

YOUR OPTIONS WHEN MARKETING YOUR HOME ON AN MLS

A multiple listing service can be a powerful tool, and you get to decide how to use it.

You probably want to sell your home for top dollar—or maybe as quickly as possible or with the least disruption to your life. Chances are you'd like all three. Whatever your goals, your Texas REALTOR® can help you choose the best marketing strategy, and a key tool may be the MLS. Here are some basics to consider.

WHAT'S AN MLS AND HOW DOES IT HELP YOU?

Multiple listing services (MLSs) are online databases where licensed real estate brokers share information about home listings. They help your home reach the widest audience of buyers by allowing other agents to view, share, and promote your home. MLSs also feed listings to public real estate websites where buyers search for homes.

MLSs require your agent to add your home listing within one business day after any public marketing—like putting up a yard sign or posting on social media. This promotes equal opportunity and fair housing.

WHAT IF YOU WANT TO LIMIT EXPOSURE THROUGH THE MLS?

If you prefer limited marketing for privacy or other reasons, you have two main options. Note that while all MLSs provide these options, not every real estate broker will offer them to sellers.

- **Office Exclusive Exempt Listing:** Your home won't appear on the MLS or be publicly marketed. It's only shared within your listing agent's brokerage. (Your agent may still need to submit details to the MLS for compliance, but the listing won't be visible to other agents outside the firm.)

Buyer's agents within the same firm can connect with your listing agent if they have clients interested in your home.

- **Delayed Marketing Exempt Listing:** Your home is entered into the MLS but not advertised on public sites for a set period. During this time, you and your agent can market your home however you like—on your agent's website, with yard signs, on social media, or other means.

While in this period, other agents outside the listing broker's firm can still see your listing in the MLS and reach out if they have potential buyers.

READY TO MOVE FORWARD?

There can be many components to a successful marketing plan for your house. If you choose an exempt listing, your agent will ask you to sign a disclosure acknowledging that you're temporarily or completely waiving some of the benefits of MLS or public marketing.

However you decide to proceed, there's no one more qualified to help you achieve your goals than a Texas REALTOR®.

