



Print Advertisement FAQs

Review these frequently asked questions prior to advertising a property in print to ensure you remain in compliance.

1. What are some examples of Print Advertising?

- Mailings to residents in a certain geographic area
- Hand delivered flyers
- Other print advertisements sent to non-clients (the public)
- Neighborhood Market Reports (for more information, click [here](#)).

2. What is not covered by these FAQs?

CMA's and appraisals you have prepared for your existing clients.

3. Can I advertise Active listings in Print Advertising?

Yes. However, there are some restrictions:

- You may advertise your own listings in any type of Print Advertising.
- For Print Advertising in formats OTHER than Neighborhood Market Reports: You may not advertise another agent/broker's listing without the prior consent of that agent/broker pursuant to Rule 12.8.
- For Neighborhood Market Reports: If you advertise another agent's on-market listings, you must confirm within the MLS that the listing agent has not withheld their permission for you to use the on-market listings pursuant to Rule 12.8.1(c).
- If you advertise another agent's on-market listings, you must provide attribution to that listing agent, pursuant to Rules 12.9 and 12.10.
- You must not make any misrepresentations regarding the listings or mislead the recipient of the advertisement.
- You may not use any photos or media from the MLS for listings on Print Advertisements.

4. Can I advertise Active Under Contract or Pending listings in Print Advertising?

Yes. However, there are some restrictions:

- You may advertise your own listings in any type of Print Advertising.
- For Print Advertising in formats OTHER than Neighborhood Market Reports: You may not advertise another agent/broker's listing without the prior consent of that agent/broker pursuant to Rule 12.8.
- For Neighborhood Market Reports: If you advertise another agent's on-market listings, you must confirm within the MLS that the listing agent has not withheld their permission for you to use the on-market listings pursuant to Rule 12.8.1(c).
- If you advertise another agent's on-market listings, you must provide attribution to that listing agent, pursuant to Rules 12.9 and 12.10.
- You must not make any misrepresentations regarding the listings or mislead the recipient of the advertisement.
- You may not use any photos or media from the MLS for listings on Print Advertisements.

5. Can I advertise Coming Soon listings in Print Advertising?

Yes. However, there are some restrictions:

- Under Rules 9.3 and 10.1, CRMLS permits marketing and advertising of Coming Soon and Hold listings only if such marketing and advertising includes language that the property is Coming Soon or on Hold.
- If anyone publicly markets the property, the advertisements must include language that the property is "Coming Soon" and shall include the date the property will become Active. No one may show properties in the status of Coming Soon.
- You may advertise your own listings in any type of Print Advertising.
- For Print Advertising in formats OTHER than Neighborhood Market Reports: You may not advertise another agent/broker's listing without the prior consent of that agent/broker pursuant to Rule 12.8.
- For Neighborhood Market Reports: If you advertise another agent's on-market listings, you must confirm within the MLS that the listing agent has not withheld their permission for you to use the on-market listings pursuant to Rule 12.8.1(c).
- If you advertise another agent's on-market listings, you must provide attribution to that listing agent, pursuant to Rules 12.8 and 12.10.
- You must not make any misrepresentations regarding the listings or mislead the recipient of the advertisement.
- You may not use any photos or media from the MLS for listings on Print Advertisements.

6. Can I advertise Hold listings in Print Advertising?

Yes. However, there are some restrictions

- Under Rules 9.3 and 10.1, CRMLS permits marketing and advertising of Coming Soon and Hold listings only if such marketing and advertising includes language that the property is Coming Soon or on Hold.
- No one may show properties in the status of Hold.
- You may advertise your own listings in any type of Print Advertising.
- For Print Advertising in formats OTHER than Neighborhood Market Reports: You may not advertise another agent/broker's listing without the prior consent of that agent/broker pursuant to Rule 12.8.
- For Neighborhood Market Reports: If you advertise another agent's on-market listings, you must confirm within the MLS that the listing agent has not withheld their permission for you to use the on-market listings pursuant to Rule 12.8.1(c).
- If you advertise another agent's on-market listings, you must provide attribution to that listing agent, pursuant to Rules 12.9 and 12.10.
- You must not make any misrepresentations regarding the listings or mislead the recipient of the advertisement.
- You may not use any photos or media from the MLS for listings on Print Advertisements.

7. Can I advertise SOLD listings in Print Advertising?

Yes. However, there are some restrictions

- You may claim that you "Sold" the property only if you represented either the seller or the buyer in the transaction.
- You must not use language that may mislead the recipient of the print advertisement into thinking you sold the property if you were not one of the agents involved in the transaction.
- If you did not sell the properties, use a phrase like "Recently closed sales in your area" to indicate that the properties listed in the Print Advertising were based on geography and are not your individual listings.
- You may not use any photos or media from the MLS for listings on Print Advertisements.
- You may advertise your own listings in any type of Print Advertising.

- For Print Advertising in formats OTHER than Neighborhood Market Reports: You may not advertise another agent/broker's listing without the prior consent of that agent/broker pursuant to Rule 12.8.
- For Neighborhood Market Reports: If you advertise another agent's on-market listings, you must confirm within the MLS that the listing agent has not withheld their permission for you to use the on-market listings pursuant to Rule 12.8.1(c).
- If you advertise another agent's on-market listings, you must provide attribution to that listing agent, pursuant to Rules 12.9 and 12.10.
- You must not make any misrepresentations regarding the listings or mislead the recipient of the advertisement.
- You may not use any photos or media from the MLS for listings on Print Advertisements.

8. Can I advertise Withdrawn listings in Print Advertising?

No. No one may market listings in the status of Withdrawn. Listings in the status of Withdrawn have a valid listing contract in effect. However, the listing agent is no longer marketing the property and as such no Marketing or Advertising shall occur consistent with Rule 10.1.

9. Can I advertise Registered/Excluded listings in Print Advertising?

No. CRMLS does not permit public marketing of a property while the property is Registered/Excluded.

10. Do I need to put a Disclaimer in my Print Advertising?

Yes. Any print or non-print forms of advertising or other forms of public representations must clearly demonstrate the period of time over which it bases its claims and must include the following (substantially similar) notice in a manner readily visible to consumers in not less than 7 point font (Section 12.9 of the MLS Rules):

"Based on information from California Regional Multiple Listing Service, Inc. as of [date the AOR/MLS data was obtained] and/or other sources. All data, including all measurements and calculations of area, is obtained from various sources and has not been, and will not be, verified by broker of MLS. All information should be independently reviewed and verified for accuracy. Properties may or may not be listed by the office/agent presenting the information."

For a complete copy of the CRMLS Rules and Regulations, click [here](#).

Click [here](#) to chat live with a Compliance Analyst Monday-Friday, from 8:30



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