REAL ESTATE INFORMATION NETWORK INC.

2025 Listing Input Handbook

REIN's Listing Input Handbook **is not** intended as a replacement for REIN's Rules and Regulations or Policies and Procedures. Information contained in this document touches on the main aspects of listing input and answers some of the most frequently asked questions. Please refer to the Rules and Regulations and Policies and Procedures documents for more details or contact the listings department at listings@reininc.com or (757) 531.7902.

INPUT A LISTING

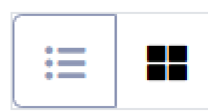
Before starting the listing input process, verify the property is not already Active or Pending in the MLS. To confirm, perform an address search using the **Fast Find** widget on your Matrix homepage. If an Active or Pending property appears, please contact your Broker and/or REIN's Listing Department to discuss.

INSTANET'S UPLOAD LISTING FEATURE

Instanet Solutions offers users the ability to push listing information from the Property Data Input Sheet to Matrix. The new listing will be saved in Matrix as an **Incomplete** listing and it will be assigned an MLS#. From there, the Agent or Office Admin **with listing input rights** can retrieve the incomplete listing in Matrix to add photos, make necessary edits, validate all fields have been filled out and make the listing live in the MLS. Importing the data from Instanet is an optional step, but can be a huge timesaver. For more information: ***Instanet's Listing Upload Feature: Steps for Uploading Listing Data from Instanet to Matrix***

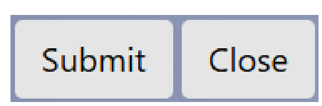
Once Instanet completes the data import, you will receive a pop-out message indicating that your listing has been uploaded to Matrix as an Incomplete listing and an MLS# will be provided. As the pop-out window states, the ***Upload Listing*** button should **only be used once per transaction** to avoid duplicate listings.

1. Log into Matrix and hover over the ***Input*** tab at the top of the screen. Choose *Listings Manager.* Or, simply click on the ***Input*** tab. The next page will show the list of all listings in all statuses. Change the view from list view to grid view using the icons in the top, right of the screen.



2. On the right side of the listing, choose the ***Edit*** button. ***If a listing is input under the wrong property type, that listing will have to be deleted and the listing will have to be reinput under the correct type. A listing can't be copied from one property type to another.***

3. Before making a listing Active, be sure to carefully review all of the fields. There are four (4) fields that can only be edited by REIN staff once the listing is live.; Property Sub Type (attached or detached), the List Price, the List Date and the Photo Code (located under the Marketing Tab). Once the incomplete listing has been reviewed and validated, click the ***Submit*** button at the top, right of the screen to make the listing Active and visible in the MLS. It is recommended that photos are uploaded while the listing is in an Incomplete status so they will appear on the listing as soon as you submit it. When the listing is ready, click ***Submit*** to make the listing Active in the MLS.



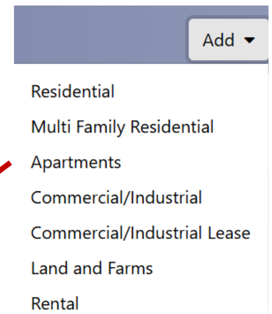
INSTANET UPLOAD *cont'd*

As a reminder, if the List Date has not yet occurred, the listing can remain as an Incomplete listing in the system for up to 7 consecutive days. This feature saves from the date last modified. Therefore, changes made to the Incomplete listing will reset the 7-day time period, until you are ready to submit the listing.

NOTE: If the Incomplete listing goes more than 7 days without being edited, Matrix will purge the listing. Once an incomplete listing is purged on day 8, the process must be restarted as there is no way to retrieve the purged inputs.

ENTER A NEW LISTING USING LISTING MANAGER

If you choose not to use Instanet's Upload Listing tool and wish to start a listing from scratch directly from Matrix, hover over or click the ***Input*** tab at the top of your Matrix homepage to get started. Click the button labeled ***Add***, then select the appropriate property type from the drop down menu.

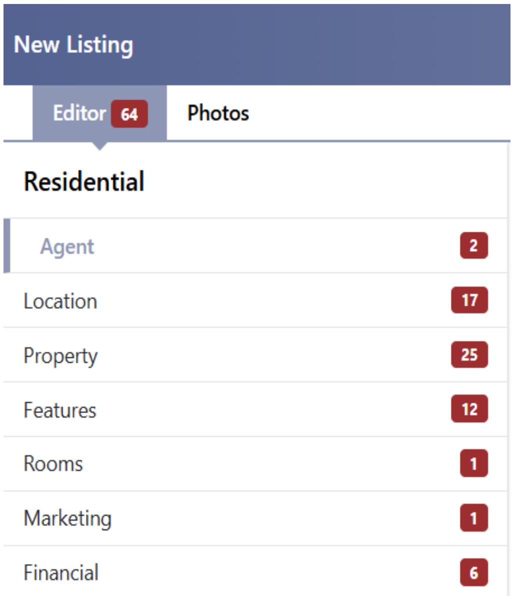


You will then be presented with ***4*** options:

- **Listing Location:** Start by typing in the property address, MLS# or Tax ID/APN. A drop down menu will appear with results. Choose the correct option. Upon choosing an option from the drop down menu, a map will appear with a pin for the property entered. Manually move this pin by clicking and dragging it.
- **Fill from Cross Property:** Start by typing in the property address, MLS# or Tax ID/APN. A drop down menu will appear with results. Choose the correct option. Upon choosing an option from the drop down menu, a map will appear with a pin for the property entered. Manually move this pin by clicking and dragging it.
- **Fill from Tax:** Import data from REIN's tax records. If available, 6-10 fields will auto-fill into the listing.
- **Skip to blank input form:** Start a new listing with a clean slate.

THE INPUT SCREEN

The listing input process is presented in a tabbed format on the left side of the screen. Navigate through the input form using the tabs, or choose the ***View Full Form*** at the top, right of the screen to navigate through the full form at once.

