

Greater Northwoods MLS Guidelines

The following is a compilation of policies and rules often encountered by brokers and agents interfacing with the MLS system. If further clarification is required please contact the MLS Coordinator at the Board offices: (715)356-3400 or northwoodsrealtors@gmail.com

- **Listing completeness**

- Listings need to be entered into MLS with complete information to the extent it is available. *A listing agreement, when filed with the Greater Northwoods Multiple Listing Service by the listing broker, shall be complete in every detail which is ascertainable as specified on the property data online form.* (R&R Sec. 1.2)
- Entered listing data becomes property of GNMLS and may not be removed except as needed for corrections. (R&R Sec. 11, P&P Sec. 4.E)
- Lot sizes must be listed for the sale of real property, not for personal property only such as a mobile home in a park. (P&P Sec. 6.T)
- The actual address / fire number is required for all improved properties unless written instruction is provided from the seller to withhold the address. (P&P Sec. 6.G If confidential use: "ON" Hwy 51 or if it is one house on Dove Ln, use Off CTH A for example.
- Display City field may be used to designate the zip code city or other nearby community for portal search purposes.
- The property description is to contain a minimum of 200 characters describing the property for sale. (P&P Sec. 6.A)
- All information, including photos, copy, documents and other information submitted to the MLS must represent a true picture. (NAR Ethics Article 12)
- Property Type must accurately depict the real estate for offered for sale or lease. Single Family Detached denotes a single living unit not attached to another living unit or sharing any structural components and must include the land beneath the living unit. SFD may be any construction type if permanently connected to the land on a foundation or basement. Unless off-grid utilities are provided a SFD should be permanently connected to water/sewer/electric utilities. Personal property, such as a travel trailer as defined by the Wisconsin DOT, does not qualify as a SFD. A manufactured home as defined by HUD and including a HUD manufacturing tag may.
 - All Condominium properties must be listed as Condo property type, and the Title field MUST include Condo, Condo fees and docs must be disclosed, and the first line of Remarks should include the name of the registered Condo association.
- Bathrooms are either Half (toilet and sink) or Full (toilet, sink, tub and/or shower).
- Bedrooms guide (unless local code/assessor overrules). Minimum 70 sq ft, no less than 7 ft horizontally in any direction. Must include a door to exterior or window with minimum clear exit space of 20x24 inches and a sill no more than 44 inches from the floor. Must be able to open window from the inside, including screens or security bars. Cannot be accessed solely by walking through another bedroom. Must be finished comparably with other finished areas. Septic system must be sized to accommodate the advertised number of bedrooms. For ventilation and

light the glazed (glass) area should equal at least 8% of the net floor area (UDC-SPS 321.05)

- Vacant land may have improvements such as utilities, grading, garages or other non-living units but should not have un-condemned living quarters on the property. The local assessor may determine if the property is taxed with improvements as living quarters or as vacant land and personal property.
 - Room matrix is to be completed. If dimensions are unknown use a “x” in dimensions to designate the location on the appropriate level.
- **Late listings**
 - Listings need to be entered into MLS within 5 business days of the contract signing. If late, please file a [Waiver form](#) with explanation and possible documentation. (P&P Sec. 3.A)
- **Photos**
 - A minimum of 1 photo of the property needs to be included in the MLS listing. The photo must be a current, accurate representation of the property. For condos and single family units at least one included photo must be a clear view of the exterior of the primary structure. Generic/stock photos of trees, land or shoreline is not representative of that property, nor is a 3-year old photo. Photos of lots should be unique to that specific lot. Photos may not be used from a previous listing without permission. Photos and written copy are automatically the copyrighted property of the creator. Rights can only be legally transferred in writing. Photos can only be of the property offered for sale, not nearby attractions, views, etc. Photos may not contain For Sale signs or any other broker identification or branding. Good photos sell property, so submit quality images. Easy-to-use tools are available during the submission process. When the season changes, it is advisable to update your photos to keep your property looking "fresh". (P&P, R&R)
- **Plagiarizing / Copyrights**
 - Photos or subjective narrative may not be transferred from another broker’s listing without permission from the photo/copy owners. (P&P Sec. 3.C)
- **Status changes**
 - All status changes need to be entered within 72 hours. The statuses are Active, Active O/C, Pending, Hold, Sold, Expired, or Cancelled.
 - Only property with a valid, active Wisconsin contract may be marketed in the MLS. If the contract is pre-signed and not yet valid, the listing must be put on HOLD status until it is valid. This is also used if an amendment is signed to remove the property from the MLS for a time.
 - Amendments or other requests to withhold offers are strictly prohibited and a violation of GNMLS rules. If the seller does not want the status to be communicated through the MLS, the listing must be removed from MLS and a [MLS listing waiver](#) and copy of the amendment sent to the MLS office.
 - The Pending date is to be entered when the contingencies have been removed, not days or weeks into the future nor upon closing.

