

Current Rule:

(e) **Personal Promotion:** The Marketing Remarks and photos of the listing shall not contain any personal/company promotions. Prohibited shall include but not be limited to; agent/company name, phone numbers, any and all website addresses, open houses, “call for showings”, pictures of for sale signs nor text overlaid on photos. When a Subscriber fails to comply with this rule and has been given notice by the MLS that the Subscriber is in violation of the rule, the Subscriber must remove such information from the listing within 48 hours. If such information is not removed within 48 hours after the date of the notice, the Subscriber shall pay a \$100.00 fine. Subsequent violations by a Subscriber shall require a \$250.00 fine.

New Rule:

**Personal Promotion:** Listings entered into the MLS are intended to promote the property and not intended for use as a personal or company marketing vehicle. Prohibited items from marketing remarks and property photos shall include but not be limited to;

- agent/company name or photos,
- phone numbers,
- Web site addresses,
- “call for showings” or “open house” overlays,
- for sale signs nor text or any other items overlaid on photos.
- Exceptions are new construction listings using a “Similar To” banner or proposed listings using a “Proposed” banner. (See definitions.)

When a subscriber fails to comply with this rule and has been given notice by the MLS that the Subscriber is in violation of the rule, the Subscriber must remove such information from the listing within 48 hours. If such information is not removed within 48 hours after the date of the notice, the Subscriber shall pay a \$100.00 fine. Subsequent violations by a Subscriber shall require a \$250.00 fine.

Definitions:

**New Construction:** New Construction shall be used as a property type in the MLS to describe a dwelling that has the framing walls in place. If not using an actual photo of the property, it is acceptable to use a photo with “Similar To” placed within the frame of the picture.

**Proposed Construction:** Proposed construction shall be used as a property type in the MLS to describe a dwelling that does not meet the New Construction definition. If a photo is used in this definition, then a banner stating “Proposed” must be placed within the frame of the picture. When a listing meets the New Construction definition, the listing must be changed to reflect the new type.