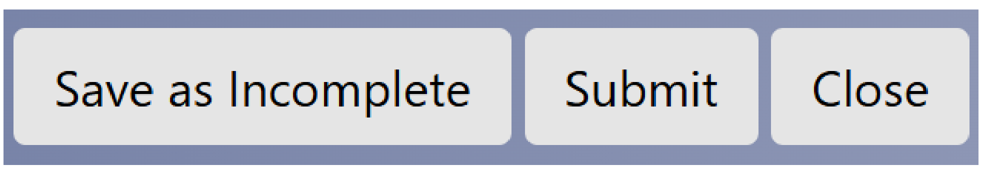


Required fields are marked in ***RED*** and must be correctly filled in before the listing can be submitted. On the right side of each tab will be a red box with the number of required fields. As you fill in the required fields this number will get smaller. All other fields are optional, but are strongly encouraged. More information entered now means more exposure when members and consumers are searching for listings later.

Click through each tab and enter data in the appropriate fields or select values from the drop-down menus. Matrix will auto-save as you move through each section.

The value for currency must be entered to the nearest dollar amount without dollar signs, commas or decimal points.

Locate the ***Actions*** bar at the top, right of the screen.



At any time during the inputting process, you can click ***Save as Incomplete***. Matrix will provide you with an MLS# even though the listing is not live. Incomplete listings are purged from Matrix **7 consecutive days** from the last time it was modified. If the listing is updated within the 7 days, it will be extended for another 7 days.

Clicking ***Submit*** on a listing without finishing all completed fields is not permitted. An orange bell will appear on the top, right side of the screen showing all missing fields before submission is available.

When the input process has been completed and the listing is ready to be submitted/activated, click the ***Submit*** button. The new listing will immediately become available in Matrix. After submitting the listing, be sure to note the MLS#. You will need this later when uploading required documents using Instanet.

REIN RULES REGARDING LATE LISTING INPUT: All exclusive listings (Residential/Rental/Land) must be entered into the MLS system by the next business day (excluding weekends and federal holidays) of the List Date (found in paragraph 2 of the SLA), which is agreed upon in the terms of the Listing Agreement. Failure to comply will result in a **$200** Late Input violation.

REVIEW THE LISTING

Once the listing has been entered into Matrix, it is suggested that you print/email the listing to review in order to ensure accuracy. If an error has been made in the List Price field, please contact REIN's Listing Department immediately to have the original price corrected. This will prevent a possible unwanted change in the status and the history of the listing.

EDIT AN EXISTING LISTING

To edit an existing listing, click on the ***Input*** tab at the top of the screen. Choose the ***Edit*** button on the right side of the listing chart. When modifying, simply fill out any required fields and save the listing when you're done by clicking the ***Submit*** button again. If you are an Admin editing a listing for an Agent, you will need to select the Agent's name from a drop-down menu at the top, left of the listing chart first.

LISTING PHOTOS

The **Photo Code** field, in the Marketing section of listing input, is required when filling out paperwork and when entering the listing into the MLS system. The main code options are as follows:

- **Exterior plus Extra Photos** is used if you wish to use REIN's photography service. Photographer fees apply and vary based on the services provided. The photographer will contact the Listing Agent.
- **Take Exterior Photo Only** is used if you wish to have REIN's photographer take 1 exterior photo of your listing. There is a $75 charge for this service.
- **Land/Commercial Listing - No Photo Required** is used when entering a Commercial or Land and Farm listing since photos are not required for those listings.
- **Listing Agent/Office Uploads Own Photo(s)** is most commonly used. Choosing this option informs REIN that you or a photographer will be taking the photos and you or someone from your office will be uploading them into the MLS. Agents do not need listing input rights to upload photos to their listings.

Matrix allows for **up to 50** photos per listing. Photos are not to be duplicated within the same listing. The recommended minimum photo size is 1024 x 768 pixels. In the case of a co-listing or team, Listing Agent 1 (LA 1) is the only agent with access to upload photos to the listing. After the photos have been uploaded, use the white box below to add up to 300 characters of text. The Public Remarks rules will apply here. Please see the "Public Remarks Violation" section for more information. To ensure your listing is the best it can be on third party websites and on Matrix photo reports, it is important to prioritize photos by putting the most important photos at the top of the list.

IMPORTANT NOTE ABOUT PHOTOGRAPHY

When taking photos, please be mindful of children, pets, legible license plates, military medals/certifications, guns, or anything that may put the Sellers in harm's way. Remember, photos are consumer facing and are posted to the internet for all to see.

Additionally, virtual staging and use of AI is permitted but must be disclosed in the public remarks. Any alterations or photoshopping to photos that misrepresent the property is prohibited. (**per *REIN Rules and Regulations 3.2.15)***

FEES/FINES ASSOCIATED WITH PHOTOS

At least 1 photo of the (Residential/Rental) property must be uploaded within **2 business days** of the listing input date, to include the listing input date. Failure to upload a photo within the allotted time will result in a **$75 photography charge** to the Listing Agent. REIN's photographer will take 1 exterior photo of the property to be uploaded to the listing by the Listings Department. For outlying areas (where REIN's photographer does not travel), a **$100 fine** will be charged to the Listing Agent, with a **progressive fine of $50** for every **business day** a photo is not uploaded. If you choose to only upload 1 photo of the property, it must be of the property for sale and should be an exterior shot of the front of the home. Photos of yard signs are strictly prohibited and will result in a **$500 Branded Media Violation** if the logo, company name, Agent's name or contact information is legible.

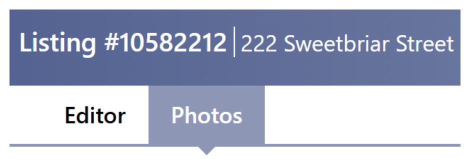
When entering descriptions for each photo, it is important to follow the guidelines laid out in the ***Public Remarks Violation*** section, as a **$500 fine** could be assessed for a photo comment violation. Please contact REIN's Listings Department for further clarification, if needed.

Duplicate photos are not permitted in the REIN System. Uploading the same photo multiple times to a listing may result in a fine as determined by the Board of Directors.

Although not required, it is highly recommended to upload photos for other property types such as Commercial and Land/Farm when input into the MLS. Photos are one of the best ways to market your property!

