

# Unlock MLS Seller Marketing Options & Disclosure Form

THIS FORM IS FURNISHED BY UNLOCK MLS FOR USE BY ITS PARTICIPANTS AND REPRESENTED SELLERS. THIS FORM SHOULD BE ATTACHED TO THE LISTING AGREEMENT AND COMPLETED AT THE SAME TIME.

Property Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

## Why MLS Matters

The Multiple Listing Service (MLS) is the most comprehensive platform available to market a home. Properties listed in the MLS benefit from:

- Exposure to thousands of cooperating licensed professionals
- Visibility through agent tools and internal sharing
- Optional internet display and syndication to public portals
- Compliance with Clear Cooperation Policy and broker obligations

Texas is a non-disclosure state, and while the MLS itself is not publicly accessible, improperly marketed off-MLS listings may increase risk of sales data being accessed by unintended parties, including appraisal districts.

## Your Marketing Choices (Select One or More Phases)

Initial each selection you authorize below. These options may be updated in writing at any time during the listing term.

### 1. Full MLS Listing (Active Status)

Includes full listing data and activates the listing in the MLS. This option complies with all Clear Cooperation requirements. Choose your internet display preferences:

- Display on all websites and syndication portals (Maximum Exposure)
- Display only on broker and agent websites (No syndication to portals like Realtor.com)
- Display without showing property address
- No internet display (Visible only to MLS subscribers)

### 2. Flex Listing (Phased Approach with Delayed Public Marketing)

Option for sellers preparing the home, testing pricing, or preferring gradual exposure. Flex Listings require limited property information to be entered allowing sellers to control what property features are highlighted.

- Listing is entered into the MLS but can be withheld from public internet display.
- Visible only to Unlock MLS subscribers (agents and brokers).
- Does not accrue Days on Market or price history in the MLS system.
- Advanced MLS system features such as Hot Sheets and Market Watch are not available.
- Can be converted to Full MLS Listing at any time before listing expiration.

Choose your internet display preferences while in Flex Listing status:

- Exclude from internet display entirely
- Display on VOW (Virtual Office Websites) only
- Display on Listing Brokerage or Agent website only

### 3. Office Exclusive (Off-MLS Marketing Only)

- Listing Broker and agent may only share the listing within their own firm.
- Public marketing is prohibited (e.g., no signs, flyers, websites, social media, mass emails).

By selecting this option, seller acknowledges that they may receive less exposure and potentially fewer offers.

\_\_\_\_\_ Seller directs that the property will not be entered into the MLS.

### Acknowledgment

Seller certifies that they have reviewed and understand the implications of each marketing choice. Seller understands that MLS-based marketing provides the widest professional exposure and that Flex Listings offer a unique on-ramp to full marketing without leaving the MLS system. This form may not be used to withdraw, remove, or delete a listing, or any component thereof, from the MLS database that was previously submitted by the Broker.

Seller Name (Print): _____	Signature: _____	Date: _____
Seller Name (Print): _____	Signature: _____	Date: _____
Listing Agent Name: _____	Signature: _____	Date: _____
Broker/Manager Name: _____	Signature: _____	Date: _____
Brokerage Firm Name: _____		
Phone: _____	Email: _____	