

CRAAR MLS Listing Reference Guide

GENERAL INFORMATION

-No listing will be accepted on a property that is currently listed in the MLS with an Active, Pending or Withdrawn status, unless it is an accepted duplicate listing (EX: Residential and Commercial)

-A Lead Based Paint Disclosure is required on all properties built prior to 1978. A Property Disclosure is required on all Residential properties and multi-family listing up to 4 units, except foreclosure, estate, and Power of Attorney. Do not submit these documents to the CRAAR. They can be agent loaded into the MLS.

-It is the staff's goal to have every listing submitted to the MLS processed within 24 hours of receipt. If you do not see your listing on the MLS within 24 hours, please check your email. If a listing is missing any required information, CRAAR staff will contact you via email.

LISTING CONTRACT SUBMISSION

*A business day, as defined by NAR, is any day except Saturday, Sunday and all recognized federal and state holidays.

-All Listing Contracts are to be processed into the MLS within two (2) business days*; counting the list date as day one.

-Late listings are subject to the following fines: \$100 for the 1st offense, \$250 for the 2nd offense, and \$500 for the 3rd and subsequent offenses, per calendar year.

NAR CLEAR COOPERATION POLICY

-If a listing is publicly marketed (including, but not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays (including IDX and VOW), digital communications marketing (email blasts), multi-brokerage listing sharing networks, and applications available to the general public), the listing is required to be entered into the MLS the **next** business day*.

-Clear Cooperation violations are subject to the following fines: \$100 for the 1st offense, \$250 for the 2nd offense, and \$500 for the 3rd and subsequent offenses, per calendar year.

DELAYED MARKETING EXEMPT LISTINGS

A delayed marketing exempt listing is an active listing in the MLS, visible to all MLS subscribers, that can be marketed however the seller sees fit. The data is not distributed outside of the MLS to any 3rd party websites. The delayed marketing option can be reversed whenever the sellers choose, and the listing will then be distributed outside the MLS as normal.

SELLERS REQUEST FOR OFFICE EXCLUSIVE LISTINGS

- Sellers Request For Office Exclusive Listings are required to be submitted to the CRAAR within two (2) business days* and will be kept on file, but not entered into the MLS. The CRAAR listing agreement is NOT required to be sent. If the listing is publicly marketed (including, but not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays (including IDX and VOW), digital communications marketing (email blasts), multi-brokerage listing sharing networks, and applications available to the general public.), the listing is required to be entered into the MLS for cooperation the next business day*.

-To process a Sellers Request For Office Exclusive Listing into the MLS,

- A. The agent can submit the CRAAR listing agreement AND a listing change/sold form to the CRAAR with the Change From Private to MLS option completed and all owners signatures included, or
- B. The agent can enter the listing into the MLS themselves

LISTING CONTRACT

-All fields are required on the Listing Contract unless marked with a not-required abbreviation (NR).

-Owner(s) must initial changes to Listing Date, Expiration Date and Price on the Listing Contract.

-The date the owner's signature is dated is not the "List Date". The "List Date" is noted at the top of page 1.

SELLERS LEGAL NAME AND SIGNATURE

The owner(s) signatures must be on the Listing Contract.

1. An exception is when a relocation company or corporation's signed form or letter is attached, which must be received with the Listing Contract.

2. The owner's last name or investment company name is REQUIRED to be used on all Residential listings. "Investor" or "Owner" is NOT permitted.
3. To change the owner on a listing to a relocation company, the agent will need to send in a Listing Change and Sold Form, noting in the corrections box to change the owner. The listing agreement from the relocation company will also need to be included. To change owners on a listing in any other situation, the agent must cancel the property and relist it as new.
4. If the owner is a licensed real estate agent or if the owner is related to the real estate agent, it must be disclosed in the PUBLIC REMARKS.

BUILDING STYLE

Identifies the type/style of home.

