Multiple Listing Options for Sellers Authorization Form

Seller acknowledges that Firm and Agent must abide by MLS and IDX rules when implementing Seller's Choice of marketing.
The Seller understands that submitting a property to the South Central Wisconsin Multiple Listing Service(SCWMLS) typically provides:

- Broad and immediate exposure to all SCWMLS participants and subscribers.
- Listing Syndication to public websites (e.g., Zillow, Realtor.com, Trulia, firm websites).
- Inclusion in Internet Data Exchange (IDX).
- Greater visibility to cooperating firms

☐ **Delayed Listing Option: Property not available to be shown until _____ (Insert Date)**

- **Please upload this form to the Associated Documents as an MLSOF Document**
- Seller understands that property will be in a delayed status on SCWMLS up to 45 days. We allow one extension of another 45 days (max 90). To request an extension, the Listing Firm must provide the MLS with an amendment signed by all parties to the contract prior to the expiration of the initial 45-day period.
- Seller understands that property can be included on public websites via IDX feeds*, can be shared within the SCWMLS database participants and with consumers via auto notification emails and Collaboration Centers.
- Seller understands that during the Delayed period, the property cannot be shown by any individual including Seller, Listing Agent or Listing Firm.
- Days on Market are not counted during the Delayed Listing Period. **Note: As DOM begins counting at the list date, to ensure a DOM count of 0, a listing must be entered on the list date.**

☐ **Firm Exclusive Listing Option -**

- **Please send a copy of this form along with the listing contract to: Listings@wisre.com**
- The Seller's property cannot be advertised, marketed or promoted in any way to the general public.
- The Seller's property cannot be included in the SCWMLS database which is available to SCWMLS brokers and agents.
- The Seller's property will not appear on the SCWMLS public site or the 100+ SCWMLS-fed real estate websites used by buyers. This limited exposure may result in fewer offers and/or a lower sale price.
- The property may still be discussed or shown within the listing firm. One-to-one, broker-to-broker communication within the firm is permitted for Firm Exclusive Listings without violating the Clear Cooperation Policy.
- The Seller understands and directs the listing broker not to submit the property to SCWMLS or market it to the public. The Seller also agrees not to promote the property in any public way, including to friends or neighbors. This decision is made solely by the Seller.

Seller Acknowledges and understands the Multiple Listing Options and Agrees to notify the Listing Firm if Seller's selection changes.

Property Address: _____

(x) _____
Seller's Signature Print Name Here Date

(x)_____
Seller's Signature Print Name Here Date

(x)_____
Listing Agent Signature/Listing Firm Name and Print Name Here Date

*Delayed listings are only available through the VOW (Virtual Office Websites); third-party websites such as Zillow and realtor.com may not display delayed listings.