governmental body or third-party entity makes sale price information provided by the MLS available other than as provided for in this provision, a listing participant may request the sale price information for a specific property be withheld from dissemination for these purposes with written authorization from the seller, and withholding of sale price information from those entities shall not be construed as a violation of the requirement to report sale prices. (Adopted 11/11)

Note 3: As established in the Virtual Office Website (“VOW”) policy, sale prices can only be categorized as confidential in states where the actual sale prices of completed transactions are not accessible from public records. (Adopted 11/11)
M

Section 2.7 Reporting Resolutions of Contingencies

The listing broker shall report to the multiple listing service within twenty-four (24) hours that a contingency on file with the multiple listing service has been fulfilled or renewed, or the agreement cancelled. **M Level 2 Fine**

Section 2.8 Advertising of Listings Filed with the Service

A listing shall not be advertised by any participant other than the listing broker without the prior consent of the listing broker. **M Level 2 Fine**

Section 2.9 Reporting Cancellation of Pending Sale

The listing broker shall report immediately to the multiple listing service the cancellation of any pending sale, and the listing shall be reinstated immediately. **M**

Section 2.10 Disclosing the Existence of Offers

Listing brokers, in response to inquiries from buyers or cooperating brokers shall, with the seller’s approval, disclose the

existence of offers on the property. Where disclosure is authorized, the listing broker shall also disclose if asked whether offers were obtained by the listing licensee, by another licensee in the listing firm, or by a cooperating broker. *(Amended 11/08)*

Section 2.11 Availability of Listed Property

Listing brokers shall not misrepresent the availability of access to show or inspect listed property. *(Adopted 11/05)* **Level 2 Fine**

Section 3 Refusal to Sell

If the seller of any listed property filed with the multiple listing service refuses to accept a written offer satisfying the terms and conditions stated in the listing, such fact shall be transmitted immediately to the service and to all participants.

Section 4 Information for Participants Only

Any listing filed with the service shall not be made available to any broker or firm not a member of the MLS without the prior consent of the listing broker. **M**

Section 4.1 For Sale Signs

Only the for sale sign of the listing broker may be placed on a property. *(Amended 11/89)* **M**

Section 4.2 Sold Signs

Prior to closing, only the sold sign of the listing broker may be placed on a property, unless the listing broker authorizes the cooperating (selling) broker to post such a sign. *(Amended 4/96)* **M**

Section 4.3 Solicitation of Listing Filed with the Service

Participants shall not solicit a listing on property filed with the service unless such solicitation is consistent with Article 16 of the REALTORS®' Code of Ethics, its Standards of Practice, and its Case Interpretations. **Level 4 Fine**

Note: This section is to be construed in a manner consistent with Article 16 of the Code of Ethics and particularly Standard of Practice 16-

4. This section is intended to encourage sellers to permit their properties to be filed with the service by protecting them from being solicited, prior to expiration of the listing, by brokers and salespersons seeking the listing upon its expiration.

Without such protection, a seller could receive hundreds of calls, communications, and visits from brokers and salespersons who have been made aware through MLS filing of the date the listing will expire and desire to substitute themselves for the present broker.

This section is also intended to encourage brokers to participate in the service by assuring them that other participants will not attempt to persuade the seller to breach the listing agreement or to interfere with their attempts to market the property. Absent the protection afforded by this section, listing brokers would be most reluctant to generally disclose the identity of the seller or the availability of the property to other brokers.

This section does not preclude solicitation of listings under the circumstances otherwise recognized by the Standards of Practice related to Article 16 of the Code of Ethics. **M**

Section 4.4 Protection of Listing Information

No Selling Participant or REALTOR® shall, without the consent of the Listing Participant or REALTOR®, divulge information to a non-member Participant concerning any Multiple Listing or Multiple Listed property. No Participant or REALTOR® shall divulge to any person not associated with a Participant or REALTOR® the URL address and password to the on-line computer system which is used to give listing information to Participant or REALTOR®. No Participant or REALTOR® shall divulge information concerning any Multiple Listed Property to movers, tradesmen, mortgage Brokers, or others for the purpose of solicitation of business. **Level 4 Fine.**

Section 4.5 Services Advertised as "Free"

MLS participants and subscribers must not represent that their brokerage services to a client or customer are free or available at no cost to their clients, unless the participant or subscriber will receive no financial compensation from any source for those services. **M**

Section 4.6 Non-Filtering of Listings

MLS participants and subscribers must not, and MLSs must not enable the ability to, filter out or restrict MLS listings that

are communicated to consumers or clients based on the existence or level of compensation offered to the cooperating broker or the name of a brokerage or agent. **M** (Amended 08/24)

Section 4.6 Advice Against Use of Multiple

No Participant or REALTOR® shall advise a property owner who has listed or is contemplating listing property for filing with Multiple against the use of Multiple. **Level 2 Fine.**

4.7 “For Sale” Signs

Only the “For Sale” signs of the Listing Participant may be placed on the property. **Level 4 Fine.**

4.8 “Sold Signs”

Prior to closing, only the “Sold” sign of the Listing Broker may be placed on a property, unless the Listing Broker authorizes the cooperating (selling) Broker post such sign. **Level 4 Fine**

Section 4.9 Lockboxes

Listings that are expired, withdrawn, or sold must have removed leased lockboxes within 5 business days of the status change. Notice will be sent to remove within 5 days. Non-Compliant agent charged replacement cost + taxes (non-refundable).

Section 5 No Offers of Compensation in MLS

The MLS must not accept listing containing an offer of compensation in the MLS to other MLS Participants and Subscribers. Further, the MLS may not create, facilitate, or support any non MLS mechanism (including by providing listing information to an internet aggregator’s website for such purpose) for Participants, Subscribers, or sellers to make offers of compensation to buyer brokers or other buyer representatives. **Level 2, First Offense, Level 3, Second Offense** All subsequent violations will be assessed a **Level 4** (\$500) penalty.

Use of MLS data or data feeds to directly or indirectly establish or maintain a platform of offers of compensation from multiple brokers to buyer brokers or other buyer representatives is prohibited and must result in the MLS terminating that Participant’s access to any MLS data and data feeds.

Note 1: The multiple listing service must not have a rule requiring the listing broker to disclose the amount of total negotiated commission in his listing contract, and the multiple listing service must not publish the total negotiated commission on a listing which has been submitted to the MLS by a participant. The multiple listing service must prohibit disclosing in any way the total commission negotiated between the seller and the listing broker, or total broker compensation (i.e. combined compensation to both listing broker and buyer brokers).

Note 2: Multiple listing services must give participants the ability to disclose to other participants any potential for a short sale. As used in these rules, short sales are defined as a transaction where title transfers, where the sale price is insufficient to pay the total of all liens and costs of sale, and where the seller does not bring sufficient liquid assets to the closing to cure all deficiencies. Multiple listing services may, as a matter of local discretion, require participants to disclose potential short sales when participants know a transaction is a potential short sale. (Amended 08/24) **M**

Section 5.0.0 Required Consumer Disclosure

Disclosure of Compensation: MLS Participants and Subscribers must:

1. Disclose to prospective sellers and buyers that broker compensation is not set by law and is fully negotiable. This must be included in conspicuous language as part of any listing agreement, buyer written agreement, and pre-closing disclosure documents (if any).
2. Conspicuously disclose in writing to sellers, and obtain the seller’s authority, for any payments or offer of payment that the listing Participant or seller will make to another broker, agent, or other representative (e.g. real estate attorney) acting for buyers. This disclosure must include the amount or rate of any such payment and be made in writing in advance of any payment or agreement to pay. (Amended 08/24) **M**

Section 5.0.1 Written Buyer Agreement

Unless inconsistent with state or federal law or regulation, all MLS Participants working with a buyer must enter into a written agreement with the buyer prior to touring a home. **Level 3 First Offense, Level 4 Second Offense**
The written agreement must include:

- a. a specific and conspicuous disclosure of the amount or rate of compensation the Participant will receive or how this amount will be determined, to the extent that the Participant will receive compensation from any source.
- b. the amount of compensation in a manner that is objectively ascertainable and not open ended.
- c. a term that prohibits the Participant from receiving compensation for brokerage services from any source that exceeds the amount or rate agreed to in the agreement with the buyer; and
- d. a conspicuous statement that broker fees and commissions are not set by law and are fully negotiable. **M** (*Amended 08/24*)

Section 5.1 Participant as Principal

If a participant or any licensee (or licensed or certified appraiser) affiliated with a participant has any ownership interest in a property, the listing of which is to be disseminated through the multiple listing service, that person shall disclose that interest when the listing is filed with the multiple listing service and such information shall be disseminated to all multiple listing service participants. **M**

Section 5.2 Participant as Purchaser

If a participant or any licensee (including licensed and certified appraisers) affiliated with a participant wishes to acquire an interest in property listed with another participant, such contemplated interest shall be disclosed, in writing, to the listing broker not later than the time an offer to purchase is submitted to the listing broker. (*Adopted 2/92*) **M Level 3 Fine**

Section 6 Service Fees and Charges

The following service charges for operation of the multiple listing service are in effect to defray the costs of the service and are subject to change from time to time in the manner prescribed:

Initial Participation Fee: An applicant for participation in the service shall pay an application fee of \$500 with such fee to accompany the application.