- Bump clause exception: A listing with a pending offer that has a bump clause may remain in Active status with a notice as such entered into the REALTOR® Remarks section.
 - The Closing date is entered upon final closing. (P&P Sec. 3.F, Sec. 4.A)
- **Single listing per address**
 - A property listing may be represented in the MLS by only one broker because only Exclusive Right and Exclusive Agency contracted properties may be marketed. Offers of compensation to potential procuring-cause brokers must be communicated in the MLS and only one broker has the authority to offer compensation. (R&R Sec. 1)
 - A property may be marketed as both residential and commercial as long as both are accurate representations. If a listing is entered in the MLS Database in both the residential and commercial categories, only one of the listings may be claimed as sold, (The other listing is then cancelled) unless the Participant chooses to divide the sales price between both listings. (P&P Sec. 4.B)
 - Residential property offered in multiple acreage configurations may be represented in the MLS by up to a maximum of three (3) listing numbers. Other configuration possibilities may be described in the property description remarks or supporting documents section. (P&P Sec. 4.C)
 - Only one entry per address / property is acceptable with the exception of the previously allowed listings for divisible properties. Property may not be entered under multiple residential property types. (P&P Sec. 4.D)
 - Properties co-listed between members may be entered only once in the MLS. (P&P Sec. 5.D)
 - Properties co-listed with any non-fee paying licensees may not be entered in the MLS. (P&P Sec 5.C)
- **One Party Listings**
 - After the sale is closed and the other broker has canceled their listing, enter as a new listing and mark it as sold to receive MLS credit for the sale. All required listing information, including at least one photo must be included. (P&P Sec 5.B)
- **Protected Buyer**
 - After the sale is closed and the other broker has canceled their listing, Reopen your original listing and mark it as sold to receive MLS credit for the sale.
- **Co-list – out of area**
 - A listing co-listed with an out-of-area broker is NOT eligible for entry in the GNMLS. (P&P Sec. 5.C)
- **Non-member listings**
 - At the time of sale enter the listing as you normally would showing yourself as the listing agent/office and close the sale with information as normal, then call the board office to change the listing agent to non-member.
 - The selling agent will get credit for the sale even though the listing was outside of GNMLS.

- If the property is sold by a non-member, enter the selling agent as non-member when you close. (P&P Sec 5.A)

- **Branding**
 - No broker or agent branding may appear in MLS listings. P&P Sec. 6.A, B, C, D).
 - Description (Remarks) field is reserved for describing the property for sale and may not contain the broker or agent name, phone number, license number, website address or any other information that identifies the broker or leads to another identifying source or third party.
 - No references such as “call ABC Realty or Listing Agent for details” are allowed.
 - No instructions to contact a third party, bank, HUD, homeowner, etc.
 - Virtual tours or other URL links must comply with same restrictions as Description field and photos. No links to YouTube or other sites containing extraneous information in addition to the property data or providing contact info. No voice-over audio giving contact information or agent name.
 - For Sale signs in photos are prohibited.

- **Directions field**
 - Only road directions to the property may be entered in this field. Verbiage such as "Call LO/Listing Agent" etc. is not allowed in this field. No reference can be made to the listing broker/agent or office in this field. (P&P Sec. 6.C)
 - Directions are required to be provided unless the seller requests in writing that they not be displayed.

- **Streets and Lakes**
 - Must be taken from tax bill or plat map.
 - Must be within our current counties - [shown in gray here](#).
 - Must be recognized by the local municipality. (P&P Sec. 6.F,G)
 - Streets must be named according to GNMLS standards - [click here to view](#). Note that we do not segregate small sections that may run together like Hwy 13/77 or Hwy 51/70, etc. Choose whichever is the most prominent Hwy.
 - Lakes must be on the [DNR PUB-800 recognized lake book](#). All others must be left blank and will be auto-populated as “unnamed”. (P&P Sec. 6.H)
 - Major rivers in our jurisdiction may be added. Creeks and small rivers not in the system should be entered by choosing “Named Creek – See Remarks” and then entering the creek name in the remarks field.
 - Only lakes with frontage or deeded access may be named.
 - Deeded Access – the REALTOR® may include the Lake name in the lake field if there is actual deeded lake access, provided the REALTOR® also includes deeded access in the site influence and property description. Shared frontage must be noted in the remarks. (P&P Sec. 6.I)

- **Counties and Townships**

- No new counties or townships will be added to GNMLS; list as OT-Other.

