

# Top 10 Compliance Issues

## *Sell your Listings faster with Accurate Input*

The MLS is a strong, dynamic tool to assist in marketing your listings to other real estate professionals. The effectiveness however depends on how clearly you input the listing information. Below are the top 10 fields that may cause a property to be excluded from a search and be out of compliance.

You can find the Compliance Guidelines on our website or contact the Help Desk at [help.desk@rmlsfl.com](mailto:help.desk@rmlsfl.com) or 561-514-6438 for listing assistance. To ensure you receive compliance notices, add [mdc@rmlsfl.com](mailto:mdc@rmlsfl.com) to your address book.



### 1. Owners Name:

The goal is to be clear with those you are communicating with through the MLS, which includes other brokers, agents and appraisers. This is a field that is included in the Auto Pop feature discussed in the Tax ID section. Once the field is autopopulated you may still change it to read "Withheld" prior to saving your listing input.



### 2. Address Checks:

The three (3) required fields are Street Number, Street Name and Street Suffix. Unit Number and Street Directional should be completed if applicable. Correct information in these fields allows for accurate searches on websites and mapping, as well as assists in producing reports and statistics at local, state and national levels. Pay close attention to Street suffix (Drive, Ave, St, etc) as this is often mistakenly added to the same line as the street name rather than placing it in its own proper field. This can make a huge difference in locating the subject property, especially for properties with like or similar street names.

### 4. Driving Directions:

Clear and accurate directions to the listed property are important when you are trying to get it sold or rented. RMLS does not allow you to just put "MapQuest" or "Find it your self" in this field. Remember, there are times when agents are pulling listing information from mobile devices while out of the office and just need to drive by. Bottom line is if others cannot find, it they sure cannot sell it.

### 3. Tax ID:

Are you taking advantage of our Auto Pop feature when inputting a new listing? RMLS provides the ability to streamline your input process, shortening the amount of time it takes, and ensuring that the data is consistent with public records!

Just enter the Tax ID as it is in the public records then select the auto populate choice. A majority of the required fields will be populated directly from the tax records. This includes each of the address fields, the current tax information, the owners name, the living area, etc.



## 5. Room Dimensions:

Having this information available enables other agents to search listings for buyers looking for certain sized rooms. Some buyers want large master bedrooms and others want large kitchens. So, while RMLS encourages you to fill in all room dimensions, we do enforce that dimensions are identified for the Kitchen, Living Room and Master bedroom.

There are **two scenarios** in which this rule has **been adapted** for our changing marketplace. The **first** is the Studio Apartments, lofts and Efficiencies. In this case, to be compliant, input 1x1 for the dimensions of each of the required rooms you cannot separate out from the single large space. It's good practice to clarify this in the REMARKS section and identify the listing as a Studio apartment, Loft or Efficiency. This way anyone viewing your listing will know what to expect when visiting the property. The **second** scenario is when a property does not have a separate living room but has a "Great Room" arrangement. In this scenario, you have two choices 1) enter the dimensions for the great room in the living room dimension fields

or 2) enter 1x1 as the dimensions for the Living Room and then enter the actual dimensions for the Great Room in the Family Room dimensions fields. In either case you should have separate Kitchen and Master Bedroom dimensions. You will also want to clarify the property does not have a formal Living Room but has a Great Room in the REMARKS section.



## 6. Private Pool – Y/N:

This rule becomes a significant issue when listing condominiums and properties with a community swimming pool. Again it comes down to being clear about what is included in the listing being sold. Does this individual unit and or residence have a private pool? Not a private community pool, but a private pool for that residence; one that is sold in conjunction with the property. Community pool's should be entered under Subdivision Features.

If you are listing a condominium, townhouse or villa that does have a private pool, you are going to want to highlight that as a special feature. So, make sure you include comments in the Public Remarks. This will let those viewing your listing know that, 'Yes', this is a private pool, which creates an attribute to help sell your listing.



## 7. Photo Rule:

There are three separate Rules that must be followed when inputting photos with your listing.

1. Photos are required for all property types except land, within 5 days of entering a listing.
2. There must be at least one front exterior image or rendering of the listing. This image must contain a visible front entrance to the property.
3. A Photo cannot contain identifying or contact information about the participant or subscriber. This includes, but is not limited to telephone numbers, addresses, e-mail addresses and front photos with visible for sale signs.



### 8. Virtual Tours:

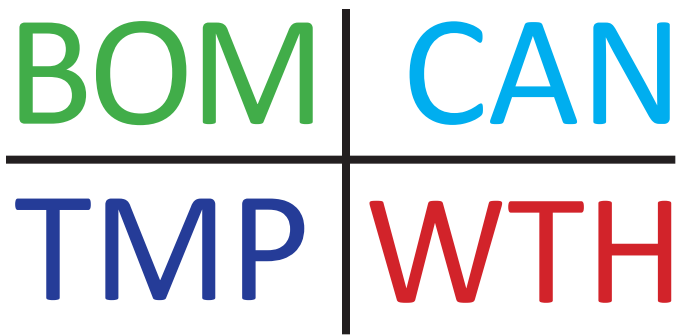
This is a great and often overlooked feature of the listing profile. Many buyers are visual. They love to see virtual tours of the subject listing, which often provides a better awareness of the flow and floor plan than photographs. Be sure the tour is of the actual listing and most importantly, make sure the tour does not contain any contact information that would direct a potential buyer back to the listing agent, their assistant or office.

Remember contact information and links to portals where offers can be submitted belong in the Brokers Remarks section. Links to websites about a general community can be included in the Public Remarks as long as there is no contact information included in this website.



### 9. Contact Information in Public Remarks Section or Addenda:

Describing the physical attributes of the property and not the people the property would best suit will keep you in compliance with Fair Housing laws. This Rule was put in place to keep the relationship built between the agent and the buyer. If contact information is in the Public/Addenda remarks section, the buyer will bypass the buyer's agent and go directly to the listing agent in hopes of saving money because the listing agent will get both ends of the deal. You may provide information directing the public to a required lender for prequalification purposes or to a community website. The Broker Remarks section, which is not available for viewing by the public, is a perfect place to include specific instructions regarding upcoming open houses, required addendums or terms or even special discounts being offered.



### 10. Status Changes:

Contingencies would include things like inspections, third party approval of the contract or the sale of a buyer's property before they would be able to close.

Pay close attention when changing the status of a listing to Temporary Off Market (TMP). A listing cannot stay in this status indefinitely. No later than ninety-one (91) days after a listing is changed to TMP, the listing status must be changed to either Back On Market (BOM), Cancelled (CAN) or Withdrawn (WTH).

Paying attention to details when first entering a new listing in the MLS can help you Market the property, take advantage of the services built in to the system, and most of all it will help you keep your listings in compliance with the rules and regulations of the MLS.

The Compliance Guidelines are always available for viewing directly on line through our home page. Just go to [www.rmlsfl.com](http://www.rmlsfl.com) and look at the left side of the home page, Click on Compliance then scroll down and click on Compliance Guide at the bottom. This will provide you with examples of fineable Rule violations.

Did you list something unusual or you have a specific question when loading a listing? Give us a call. The Help Desk can answer most of the compliance and listing input questions along with your technical questions. Give them a call at 561-627-4548 and are available Monday through Friday 8am -7pm and on Saturday's 9am – 3pm or drop them an email at [help.desk@rmlsfl.com](mailto:help.desk@rmlsfl.com) .

Our goal is assist you by providing accurate information to help you be more efficient in your business.