

BAREIS Guide to Remarks in the *MLS*







2025

Rule 9.16 – Correct Use of MLS Data Fields

Proper Use of MLS Data Fields

Use MLS data fields only for their intended purpose—to convey accurate information about the property.

Not Allowed In MLS






-  No compensation/bonus offers to buyer agents
-  No seller credits tied to buyer agent commission
-  No access codes (e.g., alarm, gate, lockbox)
-  No contact info for non-BAREIS or non-reciprocal MLS agents
-  No negative/disparaging remarks about other members
-  No info that violates laws/regulations

Rule 9.16.3 – Public Remarks Field Guidelines

What You Can Include:

- Details about the property and community, including features and condition
- Links to HOA or community websites (without agent info.)

What Not to Include:

-  Agent or contact info (names, phone numbers, emails, URLs)
-  Showing or open house instructions
-  Messages directed at agents or brokers
-  Personal info about the seller or occupants (e.g., vacancy status, health, schedule)
-  Links/URLs to websites for the property, agent, or brokerage

Tip:

Keep Public Remarks buyer-focused and strictly about the property.

Allowed Phrases in Public Remarks

Phrases that Describe the Property or Community

- Designed for effortless, low-maintenance living
- Located in a Planned Unit Development (PUD)
- Private, gated community

Acceptable Financing & Sale Type:

- Bank Owned / REO / Not a short sale
- FHA/VA approved complex/home
- Seller or owner financing terms (non-compensation related)
- Cash offer / As-is / Special Financing Available
- Probate sale / Trustee sale / 1031 sale
- Section 8 accepted
- Buyer qualifications apply / Special qualifications apply

Also Acceptable:

- Do not disturb occupant
- Senior community (e.g., age 55+)
- Furnishings included/not included
- Reports or pest reports available
- Dollar amounts not related to financing (e.g., unit rents for \$123/mo., HOA fees)
- Must see to appreciate/Beautiful inside
- Priced to sell/Motivated Seller/Must sell

Rule 9.16.5 – Fair Housing Compliance

Fair Housing Laws Apply to All MLS Listings

- All listing content must comply with fair housing laws
- Language that suggests a preference or limitation regarding a protected class is strictly prohibited in any MLS data field

Do Not Include:

Terms that suggest preference or limitation based on race, religion, sex, disability, familial status, or national origin.

Avoid phrases like the following:

- Walking distance to church
- Perfect for single professionals
- Located in an ethnic neighborhood
- Perfect for a child's playroom

Tip:

Describe the property, not the people. Features like "spacious backyard," "quiet street," or "renovated kitchen" are safe and compliant. Avoid inferring or suggesting the type of buyer or tenant being sought.

Rule 9.16.6 – Seller Credits & Incentives in Remarks

What Is Allowed?

You may include Seller credits, incentives, or concessions in:

- Public Remarks
- Private Remarks

But Only If They:

- Clearly state the intended use (e.g., repair credit, HOA prepayment, rate buydown, closing costs)
- Do not include a dollar amount or percentage
- Are not tied to Buyer Broker compensation
- Comply with all other MLS rules

Examples of Acceptable Phrases:

- “Repair Money Possible”
- “HOA Prepayment Possible”
- “Credit for rate buydown possible”

Proper Use of the Directions Field

What to Include:

- Only directions to help locate the property
- Keep it brief, relevant, and location-specific

Do Not Include:

- Showing instructions (belong in Private Remarks)
- Lockbox codes, agent info, or access details
- Agent or seller contact information

Acceptable Alternatives:

- “Will need assistance with directions.”
- “Special instructions are required.”

Questions?

We're always happy to help with any questions regarding remarks in the MLS.

 Call us: 707-575-8000

 Email us: rules@norcalmls.com

Please don't hesitate to reach out!