

“Refreshed” Listings

With properties staying on the market longer, agents often want to “refresh” a listing so that it will appear on the MLS database as a new listing. Please note that BAREIS MLS® has a “10 Day Rule” (see Rules 9.20.1 and 9.20.2 below).



Listings inactivated in the MLS database, whether Withdrawn-Cancelled or Expired, cannot be re-entered into the MLS database by the same listing brokerage for 10 days. After those 10 days, the Days On Market (DOM) will reset. A listing with the status Temp Off Market cannot be re-entered because the existing listing agreement is still valid. **Thirty days must pass** before a Withdrawn-Cancelled or Expired listing can be re-entered by the same brokerage in order to **have zero Cumulative Days On Market (CDOM)**.

In the opinion of NAR and in an article in the San Francisco Chronicle: *New Life for Old Listings – Savvy or Shady?* The following question was raised:

When “Refreshing” a listing, is the end result misleading to the buyer?

The Chronicle article equates this practice as

“The real estate equivalent to turning the odometer back to zero.”

9.20.1 Days on Market. For the purpose of determining days on market, any renewal or extension filed with BAREIS fewer than 10 calendar days after the expiration date of the original listing shall be treated as an existing listing.

9.20.2 Cumulative Days on Market (CDOM). CDOM applies to the total length of time a property is on the market, whether pursuant to a single listing or multiple listings, and continues to accumulate days on market for the property until the property is sold. For the purpose of determining CDOM, if the property is withdrawn/cancelled or expired for 30 days or more, CDOM will reset to zero if replaced with a new listing.



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