



## FAQ re: Darien MLS and NAR's Clear Cooperation Effective May 1, 2020

**Q: What's the difference between a Coming Soon listing and a Delayed listing?**

**A:** A Coming Soon listing has a clearly defined "go live to Active status" date that **cannot** be modified by the Agent or Broker - The "Go Live Date" **cannot exceed 14 days**. A "Delayed Listing" does not have a 14 day rule and the "Go Live Date" CAN be modified by the Agent or Broker or DMLS staff in writing. A Delayed listing (unlike the Coming Soon Status) CANNOT have a Real Estate Sign and CANNOT have any advertising whatsoever.

**Q: Can a Coming Soon listing be advertised prior to it's "Go live date"?**

**A:** Yes. You can have a real estate sign placed on the property that states "Coming Soon" - if additional "rider" is hanging below sign/panel - **the total sq. ft. of sign size must be no larger than 2x2 (4 sq.ft)**. You may also advertise on Social Media//Blogs the "Coming Soon" status. **Note:** "Coming Soon" status listings CANNOT BE SHOWN and offers cannot be made on Coming Soon listings.

**Q: Can a Coming Soon listing be shown to prospective buyers?**

**A: NO.** A Coming Soon listing may NOT be shown to any clients or prospective buyers during the 14 day "marketing period" - Once the listing has changed from Coming Soon status to "Active" status in the MLS, THEN it may shown.

**Q: For a Coming Soon listing, what paperwork do I need to upload to the DMLS Flex system?**

**A:** You will need to upload 2 fully executed documents: 1. Listing Compliance Form; and 2. Coming Soon Addendum.

**Q: Can a Delayed Listing have a real estate sign on property?**

**A: NO.** Delayed Listings CANNOT have a Real Estate Sign erected at property and CANNOT have any advertising whatsoever. **Note:** "Delayed Listings" CANNOT BE SHOWN and offers cannot be made and/or accepted on Delayed listings. Once the Delayed Listing is added into Flex System as "Active", THEN it may be advertised and shown to potential buyers.

**Q: What paperwork do I need to upload to the DMLS Flex System for a Delayed Listing?**

**A:** You will need to upload 2 fully executed documents: 1. Listing Compliance Form; and 2. Delayed Listing Addendum.

**Q: How do "Office Exclusive" listings work for me and my Seller? We don't want the listing on the MLS! How would I get the word out to sell the home?**

**A:** "Office Exclusive" listings can ONLY use direct promotion of the listing among the brokers and licensees affiliated with the listing brokerage, and one to one promotion between these licensees and their clients. This is not considered public advertising. **NOTE:** If an "Office Exclusive" listing is publicly marketed or advertised (in any way), that listing must also be submitted to the MLS for cooperation within 24 hours of that public marketing.

**Q: What is considered "Public Marketing & Advertising"?** (Since Delayed listings and Office Exclusives CANNOT be advertised in any form)

**A:** Advertising & 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
- Applications available to the general public
- Social media and Blogs
- Personal marketing to Agents and Brokers not affiliated with the Listing Agency (this includes but is not limited to: conversations, calls, texts, emails)

**Q: What paperwork do I need to upload to the MLS for an "Office Exclusive" IN-HOUSE listing?**

**A:** A fully executed "Certification to Withhold Property From the MLS" Form must be sent to the DMLS within 24 hours of acquiring the Office Exclusive property.

