

Advertising Rules for Printed Information that Includes Listings

This Q and A is designed to address the Sandicor Rules and Regulations for advertising printed material.

12.8 Advertising of Listing Filed With the MLS. A listing shall not be advertised by any participant or subscriber, other than the listing broker, without the prior written consent of the listing broker except as provided in Section 12.16 relating to display of listings on the Internet.

Q1. Can I send out a postcard, newsletter or neighborhood update with the active and/or pending listings in my farm area?

A1. You are required to obtain the WRITTEN permission from the listing BROKER if you are going to include any active or pending listings that do not belong to you prior to including them in your printed material.

Q2. The listing agent gave me verbal permission is this acceptable?

A2. This is not acceptable because the rule states it is the broker's written permission that is required.

Q3. What if I leave off the house number and only include the street name.

A3. This is not allowed. You may include the community and features of the property, but no part of the address may be included without the written permission of the broker.

Q4. Can I include a photo that I take myself of the property if it is not my listing on my advertising pieces?

A4. No. This is still considered advertising another broker's listing.

Q5. Can I include sold listings on my printed material?

A5. Sold information is a matter of public record and may be included with the full address; however it must be clear whether or not you participated in the transaction.

Q6. How can I disclose that I did not participate in the transaction?

A6. The following disclaimer is required on all printed material that includes listings:
Data from SANDICOR, Inc. for (date) through (date) and represents properties listed or sold by various brokers. If your property is currently listed this is not meant as a solicitation. Note: advertising disclaimers must be legible

Q7. What if I represented the buyer? Can I send out 'Just Sold' postcards?

A7. Yes. According to MLS Rule 12.7 both the listing agent and the buyer's agent can claim to have sold the property.

Q8. Can I post other broker/agent's listings in my window at my office without their written permission?

A8. No. The written permission of the listing broker is still required.

Q9. I would like to set up a booth at my local farmer's market or street fair and would like to include active and pending listings in the area. Can I display other broker's listings in my booth?

A9. You may not DISPLAY other broker's listings in your booth however if a consumer inquires and asks for information about properties in the area you may, at their request, hand out a client report or list of available properties.

Q10. Why are other agents allowed to advertise my listings on their websites?

A10. Internet Advertising also referred to as Internet Data Exchange (IDX) or Broker Reciprocity, has specific rules that can be found in the Rules and Regulations Document section 12.16. Additional information can be found at: <http://www.sandicor.com/idx1.html>