

## Southeastern Michigan Multiple Listing Service

### TOP 10 SEM MLS POLICY & PROCEDURES FINE TIPS

- NOTE: Review all of the SEM MLS Policy & Procedures prior to adding a listing into the SEM Paragon MLS.



#### Coming Soon

NO DISCLOSURE OF ANY LISTING INFORMATION TO THE PUBLIC IN ANY FORM PRIOR TO IT BEING ENTERED INTO THE MLS. Automatic \$1,000 Fine!

This includes but not limited to signs, flyers, social media & if the homeowner advertises the listing.

- Seller Authorization should be signed and On File with access at all times for your Broker.
- Review the Coming Soon section (SEM MLS Policy & prior to adding or signing a Coming Soon contract.



#### 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. Failure to comply with the Clear Cooperation Policy will result in an Automatic \$100 fine.



#### Submission of Listings

All listings (in accordance with the Rules & Regulations of the MLS Service), must be input into the MLS, within (3) business days, excluding holidays including excluded listings to the MLS Service. Failure to submit any listing will result in an automatic fine of \$100. \* Please note, once marketing or sharing of property information begins (intraoffice or externally) refer to the Clear Cooperation Policy.



#### Reporting Closed/Sold Listing - Submission of Solds

Reporting a status change must be completed within 24 hours. However, **All Sold** listing information must be input into the MLS within five (5) business days from the date of closing. Failure to submit sold information will result in an Automatic fine of \$50 per sold listing.



#### Sellers Disclosure/Lead-Based Paint - (LBP-built prior to 78')

Active and Active/Contingent, Single Family and Condo/Villa properties are required to have the Sellers Disclosure and Lead Based Paint documents that are required by law attached to the listing within 5 business days. Failure to comply will result in a \$75 fine.



#### Non-Submission of Photo

All listings must have a photo or line drawing submitted to the MLS within five (5) business days of the listing date. The primary photo for all categories other than vacant land must be the front elevation of the property. Failure to comply will result in a fine of \$75 for each listing. **The listing will be withdrawn until the fine has been paid and the required photograph or line drawing has been submitted**



#### (BRANDING) Public Remarks

The Southeastern Michigan MLS prohibits in the "Remarks Section", naming of any Company Names, Real Estate Company, Agent, Builder / Building Company, any phone number and or websites. All of the above are allowed only in the "Agent Remarks Section", which does not appear on "Customer" print outs, and is intended for agent information only. Failure to comply with this policy will result in a \$100 fine per incident.



#### (LOT LISTING) Non-Submission of Lot Line Drawing added *in with the Photos*.

Non-Submission of Lot Line Drawing: All listings must have a line drawing (for vacant land) submitted in to the MLS within five (5) business days of the listing date. Failure to comply will result in a \$75 fine for each listing. **The listing will be withdrawn until the fine has been paid and the required line drawing has been submitted.**



#### (BRANDING) Promotion of Company or Agents in the Public Remarks Section, Photos & Virtual Tours.

Any promotion of Company and/or Agent including but not limited to the name of the Company, the Agents name or the telephone number, website or email of one or both in the MLS remarks, is strictly prohibited. This includes branding on Virtual Tours, signage in Virtual Tours, signage in photos, water marks and still photos with agents name, phone numbers, company names, and websites. Failure to comply with this policy will result in a \$100 fine per incident. The MLS will also remove this information from the Remarks Section and remove Virtual Tours and/or photos with signage, when violations occur.



#### Missing or Inadequate Information - NOT marked with the letter "R".

Any listing submitted with missing or inadequate information required by The SEM MLS will result in an automatic fine of \$50 per incident. Including the following fields required by the Association but not indicated by the letter (R). Number of rooms, road frontage, acres, lot measurements, driving directions, bedroom(s), kitchen, living room, dining room, and/or family room measurements. Bedroom(s), bathroom(s), kitchen, living room, dining room, and/or family room floor level.

#### REMINDER

**Offering Compensation:** Implying any offer of compensation anywhere in the MLS including on Showingtime, SentiLock, Syndicated website or any 3<sup>rd</sup> party IDX sites is strictly prohibited. Failure to comply will result in removal of the implied compensation by the MLS Board office including without a written or verbal warning an automatic fine: **First offense \$500** fine per listing., **Second offense \$1,000** fine per listing, **Third offense \$2,000** fine per listing including reviewed by the MLS Directors for further action including suspension of the MLS or termination from the Association. (Adopted 7/24)

**Buyer Broker Agreement Documentation Request:** Agents' failure to submit the Buyer Broker Agreement as requested by the MLS Board office immediately within the time limited requested will be levied the following fines per listing: **First offense** automatic **\$1,000** notification fine per listing, **Second offense** automatic **\$2,500** fine including reviewed by the MLS Directors for further action including suspension of the MLS or termination from the Association. Said participant shall be considered inactive until the levied fine is paid in full. (Adopted 7/24)