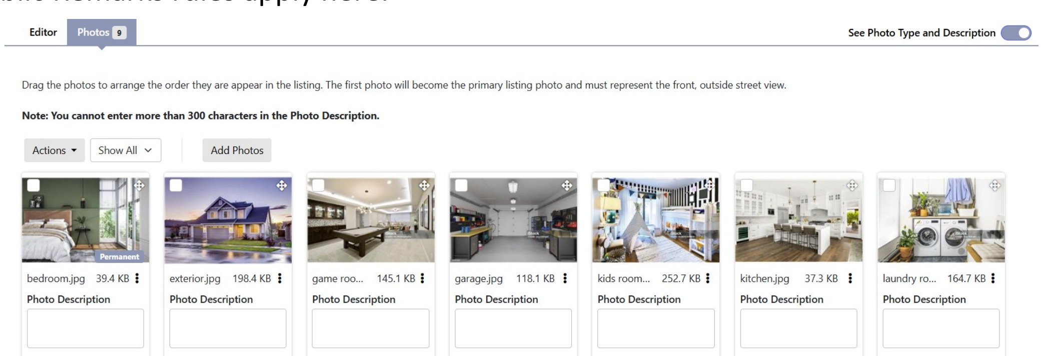
UPLOADING PHOTOS USING LISTING MANGER

It is recommended to upload listing photos *before* the listing is live in Matrix. Once the listing has been saved as Incomplete, choose the ***Edit*** button. On the top, left of the screen next to the ***Editor*** tab, choose with ***Photos*** tab.



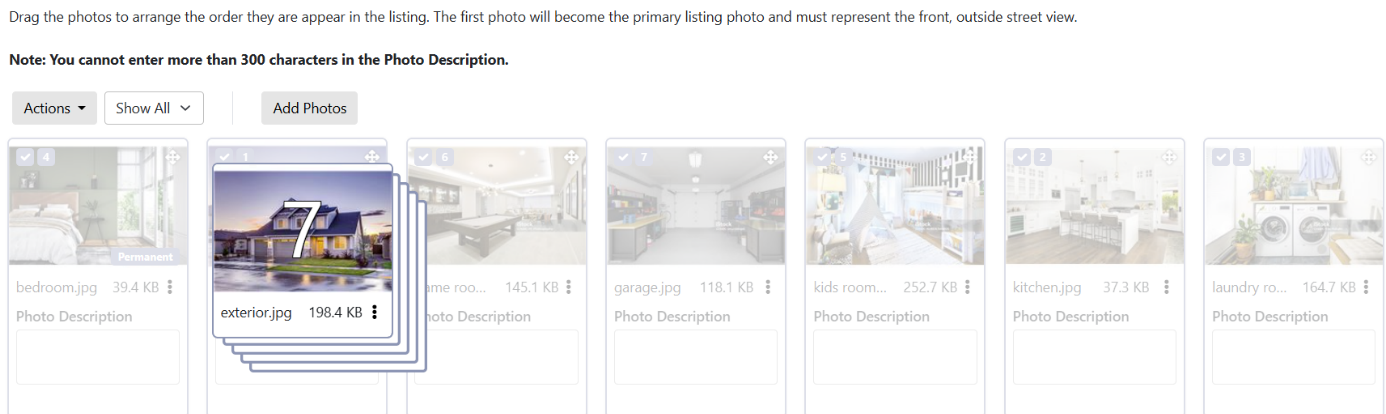
From here, select the ***Add Photos*** button. To input photos from a previous listing of this property where you were the LA1, click the ***Import from another listing*** link. Then, enter the old MLS#. You can only use this feature if you were the LA1 on this listing previously.

Find the desired photos you wish to upload and select multiple photos by using your Shift and/or Ctrl keys. Mac users will need to use the Command key (as opposed to the Ctrl key for Windows users). Click ***Open*** to complete the upload process. Under each photo will be a white text box to add up to 300 characters of text. Remember, Public Remarks rules apply here.



UPLOADING PHOTOS *cont'd*

Once the photos have been uploaded, drag and drop them in the desired order using the white cross cursor. With the new Listing Manger comes a new way to bulk rearrange photos! Using the white checkbox in the top, left corner of the photo, select the photos in the order you wish for them to be in. You will see a number appear next to the checkbox determining the photos order. After all photos have been selected, use the white cross cursor on photo number 1 and drag and drop all photos into the first photo space. After you release the mouse, the photos automatically rearrange into the order they were selected.



To upload photos to a listing, edit existing photos or to add more photos, simply click the ***Input*** tab. Click the ***Edit*** button on the right side of the listing. Choose the ***Photos*** tab and proceed. Be sure to click the ***Submit*** button after all changes to save.

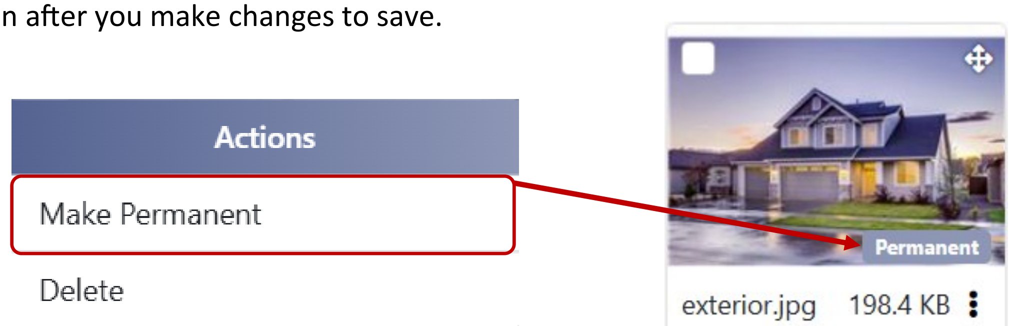
Note: Listing input rights are NOT required to manage photos by the Listing Agent (List Agent 1)

MEDIA PRIVACY

In order to protect homeowner privacy, Media Privacy is included with the Listing Manager. Every listing must have a designated photo selected by the listing agent to be the "permanent" photo. The permanent photo will be the only one displayed on any website or product using REIN data when the listing is changed to an off-market status (Sold, Expired, etc.) If no photo is chosen, Matrix will default to the first picture.

Per REIN Rules and Regulations 3.2.12 Required Photo for Residential Listings the selected photo must be an external image. This will be mandatory for currently active listings or new listings input once Media Privacy has been implemented. Media Privacy will not be applied to listings that are sold or marked as off market prior to launch.