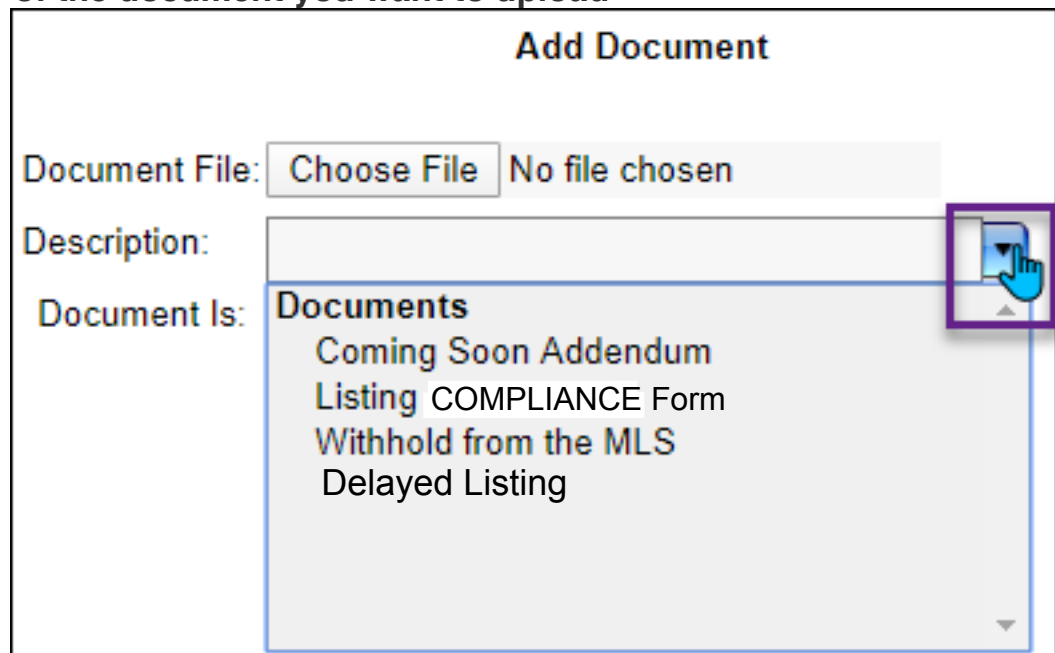
**Q: Will the Darien MLS accept my already executed Documents from another MLS? (Greenwich MLS / New Canaan MLS / SMLS)**

**A:** Yes.

**Q: How do I add **Private Documents** to my listing in FlexMLS?**

**A: To add a document from the drop down list to a listing:**

1. Go to Change Listing page and click on Documents link
2. Click on Add Document
3. Click on Choose File and select the document to upload
4. Click on the down arrow next to the Description field and choose the name of the document you want to upload



**Add Document**

Document File:  No file chosen

Description:

Document Is: **Documents**  
Coming Soon Addendum  
Listing COMPLIANCE Form  
Withhold from the MLS  
Delayed Listing

5. Click Add.

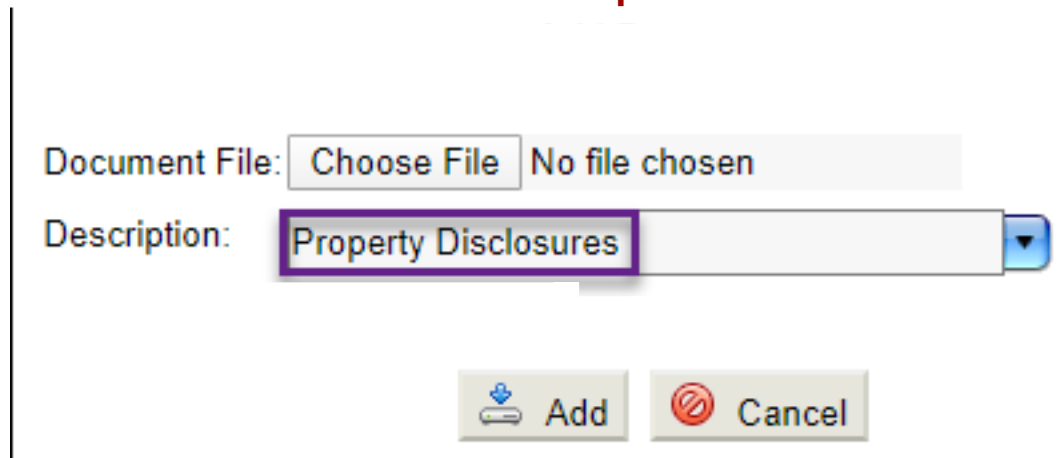
**IMPORTANT TO NOTE:** You **MUST** select the doc from the drop-down list, in order to ensure your document is **PRIVATE**. **DO NOT MANUALLY**

**TYPE IN the name of the document you're searching for!** That will cause your Doc to go "Public". Remember to select your doc from the list and it will remain "Private" - for your view (and MLS Staff) only.

**Q: How do I add documents to my listing that are NOT on the available drop-down list?**

**A: To add a document that is not in the pre-defined list:**

1. Go to Change Listing page and click on Documents link
2. Click on Add Document
3. Click on Choose File and select the document to upload
4. **For documents that CANNOT be viewed by all members, you MUST choose name of the document "Description" from the DROP DOWN list.**



Document File:  No file chosen

Description:

**To add other documents, simply type the name of the document in the field and click Add. NOTE: All documents added this way will be PUBLIC.**

**5. Click on Add**