Note: The initial participation fee shall approximate the cost of bringing the service to the participant.

Recurring Participation Fee: The annual participation fee of each participant shall be an amount equal to \$30 times each salesperson and licensed or certified appraiser who has access to and use of the service, whether licensed as a broker, sales licensee, or licensed or certified appraiser who is employed by or affiliated as an independent contractor with such participant. Payment of such fees shall be made on or before the first day of the fiscal year of the multiple listing service. Fees shall be prorated on a monthly basis. Any falsification is subject to a **Level 4 Fine**.

However, MLSs must provide participants the option of a no-cost waiver of MLS fees, dues, and charges for any licensee or licensed or certified appraiser who can demonstrate subscription to a different MLS or CIE where the principal broker participates. MLSs may, at their discretion, require that broker participants sign a certification for nonuse of its MLS services by their licensees, which can include penalties and termination of the waiver if violated.*
(*Amended 5/18 and 8/18*) **M**

Note: Multiple listing services that choose to include affiliated unlicensed administrative and clerical staff, personal assistants, and/or individuals seeking licensure or certification as real estate appraisers among those eligible for access to and use of MLS information as subscribers may, at their discretion, charge recurring fees. (*Amended 11/17*)

Listing Fee: A participant shall pay a monthly listing fee in an amount equal to the number of listings filed with the service during the previous month, multiplied by the listing fee of \$10 per listing. The listing fee shall be set by KVBR. (*Amended 12/20*)

Section 7 Compliance with Rules—Authority to Impose Discipline

By becoming and remaining a participant or subscriber in this MLS, each participant and subscriber agrees to be subject to the rules and regulations and any other MLS governance provision. The MLS may, through the administrative and hearing procedures established in these rules, impose discipline for violations of the rules and other MLS governance provisions.

Discipline that may be imposed may only consist of one or more of the following:

- a. letter of warning
- b. letter of reprimand

- c. attendance at MLS orientation or other appropriate courses or seminars which the participant or subscriber can reasonably attend taking into consideration cost, location, and duration
- d. appropriate, reasonable fine not to exceed \$15,000
- e. suspension of MLS rights, privileges, and services for not less than thirty (30) days nor more than one (1) year
- f. termination of MLS rights, privileges, and services with no right to reapply for a specified period not to exceed three (3) years. *(Revised 11/14)* **M**

Note 1: A participant (or user/subscriber, where appropriate) can be placed on probation. Probation is not a form of discipline. When a participant (or user/subscriber, where appropriate) is placed on probation the discipline is held in abeyance for a stipulated period of time not longer than one (1) year. Any subsequent finding of a violation of the MLS rules during the probationary period may, at the discretion of the Board of Directors, result in the imposition of the suspended discipline. Absent any subsequent findings of a violation during the probationary period, both the probationary status and the suspended discipline are considered fulfilled, and the individual's record will reflect the fulfillment. The fact that one or more forms of discipline are held in abeyance during the probationary period does not bar imposition of other forms of discipline which will not be held in abeyance. *(Revised 05/14)* **M**

Note 2: MLS participants and subscribers can receive no more than three (3) administrative sanctions in a calendar year before they are required to attend a hearing for their actions and potential violations of MLS rules, except that the MLS may allow more administrative sanctions for violations of listing information provided by participants and subscribers before requiring a hearing. The MLS must send a copy of all administrative sanctions against a subscriber to the subscriber's participant and the participant is required to attend the hearing of a subscriber who has received more than three (3) administrative sanctions within a calendar year. *(Adopted 11/20)*

Section 7.1 Compliance with Rules

The following action may be taken for noncompliance with the rules:

- a. for failure to pay any service charge or fee within one (1) month of the date due, and provided that at least ten (10) days' notice has been given, the service shall be suspended until service charges or fees are paid in full
- b. for failure to comply with any other rule, the provisions of Sections 9 and 9.1 shall apply **R**

Section 7.2 Applicability of Rules to Users and/or Subscribers

Non-principal brokers, sales licensees, appraisers, and others authorized to have access to information published by the MLS are subject to these rules and regulations and may be disciplined for violations thereof provided that the user or subscriber has signed an agreement acknowledging that access to and use of MLS information is contingent on compliance with the rules and regulations. Further, failure of any user or subscriber to abide by the rules and/or any sanction imposed for violations thereof can subject the participant to the same or other discipline. This provision does not eliminate the participant's ultimate responsibility and accountability for all users or subscribers affiliated with the participant. *(Adopted 4/92)*

Section 8 Meetings of MLS Committee

The multiple listing service committee shall meet for the transaction of its business at a time and place to be determined by the committee or at the call of the chairperson. **R**

Section 8.1 Meetings of MLS Participants

The committee may call meetings of the participants in the service to be known as meetings of the multiple listing service. **R**

Section 8.2 Conduct of Meetings

The chairperson or vice chairperson shall preside at all meetings or, in their absence, a temporary chairperson from the membership of the committee shall be named by the chairperson or, upon his failure to do so, by the committee. **R**

Except as herein otherwise expressly provided, general Henry M. Robert's "RULES OF ORDER" most current edition shall govern procedure at all meetings of the Service.

Section 9 Consideration of Alleged Violations

The committee shall give consideration to all written complaints having to do with violations of the rules and regulations. By becoming and remaining a participant, each participant agrees to be subject to these rules and regulations, the enforcement of which are at the sole discretion of the Committee (Board of Directors). *(Amended 5/18)* **M**

When requested by a complainant, the MLS will process a complaint without revealing the complainant's identity. If a complaint is subsequently forwarded to a hearing, and the original complainant does not consent to participating in the process, the MLS will appoint a representative to serve as the complainant. *(Amended 11/20)* **M**
In the event that the MLS appoints a representative to serve as the complainant, the sole duty of that representative will be to present the complaint to the Committee. The appointed representative will take no other action on the behalf of the complainant.

Section 9.1 Violation of Rules and Regulations

If the alleged offense is a violation of the rules and regulations of the service and does not involve a charge of alleged unethical conduct or request for arbitration, it may be administratively considered and determined by the multiple listing service committee, and if a violation is determined, the committee may direct the imposition of sanction, provided the recipient of such sanction may request a hearing before the professional standards committee of the association in accordance with the bylaws and rules and regulations of the association of REALTORS® within twenty (20) days following receipt of the committee's decision. *(Amended 11/96)*

If, rather than conducting an administrative review, the multiple listing committee has a procedure established to conduct hearings, the decision of the multiple listing committee may be appealed to the board of directors of the association of REALTORS® within twenty (20) days of the tribunal's decision being rendered. Alleged violations involving unethical conduct shall be referred to the association's grievance committee for processing in accordance with the professional standards procedures of the association. If the charge alleges a refusal to arbitrate, such charge shall be referred directly to the board of directors of the association of REALTORS®. *(Amended 2/98)* **M**

If the alleged offense is a violation of the rules and regulations of the service and does not involve a charge of alleged violation of one or more of the provisions of Section 16 of the rules and regulations or a request for arbitration, it may be administratively considered and determined by the MLS committee and if a violation is determined, the MLS committee may direct the imposition of sanction provided that the recipient of such sanction may request a hearing by the professional standards committee of the association in accordance with the bylaws of the association of REALTORS®. *(Amended 2/98)*

