SOUTHEASTERN BORDER ASSOCIATION OF REALTORS®

SELLER ADVISORY:
DELAYED MARKETING EXEMPT STATUS FORM

Delayed Marketing: An exempt listing where the **seller** has directed the listing broker to delay the public marketing of that listing through IDX and syndication for a maximum of 3 days. Days on Market will begin immediately upon entry into the Multiple Listing Service (MLS) in any format.

Sellers who value discretion, such as high-profile individuals, or those navigating sensitive life events, may prefer to avoid public marketing platforms.

Selling a property privately without inclusion in the Multiple Listing Service (MLS) or broader public marketing channels can significantly limit visibility and reduce buyer competition, which may negatively impact your final sale price and terms.

Sharing private confidential information should only occur once a seller has established a fiduciary relationship through the required Agency Disclosure form.

(Initial boxes below.)

☐ **FINANCIAL RISK.** With reduced market exposure comes reduced visibility, and with reduced visibility comes reduced demand for your property. Reduced demand means that you lessen your chances of receiving the highest sales price and best terms for your property.

☐ **TIME-FRAME RISK.** In many markets, residential properties listed with limited market exposure tend to stay on the market longer than those given full market exposure. Withholding your property from public sites such as Zillow, Realtor.com, Redfin and Homes.com may reduce its visibility, limit the pool of potential buyers, and negatively affect your chances of achieving the most optimal sales terms and net proceeds.

We strongly encourage you to consider exposure to the broadest market possible, which includes the Multiple Listing Service and broader public marketing channels available to all consumers, prior to accepting an offer.

Prior to engaging in any form of “office exclusive” or “private listing network” or “pocket listing”, it is imperative to establish priorities and assess the potential ramifications of restricted visibility on both buyer demand and transaction results. Ultimately, the final choice of marketing is at your discretion.

You acknowledge you have read and understand your options.

Property Address: _____

Listing Office: _____

Listing Agent Signature: _____ Broker Signature: _____

Seller Signature: _____ Seller Signature: _____

EQUAL HOUSING