- **L-Foyer:** The foyer is located off to the side creating an "L" shape
- **1.5 Story:** The livable space on the 2nd floor is ½ of the main level living space
- **1.75 Story:** The livable space on the 2nd floor is ¾ of the main level living space
- **2 Story:** 1st & 2nd floors have equal amount of living space
- **>2 Story:** Livable space on more than 2 floors with a walk-up to the 3rd floor
- **A-Frame:** Features steeply-angled sides (roofline) that usually begin at or near the foundation line, and meet at the top in the shape of the letter A.
- **Contemporary:** Irregular house shape w/ large windows & open floor plans
- **Free Standing:** No shared walls
- **Loft/High Rise:** Living space that is part of a larger building, usually with open living area
- **Patio/Villa:** Free standing home with no shared walls and sometimes requiring association dues
- **Raised Ranch:** Living space is all on one level but stairs are used to access the space
- **Ranch:** Living area is all on one level
- **Split Foyer:** When you enter the foyer of the house there are stairs up to the main level and stairs down to the lower level
- **Split Level:** Living areas are on multiple levels of the house
- **Townhouse:** 2 floors and usually a basement. The main living area is usually on the 1st floor and the bedrooms are on the 2nd

CONDO UNIT LEVEL

-Identifies the level, inside the building, for the unit's front door. Use the Level indicators for bedrooms and bathrooms to identify their placement inside the unit.

LISTING CHANGE/SOLD FORMS

-All listing change/sold forms, that are to be processed by CRAAR staff, are required to be submitted to the CRAAR office within two (2) business days* from the date the owners sign the form. Agent processed changes DO NOT need to be sent to the CRAAR office.

-The top portion of the Listing Change and Sold Form should be filled out completely, which includes the Address, Owner, Listing Firm, Type of Listing, Listing Number (MLS number), Price, Listing Date, and Expiration Date.

-Price, Terms, Withdrawn and Expiration Date changes require the owner(s) signature. All signatures on the original contract must be included on the Listing Change and Sold Form. If it is a relocation company or bank owned, they must send in the relocation's email or paperwork along with the Listing Change and Sold Form. Email initiated by client is acceptable as original.

-Extensions to the Expiration Date must be a specific date.

-Cancellations require the broker and owner(s) signatures.

-Fill out all the Sold information completely, which includes the Selling Firm and Agent, the Closing Date, the Sale Price, and the Terms.

- a. All Terms except cash should include total closing costs paid.
- b. All commercial leased sales, provide Terms of Lease, which should include length and price of lease.

PHOTOS/VT/Videos

1. Photos/VT/Videos cannot be transferred from one listing to another listing if the listing office has changed, unless written permission is given by the broker who owns the photos/vt/videos being transferred to another listing.

2. No self-promotion or builder promotion is allowed in the photos.

3. Watermarking: Images may contain a Watermark to protect authorship and identify the origination of an image, provided it meets these guidelines:

- a. Shall contain the symbol ©, shall contain a four digit year, and shall contain the brokerage firm that holds the copyright. (Eg. © 2018 ABC Realty)
 - b. Must be screened back 50% or more from a black or white font.
 - c. Must be located anywhere in the lower left 1/8th of the photo.
 - d. Font height must be no more than 5% of the image height, and no more than 20% of the image width. Font cannot be bold.
4. New Construction Photos: If photos are not of the actual property, this must be noted in the PUBLIC REMARKS section. In addition to the public remarks section notation about a "similar to" photo, a photo with a banner identifying the same can also be noted on the actual photo without limitation to location or size (as this is not the same as a watermark).
5. Unbranded Virtual Tours (4/08)
- Virtual tours can be linked to your listings. The virtual tour must be unbranded. This means that the tour you link can have NO self promotion information on it, as well as no broker information. There can only be images of the property on the virtual tour. Violations of this will be handled by citing a fine. See the fine structure for violations at the end of this manual.

