

Do's & Don'ts

For *Public* Remarks on the MLS

The below restrictions also apply to **public associated documents, photos, photo labels, unbranded virtual/video tours, and photo watermarks.**

<https://scwmls.com/listings/#personal-data-on-listings>



Do

- Describe the home, land, layout, features, amenities, and condition accurately.
- Focus on the property's features and factual benefits.
- Describe relevant property and construction features.
- Describe the property and its features *objectively* and follow the Fair Housing guidelines
- We recommend including any concessions within the public remarks.
 - The remarks should specify what the concession is for (ex: roof repair, buyer closing costs).
- If an Active listing is restricting showings, have the Show Date in the first line of the public remarks
- If the listing is Under Construction, the estimated date of completion/stage of completion must be in the public remarks



Don't

Don't include the following:

- **Any** discussion regarding commission
- Agent names
- Seller names
- Agent phone numbers
- Agent email addresses
- Website URLs
- Brokerage/company names
- Instructions to "Call," "Text," "Email," or "Contact" *anyone*
 - Ex., "Contact the list agent for a showing!", "Contact us for more info!", "Call the List Agent for details!", "Call John Smith for floor plans"
- Builder names or contact information
- Language that violates the Fair Housing guidelines
- Any other information intended to promote or direct consumers to an agent, company, builder, or other business