If, rather than conducting an administrative review, the MLS committee has a procedure established to conduct hearings, the decision of the hearing tribunal may be appealed to the board of directors of the association of REALTORS®. Alleged violations of Section 16 of the rules and regulations shall be referred to the association's grievance committee for processing in accordance with the professional standards procedures of the association, except that if the charge alleges a refusal to arbitrate, such charge shall be referred directly to the board of directors of the association. *(Amended 2/98)* **M**

Section 9.2 Complaints of Unethical Conduct

All other complaints of unethical conduct shall be referred by the committee to the Professional Standards Administrator of the association of REALTORS® for appropriate action in accordance with the professional standards procedures established in the association's bylaws. *(Amended 11/88)* **M**

Section 9.3 Complaints of Unauthorized Use of Listing Content

Any participant who believes another participant has engaged in the unauthorized use or display of listing content, including photographs, images, audio or video recordings, and virtual tours, shall send notice of such alleged unauthorized use to the MLS. Such notice shall be in writing, specifically identify the allegedly unauthorized content, and be delivered to the MLS not more than sixty (60) days after the alleged misuse was first identified. No participant may pursue action over the alleged unauthorized use and display of listing content in a court of law without first completing the notice and response procedures outlined in this Section 9.3 of the MLS rules.

Upon receiving a notice, the Committee (Board of Directors) will send the notice to the participant who is accused of unauthorized use. Within ten (10) days from receipt, the participant must either: 1) remove the allegedly unauthorized content, or 2) provide proof to the Committee (Board of Directors) that the use is authorized. Any proof submitted will be considered by the Committee (Board of Directors), and a decision of whether it establishes authority to use the listing content will be made within thirty (30) days.

If the Committee (Board of Directors) determines that the use of the content was unauthorized, the Committee (Board of Directors) may issue a sanction pursuant to Section 7 of the MLS rules, including a request to remove and/or stop the use of

the unauthorized content within ten (10) days after transmittal of the decision. If the unauthorized use stems from a violation of the MLS rules, that too will be considered at the time of establishing an appropriate sanction.

If after ten (10) days following transmittal of the Committee's (Board of Director's) determination the alleged violation remains uncured (i.e. the content is not removed or the rules violation remains uncured), then the complaining party may seek action through a court of law. *(Adopted 5/18)* **M**

Section 9.4 MLS Rules Violations

MLS participants may not take legal action against another participant for alleged rules violation(s) unless the complaining participant has first exhausted the remedies provided in these rules. *(Adopted 5/18)* **M**

Section 9.5 Electronic Key and Key box Participation:

All REALTORS® and Subscribers have the right to use the electronic key and key box System by agreeing to abide by the contractual agreements and policies and procedures of the lockbox system. If a keyholder allows any other person to use her or his eKey, or discloses her or his personal identification number to any other person, or attaches or writes her or his personal identification number on the equipment, they will be subject to a **Level 5 Fine**.

Section 10 Confidentiality of MLS Information

Any information provided by the multiple listing service to the participants shall be considered official information of the service. Such information shall be considered confidential and exclusively for the use of participants and real estate licensees affiliated with such participants and those participants who are licensed or certified by an appropriate state regulatory agency to engage in the appraisal of real property and licensed or certified appraisers affiliated with such participants. *(Amended 4/92)* **M**

Section 10.1 MLS Not Responsible for Accuracy of Information

The information published and disseminated by the service is communicated verbatim, without change by the service, as filed with the service by the participant. The service does not verify such information provided and disclaims any responsibility for its accuracy. Each participant agrees to hold the service harmless against any liability arising from any inaccuracy or inadequacy of the information such participant provides.

Section 11

By the act of submitting any property listing content to the MLS, the participant represents and warrants that he or she is fully authorized to license the property listing content as contemplated by and in compliance with this section and these rules and regulations, and also thereby does grant to the MLS license to include the property listing content in its copyrighted MLS compilation and also in any statistical report on comparables. 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 the listed property. *(Amended 5/18)* **M**

Each participant who submits listing content to the MLS agrees to defend and hold the MLS and every other participant harmless from and against any liability or claim arising from any inaccuracy of the submitted listing content or any inadequacy of ownership, license, or title to the submitted listing content. *(Adopted 5/18)* **M**

Note: The Digital Millennium Copyright Act (DMCA) is a federal copyright law that enhances the penalties for copyright infringement occurring on the Internet. The law provides exemptions or "safe harbors" from copyright infringement liability for online service providers (OSP) that satisfy certain criteria. Courts construe the definition of "online service provider" broadly, which would likely include MLSs as well as participants and subscribers hosting an IDX display.

*The term MLS compilation, as used in Sections 11 and 12 herein, shall be construed to include any format in which property listing data is collected and disseminated to the participants, including but not limited to bound book, loose-leaf binder, computer database, card file, or any other format whatsoever.

One safe harbor limits the liability of an OSP that hosts a system, network or website on which Internet users may post user-generated content. If an OSP complies with the provisions of this DMCA safe harbor, it cannot be liable for copyright infringement if a user posts infringing material on its website. This protects an OSP from incurring significant sums in copyright infringement damages, as statutory damages are as high as \$150,000 per work. For this reason, it is highly

recommended that MLSS, participants and subscribers comply with the DMCA safe harbor provisions discussed herein.

To qualify for this safe harbor, the OSP must:

1. Designate on its website and register with the Copyright Office an agent to receive takedown requests. The agent could be the MLS, participant, subscriber, or other individual or entity.
2. Develop and post a DMCA-compliant website policy that addresses repeat offenders.
3. Comply with the DMCA takedown procedure. If a copyright owner submits a takedown notice to the OSP, which alleges infringement of its copyright at a certain location, then the OSP must promptly remove allegedly infringing material. The alleged infringer may submit a counter-notice that the OSP must share with the copyright owner. If the copyright owner fails to initiate a copyright lawsuit within ten (10) days, then the OSP may restore the removed material.
4. Have no actual knowledge of any complained-of infringing activity.
5. Not be aware of facts or circumstances from which complained-of infringing activity is apparent.
6. Not receive a financial benefit attributable to complained-of infringing activity when the OSP is capable of controlling such activity.

Full compliance with these DMCA safe harbor criteria will mitigate an OSP's copyright infringement liability. For more information see 17 U.S.C. §512. (*Adopted 11/15*)

Section 11.1

All right, title, and interest in each copy of every multiple listing compilation created and copyrighted by the Kanawha Valley Board of REALTORS® and in the copyrights therein, shall at all times remain vested in the Kanawha Valley Board of REALTORS®.

Section 11.2 Display

Each participant shall be entitled to lease from the Kanawha Valley Board of REALTORS® a number of copies of each MLS compilation sufficient to provide the participant and each person affiliated as a licensee (including licensed or certified appraisers) with such participant with one copy of such compilation. The participant shall pay for each such copy the rental fee set by the association.*

Participants shall acquire by such lease only the right to use the MLS compilation in accordance with these rules. **M**

*This section should not be construed to require the participant to lease a copy of the MLS compilation for any licensee (or licensed or certified appraiser) affiliated with the participant who is engaged exclusively in a specialty of the real estate business other than listing, selling, or appraising the types of properties which are required to be filed with the MLS and who does not, at any time, have access to or use of the MLS information or MLS facility of the association.

Section 12 Distribution

Participants shall, at all times, maintain control over and responsibility for each copy of any MLS compilation leased to them by the association of REALTORS®, and shall not distribute any such copies to persons other than subscribers who are affiliated with such participant as licensees, those individuals who are licensed or certified by an appropriate state regulatory agency to engage in the appraisal of real property, and any other subscribers as authorized pursuant to the governing documents of the MLS. Use of information developed by or published by an association multiple listing service is strictly limited to the activities authorized under a participant's licensure(s) or certification, and unauthorized uses are prohibited. Further, none of the foregoing is intended to convey participation or membership or any right of access to information developed or published by an association multiple listing service where access to such information is prohibited by law. (*Amended 4/92*) **Level 4 Fine**

Section 12.1 Display

Participants and those persons affiliated as licensees with such participants shall be permitted to display the MLS compilation to prospective purchasers only in conjunction with their ordinary business activities of attempting to locate ready, willing, and able buyers for the properties described in said MLS compilation. **M Level 4 Fine**

Section 12.2

It is recommended that MLSs publish the following notice to their general membership at least annually.

