bright MLS

Ensuring an open, clear and competitive housing market for all



Accuracy Matters:
Tips and Resource Guide

It's probably not top of your mind when entering and searching for listings, but the accuracy of the information entered into Bright is critical to every subscriber's success. Use this guide to avoid the most common compliance notifications and learn more about Bright's policies.

Did you know?

11,500
notices on average are sent per month

83%
of all compliance notifications are corrected prior to a fine

The top 5 violations below account for **90%** of all fines

Top 5 Violations

1. A listing needs to be updated to Closed or the Closed Date must be updated within 2 calendar days of the scheduled settlement date
2. Contact information and branding may not be included in public remarks. This includes phone numbers, email addresses and URLs
3. Branding may not be included in listing photos or virtual tours
4. A photo needs to be on the listing unless you select "No Photo Per Seller"
5. Listing documentation must be provided within 1 calendar day of an audit request.

4 ways to avoid a fine

1. Read Bright's Rules and Policies at **BrightMLS.com/Rules**
2. Watch for reminders about upcoming listing deadlines when you log into BrightMLS.com and warnings as you enter information in listing entry
3. Add **ListingDataChecker@CoreLogic.com** to your safe sender email list to make sure you are receiving notifications and warnings
4. Correct violations within the 2-calendar day grace period to avoid fines.

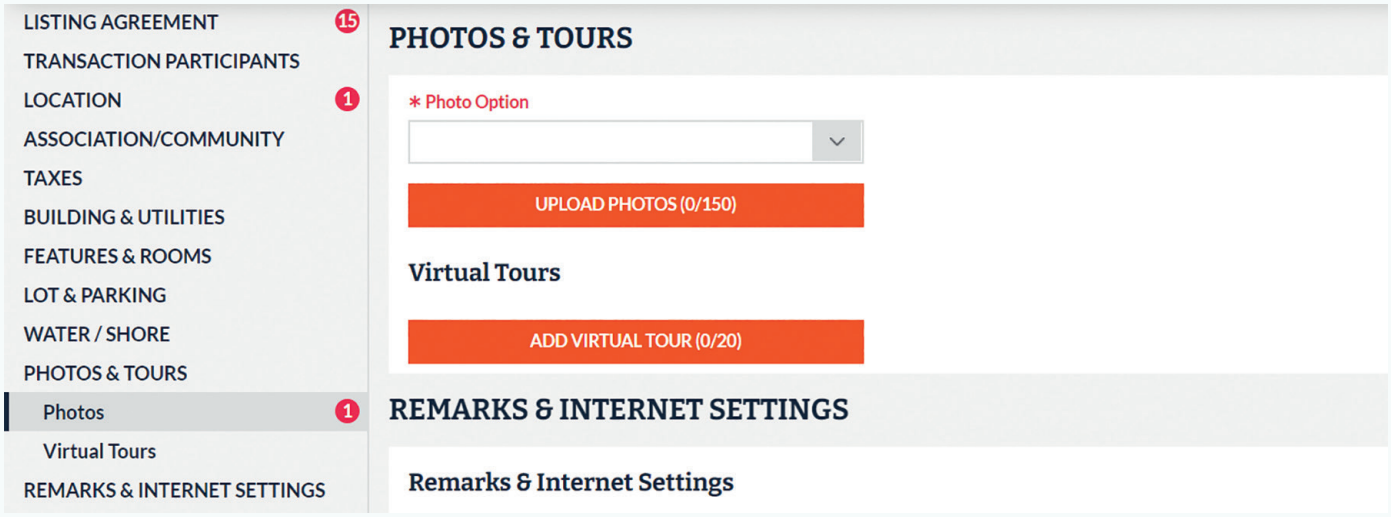
Compliance Dos and Don'ts

Public Remarks

DON'T- Enter a website, video links or virtual tours into the Public Remarks section of Listing Management. These links often contain information that bypass buyer agency and violate Bright's Rules related to broker cooperation. These violations require intervention from Bright policy staff and are subject to an immediate fine.

DO- Enter URL links for additional information/services and media in the Agent Remarks section. Adding these to the Agent Remarks section includes the buyer brokerage in the process. They can share this valuable information with their clients.

Virtual Tours should be entered into the Virtual Tour area of Listing Management, not in Public Remarks.



Compensation Offers

DON'T- Base compensation offered in the MLS to a cooperating broker on the net sales price or with any conditions. All offers must be unconditional and based on the gross sales price or a fixed amount, per Bright's Rules.