Matrix will default to the first photo as the "permanent" photo. If the exterior photo is in the photo 1 spot, no additional action is needed. However, to change the permanent photo to one that is not in photo 1 spot, simply use the three black dots to open ***Actions*** menu. Choose "make permanent". Be sure to click the *Submit* button after you make changes to save.



REQUIRED DOCUMENTS

Upload Required Documents using Instanet

Since a listing transaction must first be created within Instanet prior to uploading documents, the steps for an Admin versus an Agent with listing input rights will differ.

- **IMPORTANT NOTE FOR ADMIN PERSONNEL:** It is extremely important to confirm if the Agent has a transaction created in Instanet already as this will determine the process that must be taken. From your Broker Dashboard (homepage of Instanet), locate the ***Transactions By Office*** widget. If you do not see the transaction that you need to upload documents to in the list, you will need to create a transaction for the Agent. It is best to communicate with the Agent if there is any uncertainty to avoid duplicate transactions.

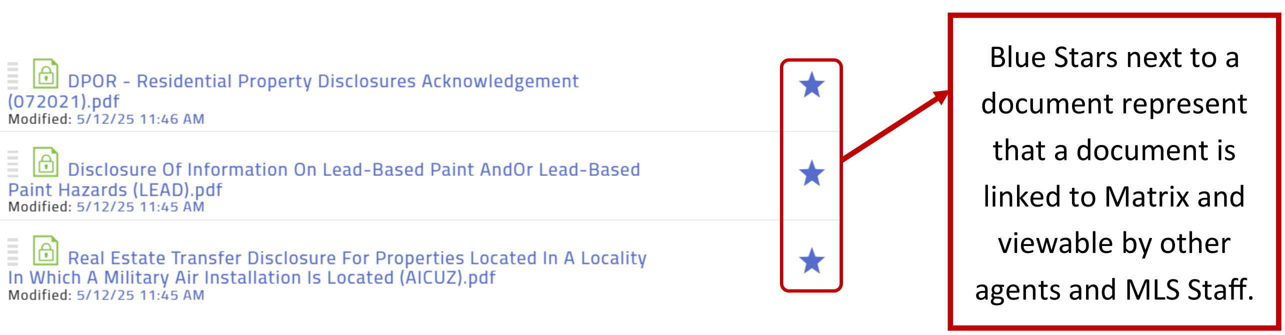
- **IMPORTANT NOTE FOR AGENTS:** It is always recommended to use Instanet for your transactions to take full advantage of not only your REIN member benefits, but time-saving features such as the Listing Upload tool. However, if another contract writing software is used, a transaction still must be created in order to upload documents to your listing within the MLS.

For step-by-step instructions on how to create transactions and upload documents via Instanet, please review ***The User Guide to Creating Transactions & Uploading Documents in Instanet*** document. The basics of how to upload required documents to listings within the MLS are taught in the Agent Only Listing Input and the Administrative Orientation with Listing Input classes. More in-depth training for Instanet is strongly recommended. See the ***Training Calendar*** to sign up for our 3-part Instanet Series hosted either as a live webinar or in-person class.

MISSING REQUIRED DOCUMENTS

All applicable required documents are to be uploaded to Residential listings within **2 business days** (excluding weekends and federal holidays) including the listing input date. Failure to upload documents within the allotted time will result in a **$100 fine per document** to be charged to the Listing Agent. A **progressive fine of $50 per document** will be charged to the Listing Agent every **5 business days** if not uploaded and under the correct document title. Upon request, REIN staff will upload documents on behalf of the Listing Agent for a **$20 per document fee**. There is no fine for the LEAD-1 document. However, failure to upload the LEAD-1 disclosure within the timeframe allowed will result in the listing being withdrawn from Matrix. Rental disclosures do not need to be uploaded at this time. The following required documents must be uploaded, if applicable:

- **DISCLOSURES:** Lead Paint Disclosure (LEAD-1) *(if built prior to 1978),* Military Air Installation Disclosure (VREB-AICUZ), Residential Property Disclosure Statement (DPOR-RPD) *(not required for new construction),* Septic System Operating Permit Disclosure (VREB-SEPTIC), Methamphetamine Disclosure Statement (METH) **NOTE:** Disclosures should be signed when applicable; All Agents are encouraged to contact his or her Broker if additional clarification is needed.



EDI T LISTINGS

Listing Change Form

Make sure all change forms include the MLS#, correct Property Type, and Address. Firms should record the input date at the bottom of the Listing Change form after the change has been made in the MLS. All appropriate signatures are required and Agents will have **2 business days** to report any changes to a listing.

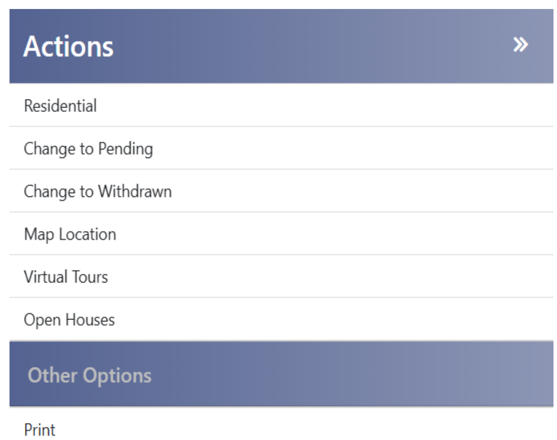
Steps to Edit Existing Listings

To modify an existing listing, click on the ***Input*** tab to get started. Choose the appropriate listing by selecting the *Edit* button on the right of the listing or by typing in the MLS#. Here, locate the field(s) that needs to be edited, make your change(s), and then click the ***Submit*** button at the top, right of the screen to save your work.

NOTE ABOUT EDITING: Several fields have a parent/child relationship. It is important to tab through the Location Sections so fields are completed in order. For example, you must fill in the correct Area# before the correct counties/cities will prefill as options. You must fill in the correct City in order for the correct list of zip code options for that city to prefill as options. If you are inputting a listing using Instanet, if you edit the Subdivision Name, the Subdivision Number will automatically change to the correct number.