Compensation Notice

1. A broker's compensation and fees for service are not set by law and are fully negotiable.
2. A broker's compensation for services rendered to a seller or for service rendered to a buyer is solely a matter of negotiation between the broker and client, and is not fixed, controlled, recommended, or maintained by any persons not a party to the brokerage service agreement.
3. The compensation paid by a listing broker to a cooperating broker in respect to any listing is established by the listing broker and is not fixed, controlled, recommended, or maintained by any persons other than the listing broker.

M (Amended 08/24)

Section 12.3 Reproduction

Participants or their affiliated licensees shall not reproduce any MLS compilation or any portion thereof, except in the following limited circumstances:

Participants or their affiliated licensees may reproduce from the MLS compilation and distribute to prospective purchasers a reasonable* number of single copies of property listing data contained in the MLS compilation which relate to any properties in which the prospective purchasers are or may, in the judgment of the participants or their affiliated licensees, be interested.

*It is intended that the participant be permitted to provide prospective purchasers with listing data relating to properties which the prospective purchaser has a bona fide interest in purchasing or in which the participant is seeking to promote interest. The term reasonable, as used herein, should therefore be construed to permit only limited reproduction of property listing data intended to facilitate the prospective purchaser's decision-making process in the consideration of a purchase. Factors which shall be considered in deciding whether the reproductions made are consistent with this intent and thus reasonable in number, shall include, but are not limited to, the total number of listings in the MLS compilation, how closely the types of properties contained in such listings accord with the prospective purchaser's expressed desires and ability to purchase, whether the reproductions were made on a selective basis, and whether the type of properties contained in the property listing data is consistent with a normal itinerary of properties which would be shown to the prospective purchaser.

Nothing contained herein shall be construed to preclude any participant from utilizing, displaying, distributing, or reproducing property listing sheets or other compilations of data pertaining exclusively to properties currently listed for sale with the participant.

Any MLS information, whether provided in written or printed form, provided electronically, or provided in any other form or format, is provided for the exclusive use of the participant and those licensees affiliated with the participant who are authorized to have access to such information. Such information may not be transmitted, retransmitted, or provided in any manner to any unauthorized individual, office, or firm.

None of the foregoing shall be construed to prevent any individual legitimately in possession of current listing information, sold information, comparables, or statistical information from utilizing such information to support valuations on particular properties for clients and customers. Any MLS content in data feeds available to participants for real estate brokerage purposes must also be available to participants for valuation purposes, including automated valuations. MLSs must either permit use of existing data feeds, or create a separate data feed, to satisfy this requirement. MLSs may require execution of a third-party license agreement where deemed appropriate by the MLS. MLSs may require participants who will use such data feeds to pay the reasonably estimated costs incurred by the MLS in adding or enhancing its downloading capacity for this purpose. Information deemed confidential may not be used as supporting documentation. Any other use of such information is unauthorized and prohibited by these rules and regulations. (Amended 05/14) **M**

Section 13 Limitations on Use of MLS Information

Use of information from MLS compilation of current listing information, from the association's statistical report, or from any sold or comparable report of the association or MLS for public mass-media advertising by an MLS participant or in other public representations, may not be prohibited.

However, any print or non-print forms of advertising or other forms of public representations based in whole or in part on information supplied by the association or its MLS must clearly demonstrate the period of time over which such claims are based and must include the following, or substantially similar, notice:

Based on information from the association of REALTORS® (alternatively, from the _____ MLS) for the period (date) through (date). *(Amended 11/93)*

Section 14 Categorization of MLS Services, Information, and Products

The services, information, and products that multiple listing services provide to participants and to subscribers affiliated with participants may be categorized as core, as ancillary to the core but included in a basic package of MLS services as determined locally and provided to all MLS participants and subscribers automatically or on a discretionary basis, or as optional and available to participants and subscribers at their discretion. The following will guide MLSs in categorizing their services, information, and products.

Core: Core MLS information, services, and products are essential to the effective functioning of MLS, as defined, and include:

- active listening information

M *(Amended 08/24)*

Section 15 Changes in Rules and Regulations

Amendments to the rules and regulations of the service shall be by a majority vote of the members of the multiple listing service committee, subject to approval by the board of directors of the association of REALTORS®. After any such amendment has been made by the Multiple Listing Service and approved by the Board of Directors of the Kanawha Valley Board of REALTORS®, Inc., KVBR shall promptly mail a written notice of such amendments to all Participants. Such amendments shall become effective as to all Participants on the third business day following the date of such notice, even if one or more Participants fails to receive such notice.

Note: Some associations may prefer to change the rules and regulations by a vote of the participants, subject to approval by the board of directors of the association of REALTORS®. **M**

Section 15.1 Arbitration of Disputes

By becoming and remaining a Participant, each Participant agrees to arbitrate disputes involving contractual issues and questions, and specific non-contractual issues and questions defined in Standard of Practice 17-4 of the Code of Ethics with MLS Participants in different firms arising out of their relationships as MLS Participants subject to the following qualifications.

- a. If all disputants are members of the same association of REALTORS® or have their principal place of business within the same association's territorial jurisdiction, they shall arbitrate pursuant to the procedures of that association of REALTORS®.
- b. If the disputants are members of different associations of REALTORS® or if their principal place of business is located within the territorial jurisdiction of different associations of REALTORS®, they remain obligated to arbitrate in accordance with the procedures of the _____ (state association of REALTORS®). *(Amended 11/97)*

*Only adopt Section 15 if the association's MLS is open to Non-Member Participants (otherwise qualified individuals who do not hold REALTOR® membership anywhere). If adopted, this section may not be modified.

Interboard Arbitration Procedures: Arbitration shall be conducted in accordance with any existing interboard agreement or, alternatively, in accordance with the interboard arbitration procedures in the Code of Ethics and Arbitration Manual of the NATIONAL ASSOCIATION OF REALTORS®. Nothing herein shall preclude Participants from agreeing to arbitrate the dispute before a particular association of REALTORS®. *(Amended 11/98)*

Awards: The obligation to arbitrate includes the duty to either 1) pay an award to the party(ies) named in the award or 2) deposit the funds with the Professional Standards Administrator or Executive Officer to be held in an escrow or trust account maintained for this purpose. Failure to satisfy the award or deposit the funds with the association within ten (10) days may be considered a violation of the MLS rules and may subject the Participant to disciplinary action at the sole discretion of the MLS. *(Adopted 11/15)* **O**

Section 16

Standards of Conduct for MLS Participants

Standard 16.1

MLS Participants shall not engage in any practice or take any action inconsistent with exclusive representation or exclusive brokerage relationship agreements that other MLS Participants have with clients. *(Amended 1/04)*

Standard 16.2

Signs giving notice of property for sale, rent, lease, or exchange shall not be placed on property without consent of the seller/landlord.

Standard 16.3

Deleted August 2024

Standard 16.4

MLS Participants shall not solicit a listing currently listed exclusively with another broker. However, if the listing broker, when asked by the MLS Participant, refuses to disclose the expiration date and nature of such listing (i.e., an exclusive right-to-sell, an exclusive agency, open listing, or other form of contractual agreement between the listing broker and the client) the MLS Participant may contact the owner to secure such information and may discuss the terms upon which the MLS Participant might take a future listing or, alternatively, may take a listing to become effective upon expiration of any existing exclusive listing.

Standard 16.5

MLS Participants shall not solicit buyer/tenant agreements from buyers/tenants who are subject to exclusive buyer/tenant agreements. However, if asked by an MLS Participant, the broker refuses to disclose the expiration date of the exclusive buyer/tenant agreement, the MLS Participant may contact the buyer/tenant to secure such information and may discuss the terms upon which the MLS Participant might enter into a future buyer/tenant agreement or, alternatively, may enter into a buyer/tenant agreement to become effective upon the expiration of any existing exclusive buyer/tenant agreement. *(Amended 1/98)*

Standard 16.6

MLS Participants shall not use information obtained from listing brokers through offers to cooperate made through multiple listing services or through other offers of cooperation to refer listing brokers' clients to other brokers or to create buyer/tenant relationships with listing brokers' clients, unless such use is authorized by listing brokers. *(Amended 11/01)*

Standard 16.7

The fact that an agreement has been entered into with an MLS Participant shall not preclude or inhibit any other MLS Participant from entering into a similar agreement after the expiration of the prior agreement. *(Amended 1/98)*

Standard 16.

