



## eConnect

The latest news and updates on  
MLS technology and services.

Last month, the National Association of REALTORS (NAR) adopted a new MLS policy called **Multiple Listing Options for Sellers**. The primary aim of this policy is to allow sellers that are publicly marketing their properties to delay their properties from being available through Internet Data Exchange (IDX) and syndication for a specific period of time. NAR is allowing MLSs to implement this policy at their discretion by September 30.

### Key Takeaways

- The CRMLS Board of Directors has voted to NOT create a new listing status or make any changes to current listing statuses to accommodate the new NAR policy.
- The existing CRMLS data distribution system already provides almost all the same choices to sellers as the new NAR policy.
- Transparency (meaning being open, honest and clear) is the primary hallmark of CRMLS. Implementing a new status would only complicate things and create confusion for our agents and brokers.

**After careful consideration of the potential impact that a new listing status could have on our brokerage community and agents, the CRMLS Board of Directors has voted to NOT make any status changes nor offer any limitations to IDX/syndication in response to this NAR policy.**

### Why is CRMLS Choosing Not to Make Any Changes?

Simply put... there is no need. This new policy does not provide any additional seller choices or options, is not clear, not easy to understand or explain, and we don't need to complicate things.

Because of the way our current statuses operate, there is no need for us to create a new status to accommodate this new policy. Adding a new listing status would be an undue burden to CRMLS users and the industry:

- Since the compensation lawsuits in 2024, agents and brokers have had to adapt to multiple seismic changes to remain compliant with the law.

We don't feel it's necessary or in their best interest to create additional listing statuses to utilize.

- Introducing a new status could create confusion for CRMLS users who are also members of other MLSs, as they would need to learn and navigate different statuses that may not align across systems.
- A new status could also force our vendors to accommodate hundreds of different changes to remain compliant with each new MLS policy.

In short, implementing a new status would be a disservice to our users due to:

- Increased compliance confusion
- Redundant or overlapping statuses
- Additional hurdles to day-to-day business operations
- Lack of clear communication to clients about where their listings will appear online

### **What Will CRMLS Do Instead?**

CRMLS can achieve the policy's aims and maintain transparency without introducing any new statuses. We will instead rely upon **the Active status**, which already accommodates this policy. CRMLS is exploring additional features that may be used alongside the Active status to support the NAR policy.

### **What Led to the New NAR Policy?**

To understand why we have refused, we must explain where the impetus for this new policy came from:

- NAR was under increasing pressure from powerful, national brokerages to drop the Clear Cooperation Policy (CCP).
- Dropping the CCP would allow those brokerages to publicly market the listing while keeping their listings out of public circulation, essentially creating private listing networks.
- In an effort to maintain CCP as-is and to placate those complaining brokerages, NAR created this Multiple Listing Options for Sellers policy.

### **What Does the New NAR Policy Do?**

The policy introduces a new category of exempt listings called "delayed marketing exempt listings." Based on the NAR policy, this "new" listing category must be:

1. placed in the MLS for cooperation,
2. available for all MLS users to search and send to their customers,
3. be available for showings,
4. open for submitting offers, and
5. placed in the CRMLS VOW data feed, but
6. shall not be in the IDX or syndication data feed.

Based on this list of requirements CRMLS already has a listing status that complies with the first five requirements: Active. As it is, Active provides all the NAR policy required elements.

While Active listings also go into the IDX and syndication data feeds, a listing broker already has the option to opt out of both syndication and IDX for all the listings in their office. If a seller has any privacy concerns, or so chooses for any reason, the seller can instruct their broker to opt their home out of all Internet distribution.

The only element of this new rule not being implemented by CRMLS is a listing-specific IDX or syndication opt-out. It is critical to note that Zillow.com and Redfin.com both receive a VOW feed from CRMLS and it is expected that Homes.com will soon request a VOW. All three of these portals will have all the listings in this new category. Since these brokerages have the ability to operate a VOW, this policy is rendered nearly ineffective. So, the actual result of this NAR policy is to allow a listing onto these three major portals but deny that same listing to the almost 30,000 CRMLS agent and broker IDX websites and Realtor.com (which does not operate a VOW). Is this really any seller's intention?

As a broker cooperative, CRMLS does not support private listings or siloing information. These practices will inevitably lead to an imbalanced and unfair marketplace. In addition, our current listings statuses already support the spirit of the new policy.

**How to use our current statuses to achieve the aims of the new NAR policy:**

- Open Listing: For sellers who want to keep their listing off the MLS and still publicly market.
- No Cooperation Listing (Office Exclusive): For sellers that do not want to publicly market.
- Coming Soon: For sellers who want to delay showings to allow time to prepare a property.
- Active: For sellers who want to put their listing in the MLS for cooperation and receive quality offers faster than any of the above options.

**The CRMLS Board of Directors has determined after careful review and a clear understanding of the current listing distribution processes that the new NAR policy is ineffective and an unneeded addition for our purposes. It's time to stop unnecessarily changing up the rules and to let agents and brokers get back to work.**

We aim to have our user's best interest at the forefront of all decisions we make. Thank you for your continued support during times of change.

California Regional MLS

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## Support

If you need MLS support, please click above or call us at (800) 925-1525. Our Customer Care team will be happy to assist.

## Compliance

We keep your listing data safe, clean, and accurate. Click above to chat live with a CRMLS Compliance representative.

## We Want to Hear From You!

Send any feedback about your CRMLS user experience to [feedback@crmls.org](mailto:feedback@crmls.org)



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