

MLS & Rules Committee

Meeting Minutes

April 23, 2025

Meeting Notes

Meeting Procedures and Real Estate Listing Rules

Meeting Minutes and Absences

The meeting began with a review of the meeting minutes and the approval of absences for Zach Dodson, Bill Perkins, and Drew Deck, who is attending via Zoom and will leave early. ***Absences were accepted and meeting minutes were approved.***

Staff Updates and Fines

Linda presented a pie chart showing first-quarter fine activity, noting 21 fines in the first three months. Discussion ensued on whether loosened rules have impacted the decrease in fines. Fine amounts are down, possibly due to rule changes and improved compliance.

Online Portal Display and Rule Changes

Discussion on rule changes affecting online portal displays, particularly regarding delayed marketing listings and IDX rules. Concerns were raised about listings not being displayed (blocked) on platforms like Zillow and Redfin if excluded initially.

Real estate listing policies and IDX regulations

IDX Include Yes/No and Display on the Internet Yes/No Fields -

Discussion on the coupling of these two fields and the new NAR Mandate for the newly released, "MLS Options for Sellers." Discussed were the impacts of the variable rules for Clear Cooperation, as well as how a Participant/Broker who has opted-in as a IDX Participant can exclude IDX at the Listing level. It was concluded that the Seller, and only the Seller, may opt-out of IDX or Display on the Internet.

Syndication and Internet Display – MLS Staff clarified that these two fields are separate, and the settings in Paragon which couple these fields can be removed to keep them independent of one another, allowing for more flexible listing options.

Zillow and Redfin IDX Policies

Discussion on Zillow's and Redfin's policies regarding IDX, including the co-mingling of listings with FSBOs and the implications of these changes.

Non-Member Access to MLS

The possibility of non-members being able to input listings into the MLS was discussed, with examples from Florida and Heartland.

Fair and Equal Access for All - listing and showing policies

Showing Time and Access

Discussion on the complexities of scheduling showings, including the potential for unfair practices and the need for cooperation among agents. The conversation also touched on the Code of Ethics and the importance of fair access.

Listing Availability and Seller's Authorization

The group discussed the requirement for listings to be available within one day of input and the need for seller's authorization if restrictions are placed on the showing window of opportunity. The importance of having written authorization was emphasized.

Policy Wording and Interpretation

Participants debated the wording of policies related to listing availability and the potential for misinterpretation. Suggestions were made to reword policies to ensure clarity and fairness.

Fair and Equal Access Policy

The meeting explored the idea of a fair and equal access policy, discussing whether listings should be available for at least one calendar day and not be unavailable for five consecutive days. ***The policy was agreed upon, requiring seller's written authorization for any showing restrictions and ensuring properties are available for showing within one day of listing input. Passed.***

Investor Property Listings

The discussion focused on requiring rent amounts for investor-owned property listings. The aim is to make rent information readily available to potential buyers without needing to contact the seller. ***A motion was made to require rent amounts for investor-owner type properties, but the decision was not finalized. Motion Failed.***

Next Meeting Schedule

The next meeting was scheduled to discuss further policy language and other pending issues. The next meeting is set for May 22nd at 1:00 PM.

From Inman

Zillow provides clarity on private listings rule — and when it rolls out

Zillow will send warnings about non-compliant listings beginning May 28 but enforcement won't start until June 30. Agents will receive 2 warnings before their 3rd non-compliant listing is blocked

by Lillian Dickerson

May 20, 2025

Zillow on Tuesday published additional details for agents and brokers regarding how its new listing standards will play out once they go into effect in June.

In April, Zillow said it would begin enforcing the National Association of Realtors' Clear Cooperation Policy with a ban on real estate listings that fail to make it on a multiple listing service or IDX feed of a portal within one business day of being marketed privately. The company also noted that listings that violated these new standards would be banned from the portal for the life of the listing agreement between that specific listing broker and home seller.

The announcement spurred questions about what qualified as public marketing and which types of listings would violate Zillow's new terms. With the more detailed guidance directed at industry professionals published on Tuesday, Zillow sought to bring more clarity to the standards as they are rolled out later this month.

"These listing access standards are how we're implementing NAR's Clear Cooperation Policy on Zillow sites and reflect our belief in fair access for all," Zillow's post states. "The standards apply to listings regardless of any applicable MLS rule. They apply to all listings subject to an exclusive for-sale listing agreement between a broker and a seller and therefore do not apply to builder inventory represented directly by the builder, rental listings or for sale by owner listings."

The full listing access standards are now available for reference within Zillow's Terms of Use.

Zillow clarified that it would be rolling the new standards out in phases, beginning in large markets in the U.S. and then nationally over the summer.

Agents will begin receiving notifications about non-compliant listings on May 28. However, the portal won't begin blocking listings until June 30.

Zillow also noted that it will be adopting a type of 'three-strikes, you're out' policy, where agents will only receive warnings about a listing violation for their first two non-compliant listings, and then their third non-compliant listing will be blocked from Zillow and Trulia starting on June 30, without warning. Still, those listings

that meet Zillow's standards — even if held by an agent who has received past violations — will remain visible on the platform.

“This notification period is designed to give agents ample time to understand and ensure they're complying with the new listing access standards so all publicly marketed listings can reach the broadest audience of home shoppers online,” Zillow said.

In the guidance published on Tuesday Zillow addressed specific types of listings that agents had doubts about following their initial announcement in April, including office exclusives, coming soon listings and “sneak peeks” of listings. Under Zillow's standards, office exclusives are permitted if a homeowner signs a seller disclosure and a listing is only shared within a single brokerage or during a one-on-one with clients, and not marketed publicly. Coming soon listings that are entered into the MLS within one business day and made available via IDX or VOW are also allowed. Likewise, sneak peeks on social media or in newsletters are also considered ok if they don't include details that would liken it to a listing, including price and address or any call to action.

Zillow also specified that for sale by owner listings will not be impacted by the new standards, nor will new construction listings, unless they are listed with an agent under an exclusive listing agreement — in which case, those listings will be held to the new standards.

Zillow also said that delayed marketing listings, a new designation recently established by NAR, will also be allowed under the new standards as long as they are entered into the MLS and available to all MLS participants, including in an IDX or VOW listing feed.

The portal pointed out that sellers who want to sell their home privately still have multiple options available to them, including posting their property on the MLS for all participants to see but opting out of internet display, and hiding their address while still publishing a home on the MLS and to other websites that receive MLS feeds. If sellers wish their listing to remain completely private, Zillow said, they should be informed of the tradeoffs and sign a written agreement with their agent not to distribute the listing in the MLS or elsewhere online.

Lillian Dickerson