The fact that a prospect has retained an MLS Participant as an exclusive representative or exclusive broker in one or more past transactions does not preclude other MLS Participants from seeking such prospect's future business. *(Amended 1/04)*

Standard 16.9

MLS Participants are free to enter into contractual relationships or to negotiate with sellers/landlords, buyers/tenants or others who are not subject to an exclusive agreement but shall not knowingly obligate them to pay more than one Commission except with their informed consent. *(Amended 1/98)*

Standard 16.10

When MLS Participants are contacted by the client of another MLS Participant regarding the creation of an exclusive relationship to provide the same type of service, and MLS Participants have not directly or indirectly initiated such discussions, they may discuss the terms upon which they might enter into a future agreement or, alternatively, may enter into an agreement which becomes effective upon expiration of any existing exclusive agreement. *(Amended 1/98)*

Standard 16.11

Deleted August 2024

Standard 16.12

MLS Participants are not precluded from making general announcements to prospects describing their services and the terms of their availability even though some recipients may have entered into agency agreements or other exclusive relationships with another MLS Participant. A general telephone canvass, general mailing, or distribution addressed to all prospects in a given geographical area or in a given profession, business, club, or organization, or other classification or group is deemed general for purposes of this rule. *(Amended 1/04)*

The following types of solicitations are prohibited:

Telephone or personal solicitations of property owners who have been identified by a real estate sign, multiple listing compilation, or other information service as having exclusively listed their property with another MLS Participant; and mail or other forms of written solicitations of prospects whose properties are exclusively listed with another MLS Participant when such solicitations are not part of a general mailing but are directed specifically to property owners identified through compilations of current listings, for sale or for rent signs, or other sources of information intended to foster cooperation with MLS Participants. *(Amended 1/04)*

Standard 16.13

MLS Participants, prior to entering into a representation agreement, have an affirmative obligation to make reasonable efforts to determine whether the prospect is subject to a current, valid exclusive agreement to provide the same type of real estate service. *(Amended 1/04)*

Standard 16.14

MLS Participants, acting as buyers or tenants representatives or brokers, shall disclose that relationship to the seller/landlord's representative or broker at first contact and shall provide written confirmation of that disclosure to the seller/landlord's representative or broker not later than execution of a purchase agreement or lease. *(Amended 1/04)*

Standard 16.15

On unlisted property, MLS Participants acting as buyer/tenant representatives or brokers shall disclose that relationship to the seller/landlord at first contact for that buyer/tenant and shall provide written confirmation of such disclosure to the seller/landlord not later than execution of any purchase or lease agreement. *(Amended 8/24)*

Standard 16.16

MLS Participants, acting as representatives or brokers of sellers/landlords or as subagents of listing brokers, shall disclose that relationship to buyers/tenants as soon as practicable, and shall provide written confirmation of such disclosure to buyers/tenants not later than execution of any purchase or lease agreement. *(Amended 1/04)*

Standard 16.17

MLS Participants are not precluded from contacting the client of another broker for the purpose of offering to provide, or entering into a contract to provide, a different type of real estate service unrelated to the type of service currently being provided (e.g., property management as opposed to brokerage) or from offering the same type of service for property not subject to other brokers' exclusive agreements. However, information received through a multiple listing service or any other offer of cooperation may not be used to target clients of other MLS Participants to whom such offers to provide services may be made. *(Amended 1/04)*

Standard 16.19

All dealings concerning property exclusively listed or with buyer/tenants who are subject to an exclusive agreement shall be carried on with the client's representative or broker, and not with the client, except with the consent of the client's representative or broker or except where such dealings are initiated by the client. *(Amended 1/04)*

Before providing substantive services (such as writing a purchase offer or presenting a CMA) to prospects, MLS Participants shall ask prospects whether they are a party to any exclusive representation agreement. MLS Participants shall not knowingly provide substantive services concerning a prospective transaction to prospects who are parties to exclusive representation agreements, except with the consent of the prospects' exclusive representatives or at the direction of prospects. *(Adopted 1/03, Amended 1/04)*


Standard 16.20

Participants, users, and Subscribers, prior to or after their relationship with their current firm is terminated, shall not induce clients of their current firm to cancel exclusive contractual agreements between the client and that firm. This does not preclude Participants from establishing agreements with their associated licensees governing assignability of exclusive agreements. *(Adopted 1/98, Amended 1/10)*

Standard 16.21

Deleted August 2024

Standard 16.22

MLS Participants shall not knowingly or recklessly make false or misleading statements about other real estate professionals, their businesses, or their business practices. *(Amended 01/12)* 

MLS Participants' firm websites shall disclose the firm's name and state(s) of licensure in a reasonable and readily apparent manner.

Websites of licensees affiliated with a Participant's firm shall disclose the firm's name and the licensee's state(s) of licensure in a reasonable and readily apparent manner. *(Adopted 11/07)*

Standard 16.24

MLS Participants shall present a true picture in their advertising and representations to the public, including Internet content, images, and the URLs and domain names they use, and Participants may not:

- a. engage in deceptive or unauthorized framing of real estate brokerage websites;

- b. manipulate (e.g., presenting content developed by others) listing and other content in any way that produces a deceptive or misleading result;
- c. deceptively use metatags, keywords or other devices/methods to direct, drive, or divert Internet traffic;
- d. present content developed by others without either attribution or without permission; or
- e. otherwise mislead consumers, including use of misleading images. *(Adopted 1/18)*

Standard 16.25

The services which MLS Participants provide to their clients and customers shall conform to the standards of practice and competence which are reasonably expected in the specific real estate disciplines in which they engage; specifically, residential real estate brokerage, real property management, commercial and industrial real estate brokerage, land brokerage, real estate appraisal, real estate counseling, real estate syndication, real estate auction, and international real estate.

MLS Participants shall not undertake to provide specialized professional services concerning a type of property or service that is outside their field of competence unless they engage the assistance of one who is competent on such types of property or service, or unless the facts are fully disclosed to the client. Any persons engaged to provide such assistance shall be so identified to the client and their contribution to the assignment should be set forth. *(Adopted 11/09)*

Standard 16.30

MLS Participants and Subscribers shall:

- a. Not engage in any form of harassment, intimidation, abusive language, or other disrespectful behavior in connection with their real estate activities, MLS use, or business practices.
- b. Conduct themselves professionally and courteously, including timely responses, respectful scheduling, and fair dealings.
- c. Comply with all fair-housing and anti-discrimination laws in MLS interactions.
- d. Ensure all listing data and communications are honest, accurate, and corrected promptly when necessary.

Section 16.31 – Enforcement of Standards of Conduct

Violations of the Standards of Conduct (Standards 16.1 through 16.30) adopted by the Kanawha Valley Board of REALTORS® MLS shall be subject to the disciplinary process outlined in these Rules and Regulations. Such conduct violations include, but are not limited to, harassment, intimidation, discrimination, misuse of MLS information, or actions contrary to the cooperative spirit of the MLS.

The following fine and sanction framework applies to violations of this section. Progressive discipline may include a written warning, administrative fine, suspension, or termination of MLS services, depending on the severity or frequency of the offense.

Level 1 Fine – Notice of Warning.

Applies to minor or first-time conduct concerns such as isolated discourtesy, delayed communication, or unprofessional tone. The member will receive a written warning and be required to immediately correct the behavior. Failure to comply within ten (10) calendar days will result in MLS service shut-off and a \$100 reconnection fee.

Level 2 Fine – Administrative Fine.

Applies to repeated or more serious unprofessional behavior, lack of cooperation, or disregard of a prior warning. A \$250 fine will be assessed. If not resolved within ten (10) calendar days, MLS access will be suspended and a \$100 reconnection fee will apply. The MLS Committee may also require completion of professional conduct or

communication training.

Level 3 Fine – Severe Misconduct.

Applies to verbal abuse, harassment, intimidation, or actions that disrupt the operations of the MLS or Association staff. A \$500 fine will be assessed along with a \$100 reconnection fee. The MLS may impose immediate temporary suspension of MLS access pending review by the MLS Committee.

Level 4 Fine – Major or Repeated Offenses.