CHANGE LISTING STATUS

To change listing status, (Pending, Sold, Withdrawn, etc.) navigate to the ***Input*** tab and find the listing in the listing chart. On the far right, choose the 3 black dots to open the ***Actions*** pop-up menu. Here, you will have the option to change listing status. All ratified contracts including contingency contracts on listed properties must be reported and input into the REIN System within **two business (2) days**, excluding weekends and Federal holidays, of the ratification date. All non-contingent contracts are required to be processed as "Pending". Contingency contracts are permitted to remain in the "Active" status provided the proper Contingency Disclosure is input. When the last contingency is removed, the listing must be processed as "Pending". Listing agents are responsible for the accurate reporting of the selling firm and selling agent. (***per REIN Rules & Regulations 3.3.24)***



COPY A LISTING

A user can copy an old listing to make the listing input process quicker. This is convenient when you need to enter a new listing that is almost identical to another listing (i.e., new construction sites, condo units, rentals, etc.). To get started, click the ***Input*** tab. Click the link labeled ***Add*** to start a new listing. Choose the appropriate property type. In the ***Listing Locator or Indicator*** space, enter the address, MLS# or Tax ID/APN. Choose the appropriate selection under the ***Fill Method*** section, and choose the blue ***Continue*** button. Please be sure to verify all information as it could be older data and facts about the home may have changed. Fill out all other required fields (marked in ***RED***), and click the ***Submit*** button when complete. The system will generate a new MLS# for this listing.

IMPORTANT NOTE ABOUT COPYING LISTINGS: If you are Listing Agent (LA 1), you can only copy your past listings as long as your current firm is the same listing firm you were with when the past listing was created. If you are an Admin, you can copy any listing that was previously listed within your office.

TRANSFER LISTINGS

If a listing agent transfers to a new firm, a completed ACC-2 form needs to be submitted to customerservice@reininc.com. Customer Service will update the agent's account to reflect the transfer. A completed Listings Transfer Form (LTR) must be submitted to listings@reininc.com in order for the listings to be transferred. Both the current Broker and previous Broker must sign this form agreeing to the transfer. The listing agent will not have access to the listing(s) until they are transferred to their new firm and the previous Broker transfers any Instanet transactions to the listing agent. It is the responsibility of the previous Principal Broker to transfer any Instanet transactions. Please reference www.REINMLS.com for steps to this process.

DATA INPUT FORM

The asterisk (*) denotes required fields and exclamation marks (!) denotes fields that will auto fill upon inputting the listing into the MLS system. If the listing is entered under the wrong Property Type, notify REIN's Listing Department, do not input the listing again. Failure to comply with this may incur a charge to the Listing Agent. Commercial properties must be currently zoned Commercial to be listed as Property Type Commercial/Industrial. All Agents are encouraged to contact his or her Broker if additional clarification is needed while filling out the form.

List Agent REIN ID #

The Listing Agent's REIN ID # should be placed in this field. Names, email addresses, or phone numbers do not go here. If using Instanet's Upload Listing feature, this must be correct.

Lock Box Type

The Lock Box Type must be indicated on the Property Data Input form. On the REIN Standard Listing Agreement, paragraph 7 should be checked to indicate whether the sellers wish to use a lock box. "REIN Lockbox" must be selected on the Data Input sheet in order to obtain a box from REIN.

Agent Remarks

This is not a required field. It can be used to share key information with other Agents and users of the MLS. 500 characters are allowed in this field and can include things such as showing instructions, vacancy announcements, CBS codes, etc. This field can be used for additional owner names that may not fit in the Owner's Name field. Please indicate "See Remarks" in the Owner Name field and list all owners within the Agent Remarks field. The Agent Remarks field is highly confidential and should not be shared with clients or consumers outside of the MLS.

Street Number, Street Name & Street Type

All three fields are required, and must be completed individually. If a listing is in an area where there is no Street Type available, choose the option labeled "None". The address will display appropriately in the MLS.

Property Identification Number [Parcel ID/Tax #]

This field is required. The correct PIN number is vital to every listing as it tracks the history of the property in the MLS system. If the listing does not yet have a tax ID assigned (i.e. new construction), the address of the property should be used temporarily until the tax ID number becomes available. Check Realist Tax to ensure the record is linked properly.

Area, Subdivision Name & Subdivision Number

These three items can be found on www.REINMLS.com. Under Resources, click on REIN Statistics and Maps, then select Area Maps or Subdivisions to search. As a reminder, a **$100 fine** will be assessed to those listings input into the MLS system that display an incorrect Subdivision name. The Listing Agent will have **2 business days** to bring the listing into compliance before being fined.

Schools

Elementary School, Middle School and Senior High School are required fields. It is extremely important that the agent do their due diligence in obtaining the school information for their listing. Most school websites contain a search component that allows for an address lookup to confirm the correct school zone. The field labeled **Other Public Schools** can also be used if other options are available in that area, such as Primary/ Intermediate schools.

Noise & Crash Zones [AICUZ]

All listings must indicate on page 1 of the Property Data Input form the correct Crash and Noise Zones. All listings in Virginia Beach, Norfolk, Chesapeake, and Hampton require an AICUZ form to be uploaded to the listing. If a property is not within a zone, select "None" for Crash and "N/A" for Noise. As a reminder, "Clear" is the highest zone for the Crash field (the most likely place for an accident to occur) and should be carefully researched before indicating this option. Refer to the City Resources page of http://www.REINMLS.com for contact numbers. If the property is located in Chesapeake, Norfolk, Virginia Beach, or Hampton, call the city's Planning & Development Department in which the property is located to determine which zones apply to that property.

Property Sub Type:

Once listing is activated, listing agents and admin can't edit this field. If this field is incorrect, email listings@reininc.com and request REIN staff to make the correction. If any structure is shared or touching, the property should be marked as an Attached property. Otherwise, detached should be selected. Commercial properties must be currently zoned Commercial to be listed as Property Type Commercial/Industrial.

List Price:

Once listing is activated, if a listing agent or an admin edits this field, it will reflect as decreased or increased. If this field was accidently entered incorrectly, email the 1st page of the SLA to listings@reininc.com with a request for REIN staff to make the correction. This will avoid the increased/decreased flag. Please verify that the List Price matches the price stated on the Listing Agreement.