DO- Work with cooperating brokers to find mutual agreements to adjust your unconditional compensation offers to account for things like expected seller contributions to the buyer to aid in the transaction.

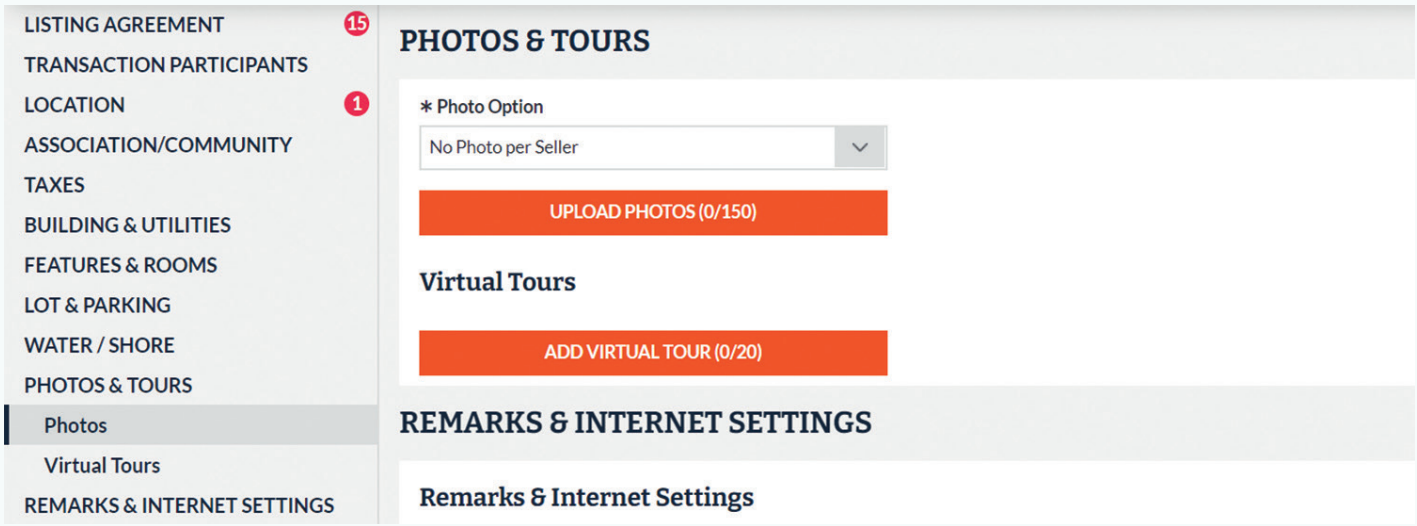
- Any compensation agreed upon by the listing and cooperating broker outside of the MLS supersedes the offer in the MLS.
- Compensation offers in the MLS may be adjusted in anticipation of seller contributions or another basis, but changes will only apply to a cooperating broker who has not yet submitted a purchase offer.

Any compensation adjustments made to the listing in anticipation of a contribution must be made prior to the beginning of the transaction.

Listing Photos

DON'T- Enter listings without photos unless the seller requests it. All Bright listings require a minimum of one curbside photo to help subscribers identify the property. Visual media is critical for marketing properties with many consumers placing its importance well above property descriptions or other written features.

DO- Consult with your seller about their choice to publish their listing without photos and the potential negative impacts. If the seller still insists on excluding photos, you may select "No Photo Per Seller" in Listing Management. This option is also available should the seller wish to delay the entry of photos until a later date or if you're waiting on photos from a professional.



Clear Cooperation (Off-MLS) Policy Overview

In 2019, the National Association of REALTORS® adopted the Clear Cooperation Policy. The official policy can be found at BrightMLS.com/Rules.

Off-MLS or **Pocket listings** are listings that are marketed and sold outside of the MLS system.

These listings go against the cooperative nature of the MLS and challenge the tenets of **Fair Housing**.

The Clear Cooperation policy states: Listings must be entered within **one business day** of public marketing.

Public Marketing includes 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, and applications available to the general public.

If you would like to **pre-market** your upcoming listing, use the Coming Soon status.

While you **can** publicly market listings in the Coming Soon status, Coming Soon listings **can't** be available for showings.

If your client does not want the listing in the MLS for privacy reasons, **Office Exclusive** listings are permitted with a signed **Office Exclusive** (Waiver of Broker Cooperation) form.

Public Marketing is not **permitted** for Office Exclusive listings.