VIRTUAL STAGING POLICY

Virtual Staging is using photo editing to digitally create a photo or conceptual rendering of what a property and/or room could look like if it were staged or furnished.

Permitted Uses

1. Modifying photo(s) to include personal property items not conveyed with the real property. Personal property modifications include, but are not limited to: adding furniture, mirrors, artwork, plants into a photo of an empty room; adding outdoor furniture to an existing patio and/or deck. Furnishings should fit the scale of the space.
2. Modifying photo(s) to remove existing personal property to show the space vacant.
3. Modifying photo(s) to remove existing personal property and replace with digital images (see #1).
4. Editing the sky in an exterior photo (for example: add sunset, change grey sky to blue). Exterior lighting shall not be added. Sunrise & sunset enhancements shall be a true reflection of where the sun rises & sets.
5. Adding outdoor furniture on existing patios and/or decks, including potential landscaping on a new construction property and editing a "closed" pool to appear usable with water.

Prohibited Uses

1. Adding, removing, replacing or modifying interior or exterior permanent fixtures.
2. Modifying, hiding or covering up an existing defect or negative visual element (for example: hole in a wall, damaged flooring, exposed wiring).
3. Including visual elements not within an owner's control (for example: changing or adding a view).
4. Removing visual elements not within an owner's control (for example: removing power lines, neighboring properties).
5. Modifying or adding to distort the dimensions of a room or space, including placing digital furniture that is small to make a room appear larger than it actually is. Digital enhancements shall be proportional to the space.
6. Modifying the structure or layout of the property.

Listing Agent Responsibilities

1. Public remarks must state that there are virtually staged or altered photos. Exceptions include if only sky & landscape color are altered. The photo(s) and/or photo description(s) may also be marked as staged or altered.
2. Agent must have access to the original photo(s) and make them available to a buyer or buyer's agent upon request.
3. All photos must represent a true and accurate picture of all property features and surroundings.
4. Failure to comply with this policy shall result in CRAAR requesting that non-compliant photo(s) be removed from the listing within 24 hours.
5. Failure to comply with a request from CRAAR to remove photos shall result in CRAAR removing the non-compliant virtually staged photo(s) from the MLS and a fine as outlined below.

VIOLATIONS THAT WILL INCUR FINES (01/23)

1. **Commission/Compensation** Any language referencing commission/compensation is prohibited in the MLS. This includes data fields, links to 3rd party sources, supplements and photos.
2. **Self Promotion in the Public Remarks, Photos, or Virtual Tours** Any self, or brokerage promotion in the Public Remarks or Virtual Tours and any self, brokerage or builder promotion in the photo section of the listing (with the exception of approved watermarks).

3. **Late Listings** All Listing Contracts are to be processed into the MLS within two (2) business days*; counting the list date as day one.
4. **Other violations of the "CRAAR MLS Rules and Regulations", including Clear Cooperation** (www.ccrealtors.org)

MLS FINE STRUCTURE (5/18)

1ST VIOLATION: \$100 with a letter to the Agent and a copy to the Agent's Broker

2ND VIOLATION: \$250 with a letter to the Agent and a copy to the Agent's Broker

3RD VIOLATION: \$500 with a letter to the Agent and a copy to the Agent's Broker

Each fine is per MLS Log-in and per violation offense

*** Residential Listing Input Instructions***

1. Click the INPUT tab at the top of Matrix
2. Click Add New link
3. Click Residential Listing Input link
4. Click Start with a blank Listing button or you can copy an existing listing (see below)
 1. Enter an MLS# into the search box or complete the search criteria and click the Fill From button.
 - A. This can only be done if the current listing agent and listing brokerage are the same as the original listing.
 2. The list date, expiration date and list price will need to be completed with updated information and the current filled information should be verified for accuracy.

