

CRMLS Broker Report

Volume 2025 Edition 9

Here are highlights from this month's broker report. To read the report in full, [please click here](#).



[CRMLS Spotlight: An Industry Conversation with Sherry Chris](#)

Tuesday, September 30 @ 2:00 PM PT

Today, we welcome Sherry Chris, a longtime veteran of the real estate industry and one of its most influential minds. Among the many roles she's filled, her latest as Independent Consultant and Special Advisor to NAR's CEO, Nykia Wright is especially noteworthy. This webinar is about more than just hearing Sherry's invaluable insights into contemporary real estate – it's also an opportunity for CRMLS brokers to have their questions answered and share their concerns, priorities, and ideas for a better industry.

Join this webinar to have your voice heard, as your perspective is crucial to our overall success. [Register today](#) – space is limited!

Note: This webinar is limited to brokers and office managers only, please do not share.

i Answers To Your Questions on The Latest Form Revision

Please read below for guidance on the amended C.A.R. MLSA form:

The California Association of Realtors (C.A.R.) has updated its Multiple Listing Service Addendum (MLSA) Form. Upon reviewing the revised language, we would like to offer some clarifying points on several key items.

For a complete list of FAQs, [go here](#).

In Paragraph 3 (PUBLIC AND PRIVATE MARKETING OF PROPERTY; “CLEAR COOPERATION POLICY”), Section C, the form reads:

3. PUBLIC AND PRIVATE MARKETING OF PROPERTY; “CLEAR COOPERATION POLICY”:
- A. Unless paragraph 3E is checked, the MLS to which Broker will submit the listing has adopted the policy of the NAR which requires that exclusive and seller reserved listings for residential real property with one to four units and vacant lots be submitted to the MLS within 1 business day of any public marketing (“Clear Cooperation”).
 - B. Public marketing includes but is not limited to: Flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays, digital communications marketing and email blasts, multi-brokerage listing sharing networks, marketing to closed or private listing clubs or groups, and applications available to the general public.
 - C. In guidance from NAR, private marketing permits all agents affiliated with Broker to engage in one-to-one promotion between these agents and their clients and one-to-one promotion with other licensees, who may communicate to their clients. (NOTE: Not all MLSs have implemented or follow the NAR guidance, and Seller should discuss with Broker what is allowed under MLS rules.)
 - D. Different status options may be available for exclusive or seller-reserved listings taken by members of the MLS. Marketing options for listings submitted to the MLS may include: Full Exposure; Delayed Marketing; and if available by the MLS, Coming Soon (or equivalent status). The status option for listings not submitted to the MLS is usually Office Exclusive. See paragraph 5 for further information.

CRMLS permits private marketing under Rule 7.9.1 No-Cooperation Listing (a.k.a. office exclusive exception). Under this rule, brokers are allowed to engage with off-market listings in one-to-one promotions with their agents and clients.

However, CRMLS rules do NOT allow one-to-one promotion or marketing with licensees who aren't affiliated with the listing brokerage. If you publicly market an off-MLS listing to anyone outside of the brokerage, it triggers the Clear Cooperation Policy (CCP) Rule. This will require the listing to be submitted to the MLS.

In Paragraph 4 (PROPERTY LISTING INFORMATION ON THE INTERNET), Section A, the form reads:

4. PROPERTY LISTING INFORMATION ON THE INTERNET: An MLS can send information about properties listed on the MLS to public real estate portals, including those operated by the MLS and additional internet sites operated by brokers and agents. MLS can also syndicate information about listed properties by providing them to various advertising outlets, increasing the exposure of the for-sale property. Seller can instruct Broker to give the MLS instructions to the contrary (see paragraph 6A below). Specific information that can be excluded from the internet as permitted by (or in accordance with) the MLS is as follows:
- A. TOTAL INTERNET OPT OUT: Seller may prevent the Property from being marketed on the Internet which will keep the Property in the MLS systems only for access by other brokers, their agents, and their customers, but the Property listing will NOT be displayed outside of the MLS systems on 1) real estate portals, 2) Broker's own website or social media, 3) other cooperating MLS broker or agent websites, or 4) syndication advertising sites. Seller understands that this opt out would mean consumers searching for listings on the internet will not see the Property.
 - B. LIMITED INTERNET INFORMATION OPT OUTS:
 - (1) PROPERTY OR PROPERTY ADDRESS: Seller can instruct Broker to have the MLS not display the Property or the Property address on the internet. Seller understands that this opt out would mean consumers searching for listings on the internet may not see the Property or the Property's address in response to their search.
 - (2) FEATURE OPT OUTS: Seller can instruct Broker to advise the MLS that Seller does not want visitors to MLS Participant or Subscriber websites, or electronic displays that display the Property listing, to have the features below. Seller understands (i) that these opt outs apply only to Websites or Electronic Displays of MLS Participants and Subscribers who are real estate broker and agent members of the MLS; (ii) that other internet sites may or may not have the features set forth herein; and (iii) that neither Broker nor the MLS may have the ability to control or block such features on other internet sites:
 - (A) COMMENTS AND REVIEWS: The ability to write comments or reviews about the Property on those sites; or the ability to link to another site containing such comments or reviews if the link is in immediate conjunction with the Property display.
 - (B) AUTOMATED ESTIMATE OF VALUE: The ability to create an automated estimate of value or to link to another site containing such an estimate of value if the link is in immediate conjunction with the Property display.

“Total Internet Opt Out” is the equivalent of selecting “Internet: No.” This means the listing will not appear on IDX or VOW, and it will not be syndicated to third-party websites such as Zillow and Realtor.com. Additionally, the listing agent cannot advertise the listed property on any internet-based platform themselves. However, the property will still be visible within MLS systems accessed by all CRMLS users, as well as in client collaboration portals provided by those systems, such as Matrix Onehome, Paragon Collaboration Center, and Flexmls Portal.

In Paragraph 5 (MARKETING OPTIONS), Section B, the form mentions DELAYED MARKETING LIMITED EXPOSURE. This means that CRMLS, along with roughly 80% of MLSs nationwide, does not support this NAR-created status.

We hope this helps clear up any confusion about the wording in this form. Please [contact us for support](#) if you have questions.

MLS Stats

August 2025 Market Data

How is The Market Doing?

Closed Sales
per month

10,009

Pending Sales
per month

5,678

New Listings
per month

13,358

Registered Listings
per month

1,077

Source: California Regional Multiple Listing Service (CRMLS)

CRMLS Wants to Connect with Your Marketing Team

Clear communication is key to success, so the CRMLS Marketing team wants to build better connections with whoever runs your own marketing.

If you'd like to participate in this collaboration and connect your marketing team with ours, [please fill out this short form](#).

Compliance

Duplicate Listing – Property Already Listed by Another Broker

The [CRMLS Compliance Knowledgebase](#) is a collection of guides, reference materials, and FAQs available on the [CRMLS Compliance webpage](#). You can search or browse by topic to find answers and instructions for the most commonly asked questions.

This month, we're highlighting CRMLS Rule 7.2 (Duplicate Listing – Property Already Listed by Another Broker).

Per this rule, "The MLS allows one listing per property type for a specific property. There may be situations where more than one Broker believes they have a valid listing agreement for the same property. The MLS and/or Association cannot determine the validity of claims of competing contracts. It is the responsibility of the Brokers and seller to resolve the validity question prior to entering a listing into the MLS. Entering a listing into the MLS without a valid listing agreement is a violation of MLS Rules. Failure to remove a listing from the MLS following cancellation or expiration is a violation of MLS Rules."

To search the Compliance Knowledgebase library in its entirety, [please click here](#).

[View the Broker Report in full to read more!](#)

Enhancements & Products Corner

Upcoming Product Webinars

[Join our October webinars to gain insight on products available to you!](#)

Did You Know?

As wildfire season ramps up, be prepared by knowing the assistance available in your area. Access our [Emergency Resources](#) to find various relief efforts across California.

We've Got You Covered

[Education](#)

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CRMLS offers a variety of resources to educate you and your agents. Submit your training request today.

Our support team is available to assist you through our online ticket system or by phone at (909) 859-2043.

We keep your listing data safe, clean, and accurate. Click above to chat live with a CRMLS Compliance representative or by phone at (909) 859-2043.



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