List & Expiration Dates

The List Date and Expiration Date should be the same dates listed in the Standard Listing Agreement. **The List Date is not the date that the Seller has signed the paperwork.** As a reminder, all listings must be entered into Matrix the next **business day** from the date specified as the List Date. Failure to do so will incur a charge to the Listing Agent. ***Once listing is activated, listing agents and admin can't edit the List Date. If this field is incorrect, email the 1st page of the SLA along with the MLS# and property address to listings@reininc.com and request REIN staff to make the correction.***

Approximate Square Footage

Agents must indicate the approximate square footage of a property's living area using the Approx. Sq. Ft. of Liv. Area field. Appraisals, tax records, or self-measurements can be used. Agents should not rely on the square footage reported on prior listings without verifying its accuracy. Agents should always inform clients that the square footage is an estimate. If the square footage is greater than the number reported in Tax Records, agents should disclose it in the remarks. It is strongly recommended that agents use the Agent Remarks to indicate the source used to determine square footage.

Ownership Type

Failure to report the correct Ownership Type of the property will result in a **$200 fine** to the Listing Agent. The following Ownership Types should be followed to indicate the appropriate ownership (not how the property is deeded) and whether the property falls under any of the State of Virginia Property Acts:

- **Business Only:** Business Only is reserved for sales of a business without real estate.
- **Co-Op:** If the property falls under the Co-op Act, the Agent must list the Ownership as Co-Op.
- **Condo:** If the property falls under the Condo Act, the Agent must list the Ownership as Condo.
- **Leasehold:** Leasehold is the right to hold or use the property for a fixed period of time at a given price, without transfer of ownership, and on the basis of a lease contract.
- **Simple:** If the property does not fall under any of the above and it will transfer as "fee simple", the Agent must list the ownership as Simple.
- **Timeshare:** If the property falls under the Timeshare Act (there is no special addendum), the Agent must list the Ownership as Timeshare.

Owner's Name

All exclusive listings must have the correct Owner's name. This field does not syndicate to 3rd party sites. The Owner's Name is only viewable in Matrix by other MLS users. Having the correct owner's name allows the buyer's agent to create an offer without having to do extra work tracking down the legal homeowner's names. Failure to input the correct Owner's Name will result in an instant **$200 fine** to the Listing Agent. Phrases such as "Owner of Record", "Call Agent", "Name Withheld", etc. are not permitted in this field, and will result in an immediate **$200 fine** to the Listing Agent. The only exceptions to this rule are those listings that are Real Estate Owned (REO). Included in the REO category are listings that are owned by or sold through a bank, mortgage company, or are being handled by a corporate buyout. Those properties are in the process of foreclosure or corporate transfer, in which another entity is handling the sale. In these cases, the Owner's Name may state "Corporate" or "REO". If this is the case, you must select "Bank Repo" from the Disclosure category. If the field is not long enough to fit all characters or all names, "See Remarks" is acceptable to write in this field, as long as the Owner Name(s) are specified in the Agent Remarks field. A non-required field labeled "Owner Name 2" has been added to the form to simplify the import process within Instanet and should be used if there is more than one owner.

Disclosures

Choose all of the Disclosures that apply. "None" should be selected if no disclosures apply. This is extremely important with Rentals since uploading the disclosures is not currently required.

Features

Check all options that apply up to the allotted amount specified. More is more! The Waterfront field should only be selected if the property line is touching the waterfront type selected. If the water type is viewable from the property location, that can be indicated in the Waterfront View field.

Room Type, Dimensions & Level

These items are found in the **Rooms/Unit** section of the Property Data Input form. When calculating the #Rooms, please do not include utility rooms or bathrooms. For the Dimension fields, you may use the actual dimensions (e.g. 10x12) or words to describe the room (e.g. formal, large, eat-in, etc.). The Level should specify at which level the room is located (i.e. 1, 2, 3, etc.). By using these fields, it will give a more detailed description of the property. Agents who list properties with a 1st floor primary bedroom are strongly encouraged to indicate a 1 in the Level field, as this is a popular search amongst REIN members. Select Y, for Yes, for the First Floor Bedroom and First Floor Full Bath field, if there is a bathroom as well.

Public Remarks Violation

The Public Remarks field is the main consumer facing field on third party websites (such as Zillow, Trulia, etc.). Therefore, it is reserved for property information only. Up to 1,000 characters can be used to describe the property. The following are prohibited from being entered into Public Remarks

- Branding with a person or company name, including acronyms or slogans that would identify a firm or company (this includes real estate and non-real estate related)
- Contact information such as phone numbers or URLS
- Vacancy announcements and/or showing instructions
- Preferred lender information
- Virtual tour links or other URLs
- Promotion of real estate services that are offered "for free" if being paid for such service
- Fair Housing Violations: words or phrases that may be in violation of Federal Fair Housing law. Be mindful and aware of all protected classes.

REIN will remove any of the above violations from the Public Remarks upon finding. The Listing Agent will receive an instant **$500 fine**. Comments made in the Photo Descriptions also adhere to this rule.

Photo Code (Once listing is activated, listing agents and admin can't edit this field. If this field is incorrect, email listings@reininc.com and request REIN staff to make the correction.

The Photo Code field is required when filling out paperwork and when entering the listing into the MLS system. As a reminder, at least 1 photo of the (Residential/Rental) property must be uploaded within **2 business days** of the listing input date, to include the listing input date. Failure to upload a photo in the allotted time will result in a **$75 photography charge** to the Listing Agent. REIN's photographer will take 1 exterior photo of the property to be uploaded to the listing by the Listings Department. For outlying areas (where REIN's photographer does not travel), a **$100 fine will be charged to the Listing Agent, with a $50 progressive fine for every business day a photo is not uploaded.** Please review the "Listing Photos" section of this document for more information.

Seller Concessions

The Seller Concessions field allows the seller to indicate whether they will offer any concessions to a buyer. If yes, the seller can also offer a specific dollar amount; however, if a dollar amount is entered, it is required that the listing agent complete the Seller Concession Description. Seller concession cannot be used, in any way to offer compensation of any kind to a buyer agent or representative.