All yellow fields on the input form are REQUIRED

***Delayed Marketing Y/N** (If applicable): If property is to be delayed marketing, choose yes.

***Delayed Marking Removal Date** (If applicable): If desired, enter a delayed the delayed marketing option should be removed. This will automatically occur at 12:01am on the date entered.

***Property SubType:** Only 1 can be selected

-Condo/Zero Lot/Co-Op

-Single Family: Would own inside walls, outside walls, and ground

***SubType Category:**

-Condo: Would own inside walls. The outside walls and ground are owned by an association.

-Zero Lot: Same as single family, except at least one wall is shared with

another owner.

-Co-Op: When you buy into a co-op, you purchase shares in the corporation that owns the property.

***Area:** Cedar Rapids- NE, NW, SE, SW quadrants

OT-E: Cities East of I-380

OT-W: Cities West of I-380

Corridor: Ely, Fairfax, Newport, North Liberty, Oxford, Shueyville, Solon, Swisher, Tiffin, Walford & Western

***Price:** Enter the list price of the property. No dollar signs, commas or periods. Whole dollar amounts only.

***Street #:** (If Applicable) Enter the street # of the address. If multiple addresses on the same street, use a hyphen. EX: 123-125 Main St NW. If the listing doesn't have a street # yet assigned, leave blank.

***Dir Pfx:** (If applicable) The directional that comes before the Street Name. In the example of 1234 **N** Main Street SE, Cedar Rapids it is the highlighted area. Drop-down list available. If in Marion or Hiawatha these are spelled out and should be entered into the Street Name field.

***Street Name:** Enter the street name of the address. In the example of 1234 N **Main** Street SE, Cedar Rapids, it would be the highlighted area.

***Street Suffix:** The part of the address that comes after the street name, if applicable. Street, Avenue, Lane, etc. In the example of 1234 N Main **Street** SE, Cedar Rapids it is the highlighted area. Drop-down list available. If you don't see the Suffix you need in the list, contact the CRAAR office to have it added.

***Dir Sfx:** (If applicable) The directional that comes after the Street Suffix. In the example of 1234 N Main Street **SE**, Cedar Rapids it is the highlighted area. Drop-down list available.

***Unit #:** (If applicable). Can be a letter, number, combination of both, or a range of letters or numbers.

***City/Town:** Enter the city that the property is located in. Drop-down list available. If you don't see the City/Town you need in the list, contact the CRAAR office to have it added.

***State:** Auto-populates to Iowa.

***Zip Code:** Use only the 5-digit zip code of the property.

***County:** Enter the county the property is located in. If you don't see the County you need in the list, contact the CRAAR office to have it added. Drop-down list available.

***Parcel number:** Enter the parcel # of the property without dashes. If no parcel # is assigned, use the address w/o the city included. (Ex: 1234 N Main St SE)

***Gross Tax:** Enter the gross tax amount of the property. No dollar signs, commas or periods. Whole dollar amounts only. If no taxes, enter "0" and make note in the remarks as to why they are "0". EX: No taxes, exempt or No taxes, new construction.

***Net Tax:** Enter the net tax amount of the property. No dollar signs, commas or periods. Whole dollar amounts only. If no taxes, enter "0" and make note in the remarks as to why they are "0". EX: No taxes, exempt or No taxes, new construction.

***Legal Description:** Enter the legal description of the property.

***Lot Size:** This can be either a square footage, dimensions, or acres. (Example: 3426, 120 X 60 or .25 Acre). If it's a condo, use Common.

***Acres:** Enter the number of acres (Example: 1, .06, 3.02). If only using Lot Size, and an acre amount is not available, enter "0" for the acres. (LXW/43,560=# of acres)

***Restricted Listing:** Used to designate a restricted listing. Drop-down list available.

Definition: Listing placed under restrictions as to use or distribution. This may also include reserved buyers. This is designed as another red flag so that the agent will communicate with the listing agent as to any conditions placed on the listing. EX: John Doe is not allowed be on the property; a reserved buyer list; etc.

