

# MLS & Rules Committee Minutes

**October 16, 2024 – 11:30am.**

Previous Meeting Minutes – **It was moved and seconded to approve the meeting minutes.** Discussion then occurred regarding the Committee’s conversation about a Best Practice for Distribution Lists provided by the LBOR/LMLS. While it has been communicated from NAR that use of the Distribution List is acceptable for Agents and Brokers to communicate offers of compensation from Agent/Broker to Agent/Broker, there is a greater concern about the amount of spam email being sent using the distribution list. The question that we need some guidance from NAR is specific to any limitations we can impose on the use of a Distribution List provided by the LBOR/LMLS. Staff will ask NAR for guidance on this issue, and report back to the Committee as their next meeting. This item will also be an Agenda Item for the next meeting. **After discussion, and consensus to add more notes to the 09.18.2024 meeting minutes, the motion passed.**

Next the Committee began discussing progress of the Coming Soon topic, from the Coming Soon Sub-Committee. Coming Soon was to be proposed to the Committee for approval, however notes about the specific implementation of Coming Soon were not included in the Committee’s Agenda Packet. The Committee moved ahead with the agenda, while Staff gathered the Coming Soon recommendation.

Next the Committee discussed whether MLS Training should be required of all new Members (Primary and MLS Only). Currently all Primary Members are required to attend Orientation, and Members with a 2<sup>nd</sup> MLS Violation are required to attend MLS Rules Training. The Committee discussed how a preemptively required MLS Training would help to alleviate the “gotcha” feeling when members are fined without MLS training. As discussed, a required MLS Training for all would include the content from the current MLS Rules Training covering policy and listing requirements and would also include a basic level of Paragon training. The basics should include time spent showing where helpful online tutorials can be found, and where resources are made readily available. After discussion, **it was moved and seconded to recommend to the Board of Directors that all new Members be required to attend an MLS Training Session.**

Next, the Committee returned the discussion to the recommendation to approve a new status of Coming Soon in the MLS. Considerable discussion about Coming Soon focused on the inclusion of Coming Soon listings in IDX Data Feeds, and in Syndication to 3<sup>rd</sup> Parties such as Realtor.com, Homes.com, and in ListHub. Pros and Cons were thoroughly discussed. After discussion it was moved and seconded to accept the proposal to move ahead with Coming Soon as proposed by the Coming Soon Sub-Committee (with 100% inclusion of Coming Soon to IDX, and the option at Seller/Agent choice for inclusion of Coming Soon to 3<sup>rd</sup> party sites such as Realtor.com, Homes, com, and in syndication through ListHub). A vote was recorded by a show of hands, passing 12-5.

Specifics of the Coming Soon policy are on the attached page.

Next meeting was scheduled for November 14<sup>th</sup> at 11:30am to 1:00pm.

Meeting adjourned.

# Coming Soon / Lawrence MLS

## As Proposed by the Coming Soon Sub-Committee

Coming Soon, as a new Status in the MLS will be implemented as follows:

- i. Recommendation to name the added status in the MLS - **Coming Soon**.
- ii. Recommendation to add the **Coming Soon** status to all classes in the MLS: Residential, Land, Commercial, and Multi-Family.
- iii. Recommendation that all **Coming Soon** listed property must contain a **Begin Showing Date** when input into Paragon. Listing Agents may extend the **Begin Showing Date** as needed, without limitation, but no later than two weeks prior to the listing expiration date.
- iv. Recommendation to allow **Coming Soon** Status for a period beginning on the Listing effective date, with a **Begin Showing Date** no later than 2 weeks prior to the Listing Expiration Date (mirrors Heartland MLS policy).
- v. Recommendation to implement an MLS Rule prohibiting the showing of any listing while in a **Coming Soon** Status. Any showing, intended or unintended, will require the listing status to change from **Coming Soon** to **Active** within one (1) calendar day. A violation of this policy will result in a fine of \$1,000.  
*Note: An Estate Sale or Garage Sale may result in a unintended showing, when a prospective buyer has had access to view the property, and now shows interest in purchasing the property.*
- vi. Recommendation that in the event of an unintended showing, for example during an estate sale or garage sale, when it becomes known that a prospective buyer has shown interest (a Buyer or the Buyer's Agent communicating interest alone qualifies), the Listing Agent will change the status from **Coming Soon** to **Active** within one (1) calendar day.
- vii. Recommendation that in the event of a Sight Unseen Offer that is accepted by the Seller, the listing will change the status from **Coming Soon** to **Active**, and then **Under Contract** within one (1) day.
- viii. Recommendation that once a listed property that is **Coming Soon** is moved to Active status in the MLS, it cannot be returned to a status of **Coming Soon**.
- ix. Recommendation that while the listed property is **Coming Soon**, Days on Market (DOM) in Paragon will not calculate.
- x. Recommendation that by default, ALL **Coming Soon** listings will be included in IDX Data Feeds. The Seller/Listing agent may choose to have the listing opt in or out of IDX Data Feeds by selecting IDX Include Yes/No. If the Seller/Listing Agent opts out of IDX, the Listing may not be included in data feeds to 3<sup>rd</sup> party sites such as Realtor.com, Homes.com, or ListHub.  
*Note: Heartland MLS is different in that they are setting the default for IDX to exclude.*
- xi. Recommendation that **Coming Soon** listings default to Exclude on fields for data feeds to 3<sup>rd</sup> party sites such as Realtor.com, Homes.com, and ListHub. However, if the listing is included in IDX Data Feeds, the Seller/Listing Agent may then choose to override the default and include the Coming Soon listing in 3<sup>rd</sup> party data feeds to Realtor.com, Homes.com, and ListHub.  
*Note: If either of the fields for **IDX Include** or **Display on Internet/VOW** are set to No, the listing will NOT be included in any data feeds, and the listing may NOT be marketed online, anywhere.*  
*Note: Heartland MLS will have one ON/OFF field, combining both **IDX & Internet Display** to one selection, which will be set to OFF by default.*
- xii. ShowingTime settings will not allow appointment times prior to the Begin Showing: (date). If the Begin Showing: (date) is extended, the Listing Agent will be responsible to notify, cancel, or reschedule showings occurring before the newly updated Begin Showing: (date).

## Implementation

- i. From Paragon Support
  1. Add status of **Coming Soon** to all classes (Residential, Land, Commercial, Multi-Family) at no cost from Paragon.
  2. Add a required field for **Begin Showings: (date)** to display in listing input when using the status of **Coming Soon**.
  3. **Coming Soon** status listings will “Auto Maintain” on the date specified by the listing agent as the **Begin Showings: (date)**.  
(FYI - Not able to “Auto Maintain” from a Partial Listing.)
  4. Existing MLS Rules and Listing Requirements will apply to **Coming Soon** listings, i.e., input within 1 business day, uploaded Listing Agreement and Disclosures, etc.

## Begin Building FAQ:

RULE: Listings or property addresses of sellers who have directed their listing brokers to withhold their listing or property address from display on the Internet (including, but not limited to, publicly accessible websites or VOWs) shall not be accessible via IDX display. (*Amended 05/12*)

FAQ:

Q: May a listing that is excluded from display in IDX be marketed for sale online and/or in social media by the listing broker/agent?

Answer:

Q: May a listing that is excluded from display in IDX be included in syndication by the MLS to 3<sup>rd</sup> party sites such as Realtor.com?

Answer:

Q: May a listing that is withheld from display on the internet be included in IDX.

Answer: No. When Display on Internet/VOW is set to NO, then all online display is prohibited. NO means NO to all.