CIC Disclosure & Other Fees

This disclosure is required for Attached and Detached Property Sub Types. The amount of the CIC Fee should be indicated in the Mo. CIC Fees field on the Property Data Input form. If the property is not located in a POA/HOA area, indicate "0" in this field.

Auctions

Auctions aren't required but are allowed in the MLS system. If the listing is an Auction, select Auction as the List Type and a new tab with auction fields will appear. All fields are required.

COMPLIANCE CHECKING

REIN performs both manual checks and automated checks of listings using the Data Checker program for data accuracy and compliance with REIN's Rules and Regulations. Any discrepancies are typically reported to the Listing Agent via an auto-generated notification from Data Checker outlining the violation and the requested remedy, with a copy to the Managing Broker. Failure to remedy the discrepancy in the timeline allotted may result in a fine to the Listing Agent or the Listing Firm, so the timely receipt of these notifications can help you avoid costly fines. The Data Checker notifications are sent from the email address listingdatachecker@corelogic.com; to ensure receipt of these emails, please add this address to your contacts or safelist the address so that it does not go to your spam or junk folder.

ADDITIONAL FEES & FINES

Missing Signatures

All listing paperwork must have the Seller(s) signature(s). Failure to have the Seller(s) signature on the Standard Listing Agreement (SLA) will result in a **$500 fine** to the Listing Agent, and the listing being withdrawn from the MLS. It may not be signed as "Corporate Seller". All persons having a "deeded interest" must be listed as a Seller on item #1 of the Listing Agreement and on the Owner line of the Property Data Input form. Agents should use "ET AL" at the end of the Seller's name on the Owner line if there are more than two Seller names. All persons with a deeded interest must initial and/or sign all Listing Agreement pages, and the Property Data Input form. All applicable required documents must also be signed. The only exception may be when an impending divorce occurs between the Owner with the deeded interest and the spouse without a deeded interest.

For the Listing Change form and the Withdrawal/Back on Market form requiring Sellers signatures, REIN will accept Broker/Sales Manager's signature for the Seller (when authorized), but they must sign the form where it indicates Broker endorsement. Regarding miscellaneous changes, signatures are required for the change of anything of value, lockbox code change, change in List Type (SAER to SAEA, etc.), and on all applicable required documents.

Deal Direct with Seller

If a listing firm wants the selling firm to deal directly with the Seller involving submission of contracts and/or contract negotiations, the statement "Deal Direct with Seller" must be in the Agent Remarks section. The Seller's contact information must then be provided. Failure to do so will result in a **$200 fine** invoiced to the Listing Agent. This practice is often associated with limited representation listings.

Do Not Show Violation

All listings that are entered into the MLS system must be available to show by other REIN members as soon as they are input. Showing instructions such as "Do Not Show" are not permitted and will result in a **$500 fine** to the Listing Agent. If the listing cannot be shown, it must be removed from the MLS.

Relist within 60 days of List Date by same Firm/Agent

If a listing expires or is withdrawn before 60 days of the previous list date, and it is relisted as "New" within that same timeframe by the same firm, same agent (LA1 or LA2), and same owner name, there will be a **$200 fee** assessed to the Listing Agent. However, if another agent within the same firm/office relists the property, no fee will be assessed to the other agent. Also, if another firm/office relists the listing there will be no charge.

Failure to Report a Contingency

Contingency contracts such as First Right of Refusal, Home Inspection, etc. are permitted to remain as an Active status listing in the MLS. The Contingencies field is used to disclose the type of contingency. Member firms are required to report the type of contingency in the MLS within **2 business days** of contract ratification. Failure to report this will result in a **$200 fine** to the Listing Agent.

Reporting of Pending or Under Contract Listings/Contingency Removal

Reports of ratified contracts should be reported to REIN by either the List or the Sell Firm within **2 business days** of the executed Standard Purchase Agreement. The Listing Firm must report the accurate Selling Firm and Selling Agent ID numbers. When a contingency is removed, the Listing or Selling Firm has an additional **2 business days** after the contingency removal to report the listing as under contract to REIN. Failure to report the contingency removal will result in a **$100 fine** to the Listing Agent. Selling Firms may use the Under Contract Report by Selling Firm form or the Report Listing Error link on the report screen in Matrix to report the Pending sale to REIN. Only the Listing Firm can make the change to their listings. Failure to report Pending or under contract listings can result in a **$100 fine** to the Listing Agent.

Failure to report Settled Sales within 10 days of Settlement

Regardless of when the commission check is received by the agent/firm, settled sales must be reported within **10 consecutive days** from settlement. Failure to report this will result in a **$200 fine** to the Listing Firm. If the Listing Firm has not already reported the sale, the Selling Firm may submit the Settlement Report form to REIN to report the settled listing. The Selling Firm may also use the *Report Listing Error* link located at the bottom of every listing or the *Report Listings Feedback* link located in the Matrix *External Links* widget. Both options will send an e-mail to the Listings Department reporting the issue. Please make sure to provide the Selling Agent ID, Selling Office ID, sales price, closed date, Buyer's last name and zip code. If neither side reports the listing as SOLD, both Listing and Selling Firms will be subject to a **$100 fine**.

Inaccurate Reporting of the Selling Firm

It is the responsibility of the Listing Agent when contracts are written to make sure that the Selling Firm and Selling Agent ID numbers are correct on the contract. This information is used on various reports used by REIN and by Brokers. Failure to report the correct Selling Firm will result in a **$200 fine** to the Listing Agent. If the Selling Agent is not a REIN member, use ID# 9999 for the agent and office IDs.

Inaccurate Reporting of the Settled Sales Price

When listings are reported as Sold and do not include the correct Sales Price, various statistical reports can be affected, including the Office Voting Volume. Failure to report the correct Sales Price at settlement will result in a **$50 fine** to the Listing Agent.

For Sale by Owner Signs

For Sale by Owner signs are prohibited. If this violation occurs, the listing will be withdrawn from the MLS system.

Non-Compliance Audit Listing

REIN will randomly select listings each week (or if a listing is in question) for review. Upon request to the Listing Office, a legible copy of the requested documents must be submitted to REIN's Listing Department. Failure to comply with this request will result in a **$1000 fine** to the Listing Firm and the listing being withdrawn from the system.

