

THE DIFFERENCE IS IN THE DETAILS – AND THE RESULTS.

FEATURE	FLEX LISTING (WITHIN MLS)	OFF-MLS/PRIVATE LISTING
MLS INCLUSION	✓ Yes – Entered into the MLS from day one	No – Not included in MLS
VISIBILITY TO AGENTS	✓ All MLS subscribers have access	Limited to listing brokerage only
PRIVACY	✓ Seller can choose internet visibility, price, and showing settings	✓ Control through private arrangements
REPRESENTATION	✓ Full cooperation & fiduciary protection under MLS rules	⊖ May lack full agent cooperation across brokerages
DAYS ON MARKET	✓ Not accrued as a Flex listing	Not tracked in MLS at all
ABILITY TO GO PUBLIC	✓ Seamlessly transitions to full Active listing	Must be re-listed into MLS to gain full exposure
COMPLIANCE & TRANSPARENCY	✓ Fair housing and broker cooperation maintained	⊖ Risk of Fair Housing and Clear Cooperation issues
BUYER REACH	✓ Eligible for client email alerts and buyer listing portals	Fragmented public display
IDEAL FOR	✓ Anyone looking for a unique and strategic start to their listing.	Sellers who prefer total privacy and limited reach
PRICE DISCOVERY	✓ Price changes not tracked.	No MLS exposure for broader market feedback