***Owner/Lessor:** Use the Last Name ONLY. If it is an estate, use the Last Name and include Estate. If it is bank owned, use Bank or the Bank name.

***Estate:** Use this to indicate if the property is an estate. No required.

***Latitude & Longitude of the Map:** Click "Get Lat/Long from address" and the map will update. If you need to change the location of the map, this can be done once the listing is submitted. See the "Help" tab on Matrix for instructions on how to change the map location.

***Listing Agent UserName:** Enter your MLS Username in this field (LastNameFirstName121). If you are unsure of your username, click the Find an Agent link below the field. Enter your First & Last name into the appropriate search boxes and click Run Search at the bottom. Click the blue Fill link next to your name. Your information will be auto-filled into the box. You cannot enter anyone but yourself as the primary listing agent.

***Co-Listing Agent UserName:** Enter the MLS Username of the co-listing agent in this field (LastNameFirstName121). If you are unsure of their username, click the Find an Agent link below the field. Enter their First & Last name into the appropriate search boxes and click Run Search at the bottom. Click the blue Fill link next to your name. Your information will be auto-filled into the box.

***Agent remarks:** Enter any remarks that need to be communicated to other agents regarding showings, etc. 255 character limit. **ALL COMPENSATION/COMMISSION LANGUAGE IS PROHIBITED!**

***List Date:** Enter the list date of the contract. Date format is with slashes and not dashes (Ex: 8/2/16). There is also a calendar available next to the input field if preferred.

***Expiration Date:** Enter the Expiration Date of the contract. Date format is with slashes and not dashes (Ex: 8/2/16). There is also a calendar available next to the input field if preferred.

***Possession:** Enter the possession for the listing. This can be a date, words, etc.

***Bedrooms/Baths/Half Baths:** Enter the total number of each and what level they are on. Only enter if they are present, do not use "0" to fill information except on the Total. A full bath is defined as having a toilet, sink, and shower or bathtub. A ½ bath is defined as having a toilet and sink. *When noting bedrooms, please consider Article 12 in the Code of Ethics and only include actual bedrooms in the data portion of the listing contract. If a room doesn't conform to the standard for a bedroom it is listed as one, this could be a violation of Article 12 of the Code of Ethics for the National Association of Realtors.

***Total Rooms:** Enter the total number of rooms. This is not required.

***Above Ground Finished SqFt:** Enter the Above Ground Finished SF of the property without a comma.

***Lower Level Finished SqFt:** Enter the Lower Level Finished SF of the property without a comma. If there is none, leave the "0" that is auto-filled.

- *Elementary/Intermediate/Middle/High School:** Enter the schools applicable for the property. Drop-down lists available. If a school is not available, contact the CRAAR office to have it added. This is the name of the individual school and NOT the district name.
- *Association/Association Fee/Association Fee Frequency:** This is used to provide the Association Fee details (if applicable). If not applicable, leave all 3 fields blank. Association details can be included in the remarks sections.
- *Year Built:** Enter the year the property was built.
- *New Construction:** Used to designate whether a property is New Construction or To Be Built. New Construction is used to describe a dwelling that has the framing walls in place. If framing walls are not in place, the To Be Built option should be used.
- *Main/Primary Bedroom:** Choose the level that the Main/Primary Bedroom is located on. Drop-down list available.
- *Garage Size:** Enter the garage size of the property. This can be dimensions, square footage, number of cars, etc. This is not required.
- *Bath off Main/Primary Bedroom:** This is used to designate whether or not there is a bath off of the main/primary bedroom. Drop-down list available. This is not required.
- *Basement:** This is used to designate whether or not the property has a basement. Drop-down list available.
- *Directions:** Enter the directions on how to get to the property. Be specific and use compass directions rather than Left and Right. This is REQUIRED. 250 character limit.
- *Builder:** Enter the Builder of the property. This is not required.
- *Taxable Value:** Enter the Taxable Value of the property. This is not required.
- *R-Value Ceilings/Sidewalls:** Enter the R-Values of the property. The federal trade commission REQUIRES this information on new construction listings only.
- *Remarks:** Enter any remarks you would like to add to the listing. Remember, this field can not contain agent contact information such as name, company, phone number, email, etc. This is considered self-promotion and can result in a fine. Websites are allowed only for HUD homes. If owner is licensed agent, that is required to be disclosed here.
- *Special Instructions:** Every agent/office uses this field differently. Not required.
- *Realtor.Com Y/N:** This field is used to designate whether or not your listing appears on Realtor.Com. This field auto-populates to Yes. If you choose to not have your listing on Realtor.Com then change to No, otherwise skip this field.
- *IDX Display:** This is a CRAAR internal field and is not available for agents to use. Skip this field.
- *Additional Features:** Complete all features that are applicable to the property. At the top of each section there is a Max #. This is the max number of selections you can have per section.
- *Click Submit Listing when complete:** If there are errors on the form you will see a red ! next to the fields that need corrected. If you click on the red ! it will tell you what the error is. When all errors are fixed, click Submit again.