ADDITIONAL FEES & FINES *cont'd*

Pocket Listings

Pocket listings refer to those listings which are held back from being input into the MLS system. REIN's Rules and Regulations require that all exclusive listings must be input into the REIN system by the next business day from the List Date, excluding weekends and federal holidays. Withholding the listing is not only in violation of REIN's Rules and Regulations but may subject the Listing Firm to liability because the Seller may not be getting the best price if offers are limited to those generated only by the Listing Firm. Listing Firms are subject to a **$1000 fine** if they fail to input an exclusive listing within the required timeframe. The only exception is if a REIN member is a member of another MLS and takes a listing in REIN's extended service area that includes the counties of Surry, Sussex, Greensville, Mathews, Middlesex, and the cities of Emporia, Williamsburg, Gloucester, and any other areas in Virginia or North Carolina. Please contact REIN's Listing Department for proper procedure.

NOTE ABOUT MARKETING: If the listing period is a future date from the date the Listing Agreement is signed, no marketing of the property may be performed until the listing period begins, also known as the List Date. Real Estate signs may not be placed on the property unless the listing agent has a completed Standard Listing Agreement and the List Date falls on or before the sign is placed on the property.

IMMEDIATE FINES

Some violations cannot be redacted or easily fixed after a listing has been submitted as Active. Listings are distributed or syndicated to thousands of websites within minutes of input. Once these sites download the initial listing, they may not update fields other than price and status even though the corrected information is submitted in a later data feed. Because of this, incorrect information persists on the internet even after it is corrected in the MLS.

Due to the impacts of the error and difficulty to redact even after corrected (due to data distribution to web-sites, etc.), the following listing violations incur an **IMMEDIATE** fine (No grace period provided):

- Late Input
- Branded Media & Photos
- Public Remarks
- Showing Instructions
- Owner's Name
- Uploading required documents from a previous listing or transaction to a new listing (with the previous seller's name/signature).

ADVERTISING SERCIVES AS "FREE"

REIN agents are prohibited from advertising their brokerage services as "free" or available at no cost to consumers or the public UNLESS the member will receive no financial compensation from any source for those services. Incorrectly advertising services as free will result in a fine to the agent.

Example of what is NOT allowed: *"My services to represent you as a buyer broker are free to you (or no cost to you)."* Because you will receive compensation from another source (the selling agent), then your services were not provided at no cost or free. You may only say that if you truly receive no compensation for the service at all.

This rule only applies to situations regarding compensation for brokerage services. Agents may continue to advertise "free" features or benefits to the buyer/seller, such as a free TV, free upgrade, free internet, etc.

The following procedures apply for Rental Listing input into the MLS.

1. Rental listings are required to be input into the MLS. Rentals in all areas (including out-of-area regions) are required. The exceptions to this rule are seasonal/weekly rentals, or if REIN is not the licensee's primary MLS service.
2. Any Rental listing to be input into the MLS requires a Broker member to have a signed Property Management Agreement or an Exclusive Right to Rent before it can be entered into the MLS system. Owner/Agents have an implied Exclusive Right to Rent, but they must disclose in the Disclosure field (RNDISCL) their Owner/Agent status. Virginia state law also holds the Broker accountable for assuring that their agents are making proper agency disclosure with landlords and tenants.
3. All Rental listings must be input in the MLS system **by the next business day** of the date the data input form was signed. The List Date will be the date the rental is entered into the MLS.
4. The Expiration Date will be no more than 90 days from the listing input date. However, it may not exceed the terms as outlined in either the Property Management Agreement or the Exclusive Right to Rent.
5. The Owner's signature on the Property Data Input form, extensions, changes, and rent changes will not be required if there is a Property Management Agreement since the management agreement authorizes the management company to act on the Owner's behalf. If there is only an Exclusive Right to Rent, the Owner's signature will be required on all forms.
6. Master listings will be acceptable for Apartment type rentals.
7. All changes to the Status (i.e. Pending, Withdrawn, etc.) must be input into the MLS system within **2 business days** of the status change. It is very important for historical purposes to indicate when the property has been rented including a final rental amount.
8. Rented listings must be reported within **2 consecutive days** from the lease sign date. The Status "RNTD" should be used to indicate that the property is no longer available.
9. At least 1 photo of the property must be uploaded within **2 business days** of the listing input date, to include the listing input date. Failure to upload a photo within the allotted time will result in a **$75 photography charge** to the Listing Agent. REIN's photographer will take 1 exterior photo of the property to be uploaded to the listing by the Listings Department. For outlying areas (where REIN's photographer does not travel), a **$100 fine** will be charged to the Listing Agent, with a **$50 progressive fine** for every **business day** a photo is not uploaded. If you choose to only upload 1 photo, it must be of the property for rent and should be an exterior shot of the front of the home.
10. Currently, required disclosures do not need to be uploaded to the listing. However, these items should be indicated using the Disclosure field. Additional comments can be made in the Agent Remarks field, if needed.
11. The Finder's Fee amount is to be determined by the Listing Firm and must be disclosed on the rental listing. It may be "0".
12. The Listing Firm agrees to abide by the Fair Housing Act in the advertisement of rentals and the leasing of the property.
13. A new Rental listing should be input each time the property becomes available for rent, as this will be helpful for statistical purposes.

RENTAL RULES *cont'd*

The guidelines for showing, renting a listing, and earning a finder's referral fee are as follows:

- Agents must contact the property manager or the Listing Firm to confirm availability.
- Agents must show the property and leave a business card.
- An application and appropriate fees, as determined by the Listing Firm, must be delivered to the Listing Firm.
- Showing agents are to contact the Listing Firm to verify the correct application and method of payment of fees that are to be collected.
- Acceptance or rejection of a rental application is solely at the discretion of the property manager.

NOTE: A property may be entered as a Rental and a Residential listing at the same time. Any other property types could be subject to a **$100 fee** for 2nd Listing Allowance.

HELPFUL DOCUMENTS

- ***Steps to Blue Star Documents in Instanet***
- ***Listing Fees & Fine Schedule***
- ***Listing Input Guidelines***
- ***Fair Housing Words/Phrases***
- ***Residential Data Input Sheet w/ Notes***
- ***Rental Data Input Sheet w/ Notes***
- ***REIN Rules & Regulations***