

IMPORTANT LISTING COMPLIANCE ANNOUNCEMENT

Inappropriate Language in MLS Listings Policy

The final paragraph of Rule 8.1 in the ARMLS Rules and Regulations states:

ARMLS, on the advice of its legal counsel, may refuse to publish information that may generate legal liability. The listing agent may wish to explain that the MLS rules provide for such discretion. If necessary the listing agent may provide relevant portions of these Rules and Regulations such as Section 8.1. (Bolding added for emphasis)

Therefore, all inappropriate language, as reviewed and deemed to be inappropriate by the Arizona Regional Multiple Listing Service, is immediately banned from inclusion in all listings on the MLS.

A. **Banned Language.** The following (beginning with item 1a) is a list of examples of banned language. This list is not in any way intended to be a complete listing of inappropriate language, but only a general guide as to items that must not be included in your MLS listing.

In addition to both of the Remarks fields and the Directions field, **all other fields still must only have information in them for which the field is intended** (e.g. the Subdivision field may only have the legal subdivision or metes and bounds information. It must not contain anything else.)

1. Public Remarks and Directions

- a. **Any contact information for anyone.** This includes but is not limited to: names, phone numbers, and websites of any person or entity, real estate related or otherwise.
- b. **Any item besides contact information that may lead someone to bypass their own contracted agent to directly seek out the listing agent.** This includes but is not limited to: Open house information and Auction dates. (You may disclose in the Public Remarks that it is going to be auctioned, but you must only include the date, if you are so inclined, in the Realtor Remarks).
- c. **Any items that may cause a safety issue.** This includes but is not limited to: Gate codes, lockbox information, and references to the occupants of the property or the hours they are in the home.
- d. **Any monetary value items potentially given to the buyer's agent, which may appear to steer a prospective buyer's agent to show his or her clients your property over another property.** This includes but is not limited to: Any type of bonus information (bonus information is allowed in the Realtor Remarks).

2. All fields

- a. **Commission Information.** All commission language or references are hereby banned from inclusion anywhere in the MLS listing except for the Buyer Broker (BB) or Sub-Agent co-broke fields (SA), and except for the bonus information allowed in the Realtor Remarks.
- b. **Fair Housing Issues.** ARMLS already has these issues removed from listings, and will continue to do so whenever it is an actual issue with the Fair Housing laws.

B. Enforcement of Banned Inappropriate Language

- a. On the phase II rollout of iCheck, planned for February 15, 2008, many words, phrases, symbols and numbers will be filtered through the iCheck auto-checking system. Only Active, AWC, Pending and TOM listings will be checked. All Expired, Cancelled, and Sold listings will not be checked by the system or our Analysts.
- b. All of the listings that are flagged by the system will be reviewed by a Compliance Analyst for compliance with this policy. It is expected to be a very large number of items to address, so it will most likely take some time to get through the initial sweep of the system. After the initial sweep of the system by iCheck, listings will be reviewed every time you make any change to the listing and any time you activate a new listing.
- c. Any items that are found to be non-compliant will be immediately removed from your listing by ARMLS.
- d. You and your Broker will receive an e-mail from the ARMLS Compliance Department through the MLS system notifying you of the deletion. **YOU WILL RECEIVE NO OTHER NOTIFICATION. PLEASE ENSURE THAT YOUR MLS ROSTER INFORMATION HAS YOUR VALID, WORKING E-MAIL ADDRESS.**
 1. If you are with PAR, please contact them directly to update your contact information as they feed their information directly to ARMLS and overwrite any information you enter directly in the MLS system.
 2. If you are with any other local association, please update your contact information directly through the MLS system.