Listing Change/Sold Form Input Instructions

1. Click the My Matrix tab at the top of Matrix
2. Click the My Listings Link
3. Click the checkbox next to the listing you want to edit and click the Edit button at the bottom

4. Click on the link that corresponds with the change you want to make

Listing Input Form

This is the entire listing form with all fields. This is the form you would use to edit the remarks, square footages, and any other general listing information.

Price Change Form

This is the form used to change the list price. This cannot be done if the status of a listing is Pending.

- Click Price Change link
- Enter the new list price (Whole dollar amount only. Do not include \$ or comma)
- Click Submit Listing

Change to Active

This is the form used to change the status of a listing to Active

- Click Change to Active link
- If also extending the listing because it has already expired, enter the new expiration date using the format of MM/DD/YYYY. This must be a future date.
- If the expiration date is not changing, just click Submit Listing

Change to Pending

This is the form used to change the status of a listing to Pending

- Click Change to Pending
- Enter Pending Date using the format of MM/DD/YYYY (this must be today's date or before. It cannot be a future date)
- Click Submit Listing

Change to Sold

This is the form used to change the status of a listing to Sold

- Click Change to Sold
- The Pending Date will auto populate if the status is currently pending. If no Pending date is entered, enter in the Pending Date field using the format MM/DD/YYYY. This must be today's date or before. It cannot be a future date.
- Enter the Sold Date using the format MM/DD/YYYY. This must be today's date or before. It cannot be a future date)
- Enter the Sold Price (Whole dollar amount only. No \$ or comma)
- Enter any closing cost information in the Sold Info field (if applicable)
- Enter the Sold Terms by choosing one from the down-down menu
- Enter the Selling Agent Name (**if non-CRAAR member, use Nonmember121**)
 - Click find an agent
 - Enter first and last name
 - Click Run Search
 - Click fill next to the correct agent
- Click Submit Listing

Change to Withdrawn

This is the form used to change the status of a listing to Withdrawn

- Click Change to Withdrawn
- Enter the Withdrawn date using the format MM/DD/YYYY (This must be today's date or before. It cannot be a future date).
- Click Submit Listing

Change to Expired

This is the form used to change the status of a listing to Expired from a Pending status.

- Click Change to Expired
- Click Submit Listing

Change to Cancelled

This is the form used to change the status of a listing to Cancelled

- Click Change to Cancelled
- Enter the Cancelled date in the format of MM/DD/YYYY. This must be today's date or before. It cannot be a future date.
- Click Submit Listing

Extend Listing

This is the form used to change the expiration date/extend a listing that currently has an Active, Pending or Withdrawn status- **NOT EXPIRED!**

- Click Extend Listing
- Enter new expiration date
- Click Submit Listing