



[SoCalMLS Listing Content Policies & Procedures](#)

5/12/08

Recognizing the importance of accurate data to the success of an MLS, the following rules have been implemented regarding the Listing content in the Southern California Multiple Listing Service MLS system. SoCalMLS reserves the right to modify any listing found to be in violation of any of the following rules. Violation of these rules could result in disciplinary action by your local association including warnings, fines, and possibly termination of your MLS service.

[DATA INTEGRITY ISSUES](#)

[Address \(ADDR\)](#)

Each component of the address should be entered correctly and in the proper field – **house number, direction, street name, street type, unit number.**

[Assessor's Parcel Number \(APNO\)](#)

The APNO is very important. Not only is it needed to link to the Tax database to locate tax, assessment and sales information; but it is also used to link listings within our History database.

Every listing must have the correct APNO as assigned by the County Assessor's office. The MLS system contains assessor files for 8 counties – LA, Orange, Riverside, San Bernardino, San Diego, Imperial, Ventura, Kern – from which the APNO can be derived. You can even auto-populate the APNO, and associated fields, directly from these files. If you cannot determine an APNO for your listing call SoCalMLS.

The APNO must be entered **with dashes** (e.g., 939-23-212, 501-123-55)

Do **not** enter an APNO from another property.

Do **not** enter a partial APNO

Do **not** enter a "dummy" APNO unless no parcel number has been assigned by the Assessor.

SoCalMLS Action: SoCalMLS will change the APNO to reflect the correct number.

[AREA Code \(AREA\)](#)

The AREA Code used in our system provides for further geographical breakdown within a CITY Code.

The AREA Code that you place in your listing must accurately reflect the location of the property. When adding a listing, the MLS system will limit you to a valid set of AREA Codes associated with the CITY Code that you entered previously.

[Property Characteristics](#)

Any field which describes the characteristics of the property being listed must be accurate.

The entries you make in any property characteristics fields must accurately reflect the correct number of bedrooms and bathrooms found in the property. Do not alter this information to make the property seem like a better deal.

[CITY Code \(CITY\)](#)

The CITY Code used in our MLS system reflects the city in which the property is found. Sometimes we use a market area if it better describes the location of the property (e.g., Anaheim Hills – AH).

The CITY Code that you place in your listing must accurately reflect the location of the property. Do not use another CITY Code just because it might seem more appealing to buyers. If you auto-populate from the tax data you should double check to make sure the correct CITY Code was entered. If not, change it at the time you add the listing.

[COUNTY Code \(CNTY\)](#)

The COUNTY Code used in our MLS system reflects the county in which the property is found. There are a set number of correct entries to choose from. The correct county code is required to correctly access the tax, assessor, sales databases for your listing.

[Discriminatory Compensation Language \(COMP\)](#)

The content of any of the remarks fields – Agent, Financial, Directions, Cross Streets 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 XYZ Brokerage” or “If [Listing Brokerage] agent shows property first your total office compensation is 1%”. Procuring cause cannot be determined nor controlled via the compensation field.

[Already Listed by another Agent/Broker \(COPY\)](#)

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 through a grievance through your Association(s).

[DUPLICATE Listings \(DUPE\)](#)

There should only be one record in the MLS database for each property that is for sale. Do not try to gain additional exposure by adding the listing into the system more than once. Not only is this annoying, it is misleading, and it also skews the statistics and makes Comparative Market Analyses (CMAs) cumbersome and often incorrect.

Do **not** add a listing in twice or more to reflect different CITY 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.

PROPERTY DESCRIPTION (Cross Streets, Directions, Financial Remarks)

Our system has several areas for textual REMARKS. There is an area of “confidential” REMARKS that are to be used for agent-to-agent communications – that is, the kinds of things you might communicate to another agent but not to the general public. There is an area for Financial REMARKS describing the current financial status or situation of the property. There is an area for General Remarks or Property Description. This is the biggest set of “REMARKS” and should **only be used to describe the property** – physical and aesthetic characteristics that make this house buyable/sellable. All REMARKS fields must be entered in the **English language only**.

Do **not** put Gate Codes in Property Description.

Do **not** put Lockbox combinations in Property Description.

Do **not** put FSBO in Property Description. If the listing is legally in the MLS it cannot be a FSBO.

Do **not** put the word Vacant in Property Description. We have a separate field for that.

Do **not** put E-Mail Addresses in Property Description. We have a separate field for that.

Do **not** put Internet Web Site addresses in Property Description. We have a separate field for that.

Do **not** put Phone Numbers in the Property Description. We have several Phone Number fields.

Do **not** put Agent, Assistant, Co-Lister or Owner names in the Property Description.

Do **not** put Office, Franchise, Firm names in the Property Description.

Do **not** remove any property description remarks when changing a listing from active to off market status.

Do **not** put language in the Property Description that violates any Fair Housing/HUD guidelines for improper or discriminatory language in advertising.

Listed by NON-MLS Member (MLS)

No listing may be added to the system unless the broker and agent associated with the listing are members of SoCalMLS or one of the MLSs with whom we have reciprocal agreements. A listing cannot be entered under another agent or broker’s 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 pay the full MLS fee.

Inappropriate Image (PHOTO)

Images (including but not limited to photos, maps, floor plans, virtual tours, etc.), regardless of how they are submitted and/or uploaded, are not to contain inappropriate information or images. Images uploaded to our systems are meant to be representative of the listing and its surroundings – that is, pictures of the property, floor plans, maps (as long as not copyrighted), pictures of surrounding areas – parks, schools, etc.

Images are **not** to include such things as: agent/broker photos, agent/broker names, phone numbers, web site addresses, e-mail addresses, advertising other than about the property. No messages of solicitation of any kind are allowed.

Images are **not** to include any offensive photographs or images. The definition of offensive is left to the discretion of SoCalMLS.

The textual descriptions associated with each image may **not** contain any inappropriate text - see Property Description above for more details.

Wrong Property Type (PROP)

Do not add listings from other property types into other property types. For example, do not include Lease, Land or Mobile Homes under the RES property type. We have separate property types to accommodate these types of properties. Also, do not place a CONDO in the system as an SFR property type.

Range Pricing – Range Invalid (RNGE)

If a listing is specified as a Range Price Listing the Lister must enter a valid range for the list price of that listing. Valid in this case means that it must pass a reasonableness test. For example, a range of 1-400,000 is not valid; nor would 10-1,000,000 be considered a valid range. A good rule of thumb would be to not allow the range to exceed a 5-10