Seller Instruction for
Limited Marketing/Office Exclusive

Nearly every home in the area is in Bright's database, and most websites and apps get their information from Bright. This form instructs your broker, however, not to have your property information shared with others through Bright's system. *If this is your instruction to your broker, then this form must be signed at the same time as the listing agreement.*

Studies show that homes publicly marketed through Bright's MLS typically sell for significantly more than homes marketed as "off MLS," "off market," "private" or "exclusive." And most homes that start with restricted marketing find a buyer only once marketed through the MLS to the open market. If you want to instruct your broker to restrict marketing, then you must sign this form because this limits people's access to information and may affect the sale price.

By signing this form, Seller/Landlord acknowledges and represents:
Client Initials

_____ I understand that, if I choose not to promote my home through Bright's multiple listing service (MLS) on an impartial basis to the area's brokers and homebuyers, then I am potentially leaving money on the table: A 2023 study showed that homes promoted through Bright's MLS sold for $53,890 more, on average, than similar homes not promoted through Bright. A 2022 study also showed that homes sold faster when immediately marketed through Bright's MLS, compared with homes that began marketing as "off market," "private" or "exclusive."

_____ I understand that most properties in the area are marketed through Bright's service, which enables homeowners, buyers, and renters an equal opportunity to access up-to-date information about properties for sale and rent.

_____ I understand that not allowing Bright to distribute my property's information to other brokers and the public will substantially reduce the number of potential buyers/renters and real estate agents who can learn about the property.

_____ I understand that Bright's system enables the information to be available on thousands of websites, providing all prospective buyers with an equal opportunity to learn about the property. (A seller/landlord may instruct their broker to select in Bright's system not to publish the information to the Internet and public websites, while still sharing the information with Bright's subscribers, who are licensed real estate professionals, so they can share it with their clients.)

_____ I understand that entering my property's information into Bright's system does not cost me anything.

_____ I am instructing my broker not to market through the MLS and instead to limit marketing to their own network and methods, per my written instruction.

By signing below, Seller/Landlord certifies they have read and understand the information in this form.

Property Address:	
Listing Agreement Signed Date: __/__/____.	Listing Agreement Expiration Date: __/__/____.
First Date Potential Buyers/Renters May Learn About the Property: __/__/____.	
Seller/Landlord Signature:	Date: __/__/____.
Seller/Landlord Signature:	Date: __/__/____.
Listing Agent (Print Name):	Agent Bright MLS ID:
Brokerage Firm (Print Name):	
Broker/Office Manager Signature:	Date: __/__/____.