Applies to ongoing or escalating misconduct after prior discipline, harassment or discrimination based on a protected class, or threatening language or behavior. A \$1,000 fine will be assessed with a \$100 reconnection fee. The MLS Committee will hold a hearing and may impose suspension of MLS services for up to six (6) months.

Level 5 Fine – Extreme or Egregious Behavior.

Applies to severe misconduct causing harm to another person or to the MLS organization, including any act of threat or retaliation. A fine of up to \$1,000 may be assessed. Termination of MLS participation or services may be imposed subject to review and approval by the Board of Directors.

Appeals.

Participants and Subscribers may appeal disciplinary actions within twenty (20) days of notification to the MLS Committee, with further appeal rights to the Kanawha Valley Board of REALTORS® Board of Directors as outlined in Section 9. For non-REALTOR® participants and subscribers, enforcement procedures shall follow Section 17 of these Rules and Regulations.

Section 17 – Enforcement of MLS Standards / Ethical Conduct by Non-REALTOR®

Participants

Violations of the Standards of Conduct (Section 16) by non-REALTOR® participants shall be processed pursuant to this Section 17, consistent with Section 7 (Compliance with Rules) and Section 9 (Consideration of Alleged Violations).

This section establishes the procedure for enforcement of MLS standards and ethical conduct by non-REALTOR® participants and subscribers. All MLS Participants and Subscribers agree, as a condition of participation, to abide by the MLS Rules and Regulations, policies, and procedures. Violations of such rules may result in discipline as provided herein.

Authority and Jurisdiction

The MLS has authority under Section 7.21 of the National Association of REALTORS® Handbook on Multiple Listing Policy to impose disciplinary actions for violations of MLS Rules and Regulations, including the Standards of Conduct. The MLS Committee or a designated hearing panel shall hear and determine such complaints involving non-REALTOR® participants or subscribers.

Due Process and Hearings

The MLS shall provide written notice of the alleged violation, identifying the rule(s) violated and the facts in support thereof. Respondents shall have the opportunity to respond in writing and to appear before a hearing panel to present testimony, evidence, and witnesses. The hearing body shall consist of at least three members of the MLS Committee or other qualified MLS Participants appointed by the President with Board approval. No individual shall serve on a hearing panel if they have a conflict of interest in the matter.

Administrative Sanctions

Administrative sanctions may be imposed for clear-cut or uncontested violations, such as failure to update listing

status, unauthorized data sharing, or failure to cooperate with MLS compliance. Administrative fines shall not exceed \$15,000 per violation. Participants retain the right to request a full hearing.

Sanctions and Disciplinary Actions

Upon determination of a violation, the MLS Committee or hearing panel may impose any of the following sanctions, individually or in combination:

- Letter of warning or reprimand
- Mandatory education or training
- Administrative fine up to \$15,000 per violation
- Probationary period or conditional participation
- Suspension of MLS access and services
- Termination of MLS participation, subject to Board of Directors review

Confidentiality

All proceedings, evidence, and records under this section shall remain confidential except as necessary to enforce sanctions or as required by law.

Appeals

Participants and Subscribers may appeal disciplinary actions within 20 days of notification to the MLS Committee, with further appeal rights to the Kanawha Valley Board of REALTORS® Board of Directors as outlined in Section 9 of these Rules and Regulations.

Section 18 Orientation

Any applicant for MLS participation and any licensee (including licensed or certified appraisers) affiliated with an MLS participant who has access to and use of MLS-generated information shall complete an orientation program of no more than eight (8) classroom hours devoted to the MLS rules and regulations and computer training related to MLS information entry and retrieval and the operation of the MLS within thirty (30) days after access has been provided. *(Amended 11/04)* **M**

Participants and subscribers may be required, at the discretion of the MLS, to complete additional training of not more than four (4) classroom hours in any twelve (12) month period when deemed necessary by the MLS to familiarize participants and subscribers with system changes or enhancements and/or changes to MLS rules or policies. Participants and subscribers must be given the opportunity to complete any mandated orientation and additional training remotely. *(Amended 11/17)*

Section 19 IDX Defined

IDX affords MLS participants the ability to authorize limited electronic display and delivery of their listings 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. *(Amended 5/17)* **M**

Section 19.1 Authorization

Participants' consent for display of their listings by other participants pursuant to these rules and regulations is presumed unless a participant affirmatively notifies the MLS that the participant refuses to permit display (either on a blanket or on a listing-by-listing basis). If a participant refuses on a blanket basis to permit the display of that participant's listings, that participant may not download, frame or display the aggregated MLS data of other participants.*

*Even where participants have given blanket authority for other participants to display their listings through IDX, such consent may be withdrawn on a listing-by-listing basis where the seller has prohibited all Internet display or other electronic forms of display or distribution. *(Amended 05/17)*

Section 19.2 Participation

Participation in IDX is available to all MLS participants who consent to display of their listings by other participants.

Section 19.2.1

Participants must notify the MLS of their intention to display IDX information and must give the MLS direct access for purposes of monitoring/ensuring compliance with applicable rules and policies. *(Amended 05/12)* **M**

Section 19.2.2

MLS participants may not use IDX-provided listings for any purpose other than display as provided for in these rules. This does not require participants to prevent indexing of IDX listings by recognized search engines. *(Amended 05/12)* **M Level 4 Fine**

Section 19.2.3

Listings, including property addresses, can be included in IDX displays except where a seller has directed their listing broker to withhold their listing or the listing's property address from all display on the Internet (including, but not limited to, publicly-accessible websites or VOWs) or other electronic forms of display or distribution. *(Amended 05/17)* **M**

Section 19.2.4

Participants may select the listings they choose to display through IDX based only on objective criteria including, but not limited to, factors such as geography or location ("uptown," "downtown," etc.), list price, type of property (e.g., condominiums, cooperatives, single-family detached, multi-family), or type of listing (e.g., exclusive right-to-sell or exclusive agency). Selection of listings displayed through IDX must be independently made by each participant. *(Amended 5/17)* **Level 2 Fine M**

Section 19.2.5

Participants must refresh all MLS downloads and IDX displays automatically fed by those downloads at least once every twelve (12) hours. *(Amended 11/14)* **M**

Section 19.2.6

Except as provided in the IDX policy and these rules, an IDX site or a participant or user operating an IDX site or displaying IDX information as otherwise permitted may not distribute, provide, or make any portion of the MLS database available to any person or entity. *(Amended 05/12)* **M**

Section 19.2.7

Any IDX display controlled by a participant must clearly identify the name of the brokerage firm under which they operate in a readily visible color and typeface. For purposes of the IDX policy and these rules, "control" means the ability to add, delete, modify and update information as required by the IDX policy and MLS rules. *(Amended 05/12)* **M Level 4 Fine**

Section 19.2.8

Any IDX display controlled by a participant or subscriber that

- a. allows third-parties to write comments or reviews about particular listings or displays a hyperlink to such comments or reviews in immediate conjunction with particular listings, or
- b. displays an automated estimate of the market value of the listing (or hyperlink to such estimate) in immediate conjunction with the listing,

either or both of those features shall be disabled or discontinued for the seller's listings at the request of the seller. The listing broker or agent shall communicate to the MLS that the seller has elected to have one or both of these features disabled or discontinued on all displays controlled by participants. Except for the foregoing and subject to Section 18.2.9, a participant's IDX display may communicate the participant's professional judgment concerning any listing. Nothing shall prevent an IDX display from notifying its customers that a particular feature has been disabled at the request of the seller. *(Adopted 05/12)* **M**

Section 19.2.9

Participants shall maintain a means (e.g., e-mail address, telephone number) to receive comments about the accuracy of any data or information that is added by or on behalf of the participant beyond that supplied by the MLS and that relates to a

specific property. Participants shall correct or remove any false data or information relating to a specific property upon receipt of a communication from the listing broker or listing agent for the property explaining why the data or information is false. However, participants shall not be obligated to remove or correct any data or information that simply reflects good faith opinion, advice, or professional judgment. *(Amended 05/12)* **M**

