

Top NWWMLS Things to Know

1. All active listings **must** be entered into the MLS within Three (3) business days
2. Clear Cooperation> Listings **must** be entered into the MLS within One (1) business day of any public marketing. Public marketing includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays (including IDX and VOW), digital communications marketing (email blasts), multi-brokerage listing sharing networks, and any applications available to the general public.
3. PER WI Statute 452.136, properties cannot be advertised until the Start date of the listing contract.
4. Agents **must** obtain written approval from listing Broker to advertise a property on social media. If using professional photos, agents **must** obtain written approval from photographer for use of photos on social media.
5. Agents **must** notate Brokerage and state of licensure clearly on all social media posts.
6. **Residential type listings must have an Exterior Elevation photo added as a primary photo within Three (3) business days.** Vacant land listings must have at least one land photo added within Three (3) business days. **“Exterior Elevation” refers to the straight on view of the home’s exterior. The view should capture home features, such as an entry door(s), window(s), yard, porch, or deck (if any) and other details visible from the straight-on exterior view of the home. The photograph should capture the home’s exterior from the point of view of the average person standing in front of the house, looking straight on, but far enough back to see the entire home.**
7. Change of any status type must be made within Three (3) business days.
8. Request to Withhold forms must be sent back to NWWMLS office within Three (3) business days. All members **MUST** use this form to withhold a listing from the MLS. The broker **MUST** sign the form. Email completed forms to Staff@RANWW.org
9. Multiple listings cannot be exact duplicates and at the time of sale, one listing is changed to Sold and the second listing is withdrawn.
10. Expiration dates cannot be changed without a signed amendment. NWWMLS staff cannot update the listing without a fully signed amendment for verification.
11. When adding a NON-MLS List/Sell agent, type in the Agent ID Field- 111111111 or in the last name field – NON*.
12. All Active type statuses **MUST** allow showings and offers to be presented; ShowingTime cannot be blocked off.
13. Comparable listings can be entered into the MLS within 15 business days after closing.

For MLS questions please contact Staff@RANWW.org or Ann@RANWW.org or by calling our office at 715-835-0923.