

Getting Ready to List Your Property in the Columbia Board of REALTORS® MLS?

What Sellers Need to Know.

What are the benefits of listing my property in the CBOR MLS?

If listed in the CBORMLS, your property:

- Is visible to ALL CBORMLS Subscribers
- Can be included in automatic email alerts to potential buyers from the MLS
- Can be displayed on Broker & Agent websites
- Can be displayed on midmohomefinder.com, Zillow, Realtor.com, Trulia, and Homes.com
- Property may be publicly marketed

What listings are required to be entered in the CBOR MLS?

The CBORMLS requires Residential, Vacant Land, Income, & Farm Listings for sale be submitted to the MLS within 1 Business Day of the Listing Agreement Effective Date.

Optional Property Types include: Commercial, Commercial Rental, and Residential Rental-Multi Family listings.

What if I need more time to get my property ready to show?

Sellers with an Effective Listing Agreement for their property needing additional time to get their home ready to show beyond the 1 Business Day CBORMLS entry requirement have the option of utilizing the CBORMLS Coming Soon status (14 calendar days max) in the MLS system. Coming Soon listings are not eligible for showings during the time they are "Coming Soon" in the CBORMLS system, but do allow for public advertising. Sellers alternatively may instead opt to pursue a Listing Waiver. Waived Listings can only be shown by agents belonging to the Listing Brokerage, as waived listings are not included in the MLS system during the time they are waived and do not allow for public advertising.

Sellers should additionally be aware that real estate licensees in Missouri can only legally advertise listings on or after the Effective Date of a Listing Agreement, and never prior.

What if I do not want my listing included in the CBOR MLS?

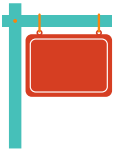
If you decide to exclude your listing from being entered into the CBOR MLS, you and your REALTOR® are required to complete a Listing Submission Waiver form. Sellers pursuing a Listing Waiver agree with their REALTOR® not to market the listing publicly. If anyone publicly advertises the property on Waiver, the Listing REALTOR® is required to submit the listing to the CBORMLS system within 1 Business Day to comply with mandatory regulations.

What exactly is "Public Marketing"?

If your property is publicly advertised, your listing must be submitted to the MLS within 1 Business Day! Public Advertising includes but is not limited to any of the following:



Property flyers displayed in windows/flyer boxes



Yard Signs



Digital Marketing or Advertising on social media websites such as Instagram or Facebook.



Listings included on any websites, including the Listing Broker's website and other third party websites such as Zillow/Trulia/Realtor.com, etc.



Digital communications, email blasts



Multi-brokerage listing sharing networks

