

# VVAR MLS Data Standards

## Overview

Recognizing the importance of accurate data to the success of our business, VVAR will issue citation and/or fines for Rapattoni MLS data inaccuracies in the following areas.

- Active Listing without a Valid Listing Agreement
- Duplicate Listing by the Same Agent
- Late Entry of a new Listing (48 hours)
- Property listed by a non-MLS member
- Late Reporting Sale (24 hours)
- Inaccurate Selling Information
- Inaccurate Status
- Late Reporting Pending (24 hours)
- Wrong or Incomplete Address
- Wrong Area Number
- Fair Housing Language Violation
- No Compensation Offered
- Wrong or Invalid APN#
- Lockbox Code in Remarks/Marketing or Agent
- Wrong City
- Wrong Thomas Guide Number
- Incorrect Entries in Remarks
- Wrong Property Type
- Wrong Zip Code
- Discriminatory Compensation Language

## Regulatory Issues

The success of an MLS depends upon the timely reporting of information so that all of the cooperating subscribers may benefit from the data found in the MLS system. Your local Association has established rules and regulation that govern the time frame in which you are to enter listing additions and changes into the MLS system. If you do not adhere to these rules you are in violation of MLS Rules.

- **DO NOT** add a new listing to the MLS if you do not have a valid listing agreement signed by all parties.
- It is acceptable to withhold a listing from the MLS with a signed authorization from the seller and delivered to the VVAR offices.
- Adding a listing: Your listing must be added into the system within 48 hours of acquiring the listing.

- Status Changes: All changes in a listing's status need to be reported within 24 hours of the change.
- Pending Listings: You are required to report a Pending Listing within 24 hours of contract acceptance.
- Sold Listing: You are required to report that your listing has sold and closed within 24 hours of the actual closing.

## **DATA ISSUES**

### ***Address***

Each component of the address must be entered correctly and in the proper field – House number, Direction, Street name, Street type, Unit number, etc.

### ***Area Number***

The Area Number used in our system provides for further geographical breakdown within a City Code. The Area Number that you place in your listing must accurately reflect the location of the property.

- **DO NOT** use another Area Code just because it might seem more appealing to buyers.

### ***Mapping***

When submitting a new listing, there may be many times when the system cannot validate the listing's address. Without a valid address, your listing cannot be found through the Radius or Map search. You can use the Map Pin Placement feature to specify a map location for your listing, and enable agents to access your listing through a Radius or Map search.

- **DO NOT** fail to verify the property has successfully been mapped.

### ***Assessor's Parcel Number***

The APN # is very important. Not only is it needed to link to the Tax database to locate tax, assessment and sales information.

Every listing must have the correct APN # as assigned by the County Assessor's office. The MLS system contains assessor files for all of our MLS area, from which the APN # can be derived. You can also auto-populate the APN #, and associated fields, directly from these files.

- The APN # must be entered into the four boxes without dashes and all 13 digits must be entered. Example: 1234 567 89 0000
- **DO NOT** enter an APN # from another property

- **DO NOT** enter a partial APN #
- **DO NOT** enter a dummy, or fake APN #

### ***City Code***

The City Code used in our MLS system reflects the city in which the property is found. The list of cities in our system is taken from the Thomas Guide.

### ***Discriminatory Compensation Language***

The content of any of the remarks fields – Agents, Financial, or Property Description – cannot contain discriminatory language regarding the payment of compensation. For example, do not include any of the following: “If (Listing Brokerage) agent shows property first to your buyer, there will not be a commission paid to you” or “No compensation paid to Non-MLS Brokerage” or “Commission paid as to amount of work performed 2% - 3%.” Procuring cause cannot be determined nor controlled via the compensation field.

### ***Duplicate Listings***

There should only be **ONE** Active record in the MLS database for each property type that is for sale. Members should not try to gain additional exposure by adding the listing into the system more than once. It is misleading, skews the statistics and makes Comparative Market Analysis (CMA's) cumbersome and often incorrect.

- **DO NOT** add a listing in twice or more to reflect different AREA Codes.
- **DO NOT** add a listing in twice or more to reflect a different number of bedrooms.
- **DO NOT** add a listing in twice or more to gain additional exposure as another “new” listing.
- **DO NOT** add a listing in twice or more to make it pop up on more searches.

