

# IMPORTANT UPDATE

## Advertising & Marketing Properties Metro MLS Policy Change

Effective January 2018

In December 2017, Governor Scott Walker signed a change to

### State Statute 452.136

Advertising without agency agreement prohibited. A firm and any licensees associated with the firm may not advertise a property unless one of the following applies:

- (a) The firm is the listing firm for the property.
- (b) The firm or a licensee associated with the firm has obtained consent to advertise the property from the listing firm of the property.

### Q&A

#### So, what does this mean for brokers and agents?

This state statute impacts the marketing & advertising of properties. Basically, there **MUST** be an **ACTIVE** listing agreement in place **BEFORE** you start advertising or marketing the property **ANYWHERE**. **This is a good thing.**

It speaks to the spirit of cooperation among brokers & agents in the marketplace. Metro MLS supports this new change to state statute and updated our Policy Manual and Procedures to reflect the change.

Be sure to review the full Policy Manual and Procedure changes on our website [www.MetroMLS.com](http://www.MetroMLS.com)

#### How do you know if you are in compliance?

That's easy! Check out the quick reference guide below.

