



MULTIPLE LISTING SERVICE
MLS

®

**SELLER ADVISORY AND AUTHORIZATION TO EXCLUDE LISTING
FROM GREATER LA CROSSE MLS CORPORATION
(OFFICE EXCLUSIVE)**

Property Address (Please print clearly): _____

City: _____ ZIP: _____

*** The intended purpose of a seller excluding a property from MLS is to allow privacy and provide additional confidentiality. Excluding a listing from MLS is NOT to participate in the selling agent's marketing strategy. Excluding a property from MLS does not alleviate an Agent's responsibility to cooperate with fellow REALTORS®.

1. **Greater La Crosse MLS Corporation** maintains a multiple listing service (**MLS**) for the benefit of its participants and subscribers who agree to abide by its MLS Rules and Terms of Service. Listing information submitted to the MLS describes the property, price and other terms and conditions under which a seller's property is offered for sale, including but not limited to the listing broker's offer of compensation to other brokers. These listings are available to all Greater La Crosse MLS Corporation participants and subscribers and their potential buyers through its subscription website, Broker IDX Display websites, as well as to the general public through its public website and (if permitted by Seller) third party real estate websites that receive MLS data from Metro MLS. Such listing information may also be submitted as a reciprocal listing with WIREX or accessed by real estate practitioners who belong to other MLS's that have reciprocal agreements with Metro MLS.

2. **Authorization Required to Exclude Property from Greater La Crosse MLS Corporation.** MLS Rules require all subscribers and brokers who are participants in the MLS to submit to Greater La Crosse MLS Corporation all their exclusive right to sell and exclusive agency listings located in Greater La Crosse MLS Corporations' territorial jurisdiction, within 1 (one) business day from the start term of the listing agreement. However, a seller may refuse to permit the listing to be disseminated by Metro MLS, in which case the listing broker must submit to Greater La Crosse MLS Corporation within 1 (one) business day this certification, signed by the seller, listing agent, and the broker. Exclusion from MLS will be for the entirety of the listing agreement.

3. **NOTICE AND ACKNOWLEDGMENT. BY EXCLUDING SELLER'S PROPERTY FROM THE MLS, SELLER ACKNOWLEDGES THE FOLLOWING (SELLER MUST INITIAL EACH):**

(A) **NAR CLEAR COOPERATION POLICY:** *“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.”* **THIS POLICY NOT ONLY APPLIES TO ACTIONS TAKEN BY MLS PARTICIPANTS/SUBSCRIBERS, BUT ALSO TO ANY ADVERTISING ACTIONS TAKEN BY THE SELLER(S);** _____

(B) **SELLER'S PROPERTY WILL NOT BE INCLUDED IN THE MLS DATABASE AVAILABLE TO REAL ESTATE AGENTS AND BROKERS WHO SUBSCRIBE TO GREATER LA CROSSE MLS CORPORATIONS' SERVICE AND THEIR BUYER CLIENTS, NOR TO THE GENERAL PUBLIC THROUGH METRO MLS' PUBLIC WEBSITE;** _____

(C) **GREATER LA CROSSE MLS CORPORATION WILL NOT MAKE AVAILABLE INFORMATION ON SELLER'S PROPERTY TO OTHER REAL ESTATE WEBSITES USED BY THE GENERAL PUBLIC TO SEARCH FOR PROPERTIES FOR SALE;** _____

(D) **REAL ESTATE AGENTS, BROKERS AND MEMBERS OF THE PUBLIC CONSEQUENTLY MAY BE UNAWARE OF THE AVAILABILITY OF SELLER'S PROPERTY OR THE TERMS AND CONDITIONS UNDER WHICH SELLER IS MARKETING THE PROPERTY; AND** _____

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(E) THE REDUCTION IN EXPOSURE OF SELLER'S PROPERTY TO OTHER REAL ESTATE OFFICES AND PROSPECTIVE BUYERS MAY REDUCE THE NUMBER OF OFFERS AND ADVERSELY IMPACT THE PRICE OR TERMS SELLER RECEIVES. _____

(F) IF THE DECISION IS MADE TO PUBLICLY MARKET THE PROPERTY, LISTING AGENT MUST INPUT THE PROPERTY INTO THE MLS COMPILLATION WITH 1 (ONE) BUSINESS DAY FOR DISSEMINATION TO THE MARKET. _____

Seller understands the above, and instructs Real Estate Agent *not* to submit the Property to Greater La Crosse MLS Corporation for inclusion in the MLS for the following reason(s): _____

Seller certifies that Seller understands the consequences of excluding his/her property from Greater La Crosse MLS Corporation By signing below, Seller acknowledges that Seller has read, understands, accepts and has received a copy of this authorization.

Seller Signature: _____ **Date:** _____

Seller Signature: _____ **Date:** _____

Listing Agent Signature: _____ **Date:** _____

Broker Signature: _____ **Date:** _____

Office Code: _____ Office Name: _____

Listing Agent Name (Please print clearly): _____ Phone Number: (____) _____

AUTHORIZATIONS WITHOUT THE SIGNATURE OF THE LISTING AGENT & BROKER WILL NOT BE ACCEPTED

This form must be submitted with a copy of the Listing Contract within 1 (one) business day of the start term of listing date.

****If there is a *change* to the excluded status of this listing you must notify Greater La Crosse MLS Corporation at mls@laraweb.com**

MLS Use Only: Approved By: _____ **MLS #:** _____