### ***Listings by non-MLS Members***

No Listing may be added to the system unless the broker and agent associated with the listing are members of the MLS. A listing cannot be entered under another agent or brokers ID and then in the remarks have a non-MLS member referenced as the listing agent and primary contact. Also, an Assistant cannot be a co-lister. Once an Assistant starts listing property they must become an MLS member. Sharing information of MLS Data with anyone who is not a member of the VVAR MLS is a violation of the MLS Rules and Regulations and Disciplinary action will be taken.

### ***Property Already Listed by another Agent/Broker***

There should only be one listing per property in the system. If another agent already has a valid contract to sell a piece of property, you should not be entering that same listing. If you have a valid contract to list a property, the original Agent/Broker should have removed their listing from the system, (expired, or canceled). If the original Agent/Broker has not removed their listing, then you are now in a professional standards situation and need to work it out broker-to-broker, or you can call the Association and produce the listing contract and ask that the Association phone to original Broker and ask to see their contract.

### ***Property Characteristics***

Any field, which describes the characteristics of the property being listed, must be accurate. For example, the entries you make in the Bedrooms and Baths field must accurately reflect the correct number of bedrooms and baths found in the property. **DO NOT** inflate these numbers to make the property seem like a better deal.

### ***Selling Information***

When reporting a listing as “Pending” or “Sold” you are required to enter the accompanying SOLD information (e.g., Selling Agent, Selling Office, Sales Price, COE Date, etc.) The SOLD information is critical for the accurate reporting of sales statistics as well as accurate Comparative Market Analyses (CMA’s).

### ***Status***

The Status of your listing should correctly reflect the current status of that listing.

- **DO NOT** leave your listing in the Active status if it is off market or taking back-up offers.
- **DO NOT** leave your listing a Active and in remarks explain that it is off market or taking back-up offers.
- **DO NOT** use the “Contingent” status when you are waiting for escrow to close. The “Contingent” status is to be used when the Seller is soliciting back up offer(s).

### ***Photos***

A photo of the front of the property is required on all Residential 1 – 4 listings and must be submitted within 10 days. Failure to do so is an automatic \$125.00 fine.

## ***Text Comments***

The system has several areas for text comments:

- 1) Showing Instructions – these are intended only for other agents.
- 2) Marketing Remarks – this area should only be used to describe the property’s physical and aesthetic characteristics, the things that might make a buyer want to look more closely at the property.
- 3) Agent –Only Remarks – this is a “Confidential” area for agent-to-agent communication – that is, the kinds of things members might communicate to one another, but not to the public.
- 4) Directions to Property – this area is to help your property be found.
  - **DO NOT** put Gate or Security Codes in Marketing Remarks.
  - **DO NOT** put lockbox combinations in Marketing or Agent Remarks.
  - **DO NOT** put E-Mail addresses in Marketing Remarks.
  - **DO NOT** put Internet Web Site addresses in Marketing Remarks.
  - **DO NOT** put phone numbers in the Marketing Remarks.
  - **DO NOT** put Agent, Assistant, Co-Lister or Owner names in the Marketing Remarks.
  - **DO NOT** put language in the Marketing Remarks that violates any Fair Housing/HUD guidelines for improper or discriminatory language in advertising.
  - **DO NOT** put any hyperlinks in the Marketing Remarks,

## ***Withholding a Listing from the Internet***

**DO NOT** withhold your listing from the internet unless you have a signed acknowledgement from the owner, that they understand their property will not be marketed through this medium and that is their choice. It is only acceptable to withhold a listing from the MLS with a signed authorization from the seller delivered to the VVAR office.

## ***Wrong property type***

Be sure to enter the correct property type. For example, do not include Land or Mobile Homes under the “Residential” property type. We have separate property types to accommodate these types of properties.

## ***Thomas Brother Guide Number***

Many people search by the TG # to narrow down their searches to a particular geographical area (be sure to check the Radius search for additional functionality). The TG # that you enter in your listing should accurately reflect the correct TG location of the property. If you auto-populate from the tax data you should double check to make sure the correct TG # was entered. If not, change it.