

# unlock **MLS**

## CONVERSATION GUIDE: CONSUMER CHOICE AND PRIVACY IN THE MLS

Now more than ever, it's important that sellers take an active role in directing how they want their listing to be marketed. In the Unlock MLS Rules and Regulations, there are an array of marketing options available to sellers while also expanding consumer privacy protections.

This Conversation Guide will help you explain to your clients the immense value of listing a property in the MLS, while also fully explaining the range of listing marketing options available to your client as well as the steps Unlock MLS has taken to protect their privacy in the MLS.

### **WHY SHOULD I LIST MY PROPERTY IN THE MLS?**

As your real estate professional, my goal is to attract the best offer and most favorable terms for your property. By putting the listing in the MLS, you make it available to approximately 18,000 Central Texas real estate brokers and agents.

Even with your home in the MLS, I can still work with you to find the best distribution options for your listing through the MLS and determine your requirements for how showings will be handled.

### **HOW FAR CAN MY PROPERTY REACH WHEN IT'S LISTED IN THE MLS?**

How far you want your property to reach when in the MLS is ultimately up to you. Once I put your property into the MLS, I can adjust the settings to find the right exposure for your needs. Some of your options include:

- Limiting exposure for display strictly within the MLS and client portals;
- Allowing your property to display on verified real estate brokerage websites; and/or
- Displaying your listing on popular consumer portals, such as Realtor.com and HAR.com.

All of these options are designed to give you the most quality views via the MLS based on your needs.



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### **HOW CAN MY PRIVACY BE PROTECTED IF THE PROPERTY IS LISTED IN THE MLS?**

As your REALTOR®, I can keep your listing off of public website display. To put it simply, only REALTOR® subscribers and their clients will be able to see your property through use of the MLS.

If you choose this option, you can control how much marketing your property receives outside of the MLS. If you decide you want to list your property on public website display, I can also omit the address so the public can only see the property details and photos.

Furthermore, once your property has gone off-market, the sold price and all of the photos will be prohibited from public display outside of the MLS, with the exception of one primary photo.

### **AM I ABLE TO LIMIT SHOWINGS AND OPEN HOUSES?**

Open houses are in no way required, and you can limit the amount of showings allowed as well as include guidance, such as proof of funds or lender pre-approval, before showings may occur. The MLS allows me to put specific settings and instructions in place to clearly explain to other agents how showings must occur. You can also limit showings to time frames that best fit within your schedule.

### **THE VALUE OF LISTING A PROPERTY IN THE MLS HAS BEEN EXPLAINED TO ME, BUT I STILL DON'T WANT TO LIST MY PROPERTY IN THE MLS. WHAT OPTIONS DO I HAVE?**

As a seller, you may choose to withhold your property from the MLS. If you wish to forego listing your property, I will ask that you fill out a Seller's Authorization to Exclude from MLS form to acknowledge the implications of withholding the property from the MLS. As a result of it being excluded from the MLS, public marketing of your property is not allowed.

Have you made a decision about how you would like to market your listing?