- **Limited Service Listings**
 - Limited Service listings must be clearly designated by checking the LSL box under Agent Information in data entry and a notation in the REALTOR® Remarks/SPAL field. (P&P Sec. 6.N)

- **Exclusive Agency Listings**
 - Exclusive Agency Listings must be clearly designated by checking the EA box in Broker load and a notation in REALTOR® Remarks/SPAL. (P&P Sec. 6.O)

- **Listing removal from MLS**
 - Broker or seller must provide proof of an agreement to remove the listing. The seller does not have a unilateral right to demand removal without consent of the listing broker. (R&R Sec. 1.5)

- **Expiration**
 - A listing will automatically expire at the contract expiration date.
 - If the listing has auto expired and you have an extension, re-open the listing in data entry before changing the expiration date to the new amended date.

- **Extensions and renewals**
 - Must be signed by sellers.

- **Jurisdiction**
 - Only listings of the designated types of property located within the jurisdiction of the GNMLS (Oneida, Iron, Forest, Vilas, Lincoln, Langlade and Price Counties) are required to be submitted to the Service. Listings of property located outside the GNMLS's jurisdiction will be accepted if submitted voluntarily by a Participant, but cannot be required by the Service. (R&R Sec. 1.11)
 - Exempted Listings: If the seller refuses to permit the listing to be disseminated by the Service, the Participant may then take the listing ("office exclusive") but not disseminate the listing to the Participants. A [listing waiver form](#) must then be filed with the GNMLS board office; the waiver shall be accompanied by signed documentation from the seller. (R&R Sec. 1.3)

- **Broker-owned properties**
 - Must be disclosed in either the general remarks field or in the CSPAL.
 - If a Participant or any licensee affiliated with a Participant has any ownership interest in a property, that person shall disclose that interest when the listing is filed with the GNMLS. (R&R Sec. 5.1; P&P Sec 6.P)

- **Broker purchase**
 - Must be disclosed to the listing broker at first contact exchanging information regarding the seller or transaction.

- If a Participant or any licensee 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. (R&R Sec. 5.2)
- **Compensation**
 - Is an issue to be decided between brokers.
 - MLS listings MUST include an offer of compensation as either a percentage of gross sales or a definite dollar amount. NAR recognizes only these two forms of compensation – not variable schemes.
 - Policy Letters may be used to communicate differing rates.
 - This should not be confused with the acceptable “variable commission rate” which must be disclosed and is a case where one rate is paid if the listing broker procures the buyer and a different rate if the buyer comes through a cooperating broker.
- **Subscribers**
 - Subscribers must adhere to all rules, the same as Broker/Participants
 - Subscribers transferring to a new firm will be given a new log in id and cannot take listings or PCS contact data with them without a release from the Broker. (P&P Sec. 1.D)
 - Subscribers transferring to a new firm will be issued a new lock box access card and charged a \$10 card activation fee if the firm participates in the lock box program. Security deposits also apply. (See P&P appendix A for full lock box program rules.)
 - Brokers are responsible for monthly MLS fees for ALL licensed agents working for them.
- **Electronic Lockboxes**
 - Use of the electronic lockbox system requires your seller sign the Northwoods Association Lockbox Authorization Addendum, which can be found in zipForms.
 - Cards and App codes may never be shared with another person.
 - Boxes are for use only on active residential homes. (P&P appendix A)
- **IDX**
 - See R&R Sec. 18 for IDX/RETS rules. These are for personal websites ONLY.
 - IDX data may only be displayed with other Exclusive Right listings and may not be comingled with Exclusive Agency, FSBO, Limited Service or other listings not of the same type that GNMLS provides or with other MLS listings where the broker does not have participatory rights.

P&P – Policies and Procedures

R&R – Rules and Regulations

<http://northwoodsrealtors.org/gnmls-members/bylaws-policies/>

Members > Help & References > MLS Guidelines

http://www.northwoodsrealtors.org/Greater_Northwoods_MLS_Guidelines.pdf