Commercial listings are exempt from the Clear Cooperation policy due to the unique nature of these listings.

New Construction and Rentals are subject to the policy.

New Construction properties will be able to remain in the Coming Soon status for an extended time (up to two years) until showings begin or there is a Certificate of Occupancy or similar permit obtained.

New Construction is defined as all newly built homes.

Condo conversions and **major renovations** with no current Certificate of Occupancy are considered similar to New Construction and will also have the option for extended time (up to two years) in Coming Soon.

Rentals include all properties available for rent that are zoned for residential use.

Vacation/seasonal rentals are not considered part of the policy.

Listing Status & Days on Market

Listing Status	Definition	Impact on Days on Market (DOM)	DOM Accumulates (Yes/No)
Coming Soon	The listing is being prepared for marketing within 21 days (longer for New Construction or properties with Major Renovations). No showings are allowed.	DOM is zero. It does not begin or accumulate.	No
Active	A Listing/Rental Agreement is in place. The property is available for showings, and has no accepted Agreement of Sale/Signed Lease.	DOM begins on the first day the property is listed as active and continues to accumulate.	Yes
Active Under Contract	Listing has an Agreement of Sale with contingencies or a rental application has been received. Property is available to show and accept backup offers or additional applications.	DOM/CDOM is paused and will not accumulate while in this status.	No
Pending	Listing has an accepted contract (Agreement of Sale) or pending lease agreement and has not closed. Seller/ Landlord does not want showings or backup contracts/applications.	DOM/CDOM is paused and will not accumulate while in this status.	No
Temporarily Off Market	Seller/Landlord has requested that showings be temporarily suspended.	DOM/CDOM is paused and will not accumulate while in this status. It will NOT reset on the 61st day.	No
Withdrawn	Marketing has ceased, but the Listing/ Rental Agreement is still in effect.	DOM/CDOM is paused and will not accumulate while in this status. It will reset when a new listing is added after the previous listing has been in Withdrawn status for at least 61 days and no other listings for the same property have been created.	No
Closed	Settlement has concluded, or the lease agreement has been signed and deposits have been collected.	DOM/CDOM has stopped and resets immediately.	No
Expired	The expiration date on the Listing Agreement has passed and an extension has not been secured.	DOM/CDOM has stopped and will reset on the 61st day.	No
Canceled	Seller/Landlord and listing broker have terminated the Listing Agreement prior to its expiration date.	DOM/CDOM has stopped and will reset on the 61st day.	No

Life Cycle of a Fine

Day 0: Notice of Violation

A request to correct the violation within 2 calendar days (48 hours) to avoid a fine has been sent to the Listing Agent and Office Manager or Broker of Record.



Day 3: Fine Notice

The violation has not been corrected. A notice of a fine assessed is emailed to the Listing Agent and Office Manager or Broker of Record. The Subscriber has 20 calendar days to correct the violation and appeal the fine. The fine will not be billed until the appeals period has expired.



Day 6-23: Penalty Notices

A penalty notice is emailed every 72 hours to the Listing Agent and Office Manager or Broker of Record, indicating a failure to comply with the request to correct a violation. A $50 penalty will be assessed in each notice. If the violation is corrected, the subscriber may appeal the initial fine and all penalties. Fines and penalties will not be billed during the appeals process.



Day 24: Appeals Process Expires

The appeals process will expire and there will be no further ability to appeal the fine or penalties associated with the violation. If, prior to Day 24, the violation has been corrected and an appeal has been properly filed, a response and decision will be sent within two weeks.



Day 25: Fines Billed

If no appeal has been filed, the ability to appeal ends and the subscriber will be billed for the fine and all associated penalties. At this point, the items billed will not be reversed, barring extenuating circumstances.

Continued Violation: A violation that has not been corrected will continue to be monitored. If the violations continue to exist, the subscriber will be notified again, and a new cycle of fines and penalties will begin.



BrightMLS.com/Accuracy

Learn more about Bright's Rules and Policies

- Rules and Policies: BrightMLS.com/Rules
- Resources on Violations and Appeals: BrightMLS.com/Accuracy
- Accuracy Matters Webinars: BrightMLS.com/Education
- How-to's and Additional Support: BrightMLS.com/Support

Have a question? We're here to help!

Contact Information

Phone: 1-301-838-7140
Email: AccuracyandPolicy@brightmls.com

Department Hours

Monday - Friday
8:30 AM to 5:00 PM

Saturday - Sunday
Closed