Section 19.2.10

An MLS participant (or where permitted locally, an MLS subscriber) may co-mingle the listings of other brokers received in an IDX feed with listings available from other MLS IDX feeds, provided all such displays are consistent with the IDX rules, and the MLS participant (or MLS subscriber) holds participatory rights in those MLSs. As used in this policy, “co-mingling” means that consumers are able to execute a single property search of multiple IDX data feeds resulting in the display of IDX information from each of the MLSs on a single search results page; and that participants may display listings from each IDX feed on a single webpage or display. *(Adopted 11/14)* **M**

Section 19.2.11

Participants shall not modify or manipulate information relating to other participants listings. MLS participants may augment their IDX display of MLS data with applicable property information from other sources to appear on the same webpage or display, clearly separated by the data supplied by the MLS. The source(s) of the information must be clearly identified in the immediate proximity to such data. This requirement does not restrict the format of MLS data display or display of fewer than all of the available listings or fewer authorized fields. *(Adopted 05/15)* **M**

Section 19.2.12

All listings displayed pursuant to IDX shall identify the listing firm and the email or phone number provided by the listing participant in a reasonably prominent location and in a readily visible color and typeface not smaller than the median used in the display of listing data. *(Amended 0)* **M**

Section 19.3 Display

Display of listing information pursuant to IDX is subject to the following rules and will be subject to a **Level 2 Fine**:

Section 19.3.1

Listings displayed pursuant to IDX shall contain only those fields of data designated by the MLS. Display of all other fields (as determined by the MLS) is prohibited. Confidential fields intended only for other MLS participants and users (e.g., cooperative , showing instructions, property security information, etc.) may not be displayed. *(Amended 05/12)*

Section 19.3.1.1

The type of listing agreement (e.g., exclusive right to sell, exclusive agency, etc.) may not be displayed. *(Amended 05/12)*

Section 19.3.2

Deleted May 2015.

Section 19.3.3

Deleted May 2017; moved to 18.2.12 May 2017.

Section 19.3.4

All listings displayed pursuant to IDX shall identify the listing agent.

Section 19.3.5

Non-principal brokers and sales licensees affiliated with IDX participants may display information available through IDX on their own websites subject to their participant’s consent and control and the requirements of state law and/or regulation.

Section 19.3.6

Deleted November 2006.

Section 19.3.7

All listings displayed pursuant to IDX shall show the MLS as the source of the information.* *(Amended 05/17)*

Section 19.3.8

Participants (and their affiliated licensees, if applicable) shall indicate on their websites that IDX information is provided exclusively for consumers' personal, non-commercial use, that it may not be used for any purpose other than to identify prospective properties consumers may be interested in purchasing, and that the data is deemed reliable but is not guaranteed accurate by the MLS. The MLS may, at its discretion, require use of other disclaimers as necessary to protect participants and/or the MLS from liability.* *(Amended 05/17)*

*Displays of minimal information (e.g., "thumbnails", text messages, "tweets", etc., of two hundred [200] characters or less) are exempt from this requirement but only when linked directly to a display that includes all required disclosures. For audio delivery of listing content, all required disclosures must be subsequently delivered electronically to the registered consumer performing the property search or linked to through the device's application. *(Amended 5/17)*

Section 19.3.10

The right to display other participants' listings pursuant to IDX shall be limited to a participant's office(s) holding participatory rights in this MLS.

Section 19.3.11

Listings obtained from other sources (e.g., from other MLSs, from non-participating brokers, etc.) must display the source from which each such listing was obtained.* *(Amended 05/17)*

Note: An MLS participant (or where permitted locally, an MLS subscriber) may co-mingle the listings of other brokers received in an IDX feed with listings available from other MLS IDX feeds, provided all such displays are consistent with the IDX rules, and the MLS participant (or MLS subscriber) holds participatory rights in those MLSs. As used in this policy, "co-mingling" means that consumers are able to execute a single property search of multiple IDX data feeds resulting in the display of IDX information from each of the MLSs on a single search results page; and that participants may display listings from each IDX feed on a single webpage or display. *(Adopted 11/14)*

Section 19.3.12

Display of expired, withdrawn, and sold listings** is prohibited. *(Amended 11/15)*

*Displays of minimal information (e.g., "thumbnails", text messages, "tweets", etc., of two hundred [200] characters or less) are exempt from this requirement but only when linked directly to a display that includes all required disclosures. For audio delivery of listing content, all required disclosures must be subsequently delivered electronically to the registered consumer performing the property search or linked to through the device's application. *(Amended 05/17)*

Comparable only listings will be for MLS purposes only and will not be included in IDX feeds.

****Note:** If "sold" information is publicly accessible, display of "sold" listings may not be prohibited. *(Adopted 11/14)*

Section 19.3.13

Display of seller's(s') and/or occupant's(s') name(s), phone number(s), and e-mail address(es) is prohibited.

Section 19.3.14

Participants are required to employ appropriate security protection such as firewalls on their websites and displays, provided that any security measures required may not be greater than those employed by the MLS. *(Amended 05/12)*

Section 19.4 Service Fees and Charges

Service fees and charges for participation in IDX shall be as established annually by the Board of Directors. *(Adopted 11/01, Amended 5/05)*

Section 19.4.1

The MLS reserves the right to discontinue the IDX data feed and/or MLS access to an IDX Participant within 72 hours from the time of giving notice to an IDX Participant if MLS reasonably believes MLS IDX Participant is in violation of any Section hereof. **Level 4 Fine.**

Section 19.4.2

Affiliate members requesting an IDX feed for active data will be reviewed on an individual basis to determine if it is for the betterment of the membership. *(Adopted 9/24/14)*

Section 20.1 VOW Defined

- a. A “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. A non-principal broker or sales licensee affiliated with a participant may, with his or her participant’s consent, operate a VOW. Any VOW of a non-principal broker or sales licensee is subject to the participant’s oversight, supervision, and accountability. **M**
- b. As used in Section 19 of these rules, the term “participant” includes a participant’s affiliated non-principal brokers and sales licensees—except when the term is used in the phrases “participant’s consent” and “participant’s oversight, supervision, and accountability”. References to “VOW” and “VOWs” include all Virtual Office Websites, whether operated by a participant, by a non-principal broker or sales licensee, or by an “Affiliated VOW Partner” (AVP) on behalf of a participant. **M**
- c. “Affiliated VOW Partner” (AVP) refers to an entity or person designated by a participant to operate a VOW on behalf of the participant, subject to the participant’s supervision, accountability, and compliance with the VOW policy. No AVP has independent participation rights in the MLS by virtue of its right to receive information on behalf of a participant. No AVP has the right to use MLS listing information, except in connection with operation of a VOW on behalf of one or more participants. Access by an AVP to MLS listing information is derivative of the rights of the participant on whose behalf the AVP operates a VOW. **M**
- d. As used in Section 19 of these rules, the term “MLS listing information” refers to active listing information and sold data provided by participants to the MLS and aggregated and distributed by the MLS to participants. **M**

Section 20.2

- a. The right of a participant’s VOW to display MLS listing information is limited to that supplied by the MLS(s) in which the participant has participatory rights. However, a participant with offices participating in different MLSs may operate a master website with links to the VOWs of the other offices. **M**
- b. Subject to the provisions of the VOW policy and these rules, a participant’s VOW, including any VOW operated on behalf of a participant by an AVP, may provide other features, information, or functions, e.g., “Internet Data Exchange” (IDX). **M**
- c. Except as otherwise provided in the VOW policy or in these rules, a participant need not obtain separate permission from other MLS participants whose listings will be displayed on the participant’s VOW. **M**

Section 20.3

- a. Before permitting any consumer to search for or retrieve any MLS listing information on his or her VOW, the participant must take each of the following steps.
 - i. The participant must first establish with that consumer a lawful broker-consumer relationship (as defined by state law), including completion of all actions required by state law in connection with providing real estate brokerage services to clients and customers (hereinafter, “Registrants”). Such actions shall include, but are not limited to, satisfying all applicable agency, non-agency, and other disclosure obligations, and execution of any required agreements.

