

Your Key to the Proper Use of the Marketing Remarks field

All fields in the database are reserved for a specific purpose and specific information. Entering improper data into a field may result in your listing not showing up if a specific field is searched. Be especially careful with the Marketing Remarks (Public / Internet Remarks) field, because they are transmitted to a number of public internet sites, IDX Broker sites, and all client reports.

Examples of Common Marketing Remarks Violations

Reason	Example
<p><u>Security Issues / Showings / Open House</u> Not allowed because could jeopardize safety of sellers / tenants. Showing instructions are meant for agents, not the general public. There is also a searchable Open House field for that information.</p>	Vacant Open Sunday 1 – 4 No Show until broker’s tour 24 hr. notice to tenants Owner relocated / relocating Seller moved out of state Gate code, lockbox or combo lockbox code
<p><u>Personal Information / Seller Information</u> Not allowed to pass to the general public due to Confidentiality and / or security issues.</p>	Grandma & Grandpa live here Back on Market due to no fault of the seller Fast sale needed due to divorce Tenant is a day sleeper
<p><u>Short Sale Comments</u> Not allowed because there is a field for this Foreclosure information. Also this is personal financial information.</p>	Short sale Foreclosure Needs lender approval at this price Approved Price
<p><u>Possible HUD Violations</u></p>	Perfect for single person. Any reference to a synagogue, congregation, church or parish, including denomination specific facilities or schools Ethnic makeup of the neighborhood
<p><u>Remarks Directed Toward Other Agents</u> This information belongs in the Confidential / Showing Remarks.</p>	XX% paid to selling office Bring your picky buyers Call agent for reports Make sure your buyers see this home Reduction to commission will be split evenly
<p><u>Financial Info or Financing Remarks</u> Incentives may not be available to less-than full price offers, and some of this information may be prohibited or restricted by federal, state or local regulations. <i>i.e. RESPA or TILA</i></p>	\$10K credit for NRCC Seller will credit byer with \$20,000 at close with full price purchase Bank is willing to assist with some concessions
<p><u>Website or Contact Information</u> There is a Virtual Media field for websites and contact info should go in the Confidential / Showing Remarks.</p>	See online at: http://www.123mainst.com Call Listing Agent, Call LA / LO Call agent for appointment Call for details

To view BAREIS MLS® Regulation 9.16.3 in its entirety, please go to <http://bareis.com/rules>.

BAREIS’ staff welcomes any questions you may have regarding the Rules and Regulations.

Please contact the Data Integrity Department at 707-575-8000 or 800-776-5252 or email, rules@norcalmls.com with any questions or concerns.