- ii. The participant must obtain the name of and a valid e-mail address for each Registrant. The participant must send an e-mail to the address provided by the Registrant confirming that the Registrant has agreed to the terms of use (described in Subsection d., below). The participant must verify that the e-mail address provided by the Registrant is valid and that the Registrant has agreed to the terms of use.
 - iii. The participant must require each Registrant to have a user name and a password, the combination of which is different from those of all other Registrants on the VOW. The participant may, at his or her option, supply the user name and password or may allow the Registrant to establish its user name and password. The participant must also assure that any e-mail address is associated with only one user name and password. **M**
- b. The participant must assure that each Registrant's password expires on a date certain, but may provide for renewal of the password. The participant must at all times maintain a record of the name, e-mail address, user name, and current password of each Registrant. The participant must keep such records for not less than one hundred eighty (180) days after the expiration of the validity of the Registrant's password. **M**
- c. If the MLS has reason to believe that a participant's VOW has caused or permitted a breach in the security of MLS listing information or a violation of MLS rules, the participant shall, upon request of the MLS, provide the name, e-mail address, user name, and current password, of any Registrant suspected of involvement in the breach or violation. The participant shall also, if requested by the MLS, provide an audit trail of activity by any such Registrant. **M**
- d. The participant shall require each Registrant to review and affirmatively to express agreement (by mouse click or otherwise) to a terms of use provision that provides at least the following:
 - i. that the Registrant acknowledges entering into a lawful consumer-broker relationship with the participant
 - ii. that all information obtained by the Registrant from the VOW is intended only for the Registrant's personal, non-commercial use
 - iii. that the Registrant has a bona fide interest in the purchase, sale, or lease of real estate of the type being offered through the VOW
 - iv. that the Registrant will not copy, redistribute, or retransmit any of the information provided, except in connection with the Registrant's consideration of the purchase or sale of an individual property
 - v. that the Registrant acknowledges the MLS' ownership of and the validity of the MLS' copyright in the MLS database **M**
- e. The terms of use agreement may not impose a financial obligation on the Registrant or create any representation agreement between the Registrant and the participant. Any agreement entered into at any time between the participant and Registrant imposing a financial obligation on the Registrant or creating representation of the Registrant by the participant must be established separately from the terms of use, must be prominently labeled as such, and may not be accepted solely by mouse click. **M**
- f. The terms of use agreement shall also expressly authorize the MLS and other MLS participants or their duly authorized representatives to access the VOW for the purposes of verifying compliance with MLS rules and monitoring display of participants' listings by the VOW. The agreement may also include such other provisions as may be agreed to between the participant and the Registrant. **M**

Section 20.4

A participant's VOW must prominently display an e-mail address, telephone number, or specific identification of another mode of communication (e.g., live chat) by which a consumer can contact the participant to ask questions or get more information about any property displayed on the VOW. The participant or a non-principal broker or sales licensee licensed with the participant must be willing and able to respond knowledgeably to inquiries from Registrants about properties within the market area served by that participant and displayed on the VOW. **M**

Section 20.5

A participant's VOW must employ reasonable efforts to monitor for and prevent misappropriation, scraping, and other unauthorized uses of MLS listing information. A participant's VOW shall utilize appropriate security protection such as

firewalls as long as this requirement does not impose security obligations greater than those employed concurrently by the MLS. **M**

Section 20.6

- a. A participant's VOW shall not display the listings or property addresses of any seller who has affirmatively directed the listing broker to withhold the seller's listing or property address from display on the Internet. The listing broker shall communicate to the MLS that the seller has elected not to permit display of the listing or property address on the Internet. Notwithstanding the foregoing, a participant who operates a VOW may provide to consumers via other delivery mechanisms, such as e-mail, fax, or otherwise, the listings of sellers who have determined not to have the listing for their property displayed on the Internet. **M**
- b. A participant who lists a property for a seller who has elected not to have the property listing or the property address displayed on the Internet shall cause the seller to execute a document that includes the following (or a substantially similar) provision. **M**

Seller Opt-out Form

1. Check one.
 - a. ☐ I have advised my broker or sales agent that I do not want the listed property to be displayed on the Internet.
 - b. ☐ I have advised my broker or sales agent that I do not want the address of the listed property to be displayed on the Internet.
2. I understand and acknowledge that if I have selected Option a., consumers who conduct searches for listings on the Internet will not see information about the listed property in response to their searches.

Initials of Seller

- c. The participant shall retain such forms for at least one (1) year from the date they are signed or one (1) year from the date the listing goes off the market, whichever is greater. **M**

Section 20.7

- a. Subject to Subsection b., below, a participant's VOW may allow third-parties:
 - i. to write comments or reviews about particular listings or display a hyperlink to such comments or reviews in immediate conjunction with particular listings, or
 - ii. to display an automated estimate of the market value of the listing (or hyperlink to such estimate) in immediate conjunction with the listing. **M**
- b. Notwithstanding the foregoing, at the request of a seller, the participant shall disable or discontinue either or both of those features described in Subsection a. as to any listing of the seller. The listing broker or agent shall communicate to the MLS that the seller has elected to have one or both of these features disabled or discontinued on all participants' websites. Subject to the foregoing and to Section 19.8, a participant's VOW may communicate the participant's professional judgment concerning any listing. A participant's VOW may notify its customers that a particular feature has been disabled at the request of the seller. **M**

Section 20.8

A participant's VOW shall maintain a means (e.g., e-mail address, telephone number) to receive comments from the listing broker about the accuracy of any information that is added by or on behalf of the participant beyond that supplied by the MLS and that relates to a specific property displayed on the VOW. The participant shall correct or remove any false information relating to a specific property within forty-eight (48) hours following receipt of a communication from the listing broker explaining why the data or information is false. The participant shall not, however, be obligated to correct or remove

any data or information that simply reflects good faith opinion, advice, or professional judgment. **M**

Section 20.9

A participant shall cause the MLS listing information available on its VOW to be refreshed at least once every three (3) days. **M**

Section 20.10

Except as provided in these rules, in the NATIONAL ASSOCIATION OF REALTORS®' VOW policy, or in any other applicable MLS rules or policies, no participant shall distribute, provide, or make accessible any portion of the MLS listing information to any person or entity. **M**

Section 20.11

A participant's VOW must display the participant's privacy policy informing Registrants of all of the ways in which information that they provide may be used. **M**

Section 20.12

A participant's VOW may exclude listings from display based only on objective criteria, including, but not limited to, factors such as geography, list price, type of property. **M**

Section 20.13

A participant who intends to operate a VOW to display MLS listing information must notify the MLS of its intention to establish a VOW and must make the VOW readily accessible to the MLS and to all MLS participants for purposes of verifying compliance with these rules, the VOW policy, and any other applicable MLS rules or policies. **M**

Section 20.14

A participant may operate more than one VOW himself or herself or through an AVP. A participant who operates his or her own VOW may contract with an AVP to have the AVP operate other VOWs on his or her behalf. However, any VOW operated on behalf of a participant by an AVP is subject to the supervision and accountability of the participant. **M**

Note: Adoption of Sections 19.15 through 19.19 is at the discretion of the MLS. However, if any of the following sections are adopted, an equivalent requirement must be imposed on participants' use of MLS listing information in providing brokerage service through all other delivery mechanisms.

Section 20.15

A participant's VOW may not make available for search by or display to Registrants any of the following information:

- a. expired and withdrawn listings

Note: Due to the 2015 changes in IDX policy and the requirement that participants be permitted to make MLS listing information available to Registrants of VOW sites where such information may be made available via other delivery mechanisms, MLSs can no longer prohibit the display of pending ("under contract") listings on VOW sites.

- b. the compensation offered to other MLS participants
- c. the type of listing agreement, i.e., exclusive right-to-sell or exclusive agency
- d. the seller's and occupant's name(s), phone number(s), or e-mail address(es)
- e. instructions or remarks intended for cooperating brokers only, such as those regarding showings or security of listed property

Note: If sold information is publicly accessible in the jurisdiction of the MLS, Subsection 19.15f. must be omitted. (Revised 11/15) **M**

Section 20.17

A participant shall cause to be placed on his or her VOW a notice indicating that the MLS listing information displayed on

the VOW is deemed reliable, but is not guaranteed accurate by the MLS. A participant's VOW may include other appropriate disclaimers necessary to protect the participant and/or the MLS from liability.

Section 20.18

A participant shall cause any listing that is displayed on his or her VOW to identify the name of the listing firm and the listing broker or agent in a readily visible color, in a reasonably prominent location, and in typeface not smaller than the median typeface used in the display of listing data.

Section 20.22

A participant shall cause any listing displayed on his or her VOW obtained from other sources, including from another MLS or from a broker not participating in the MLS, to identify the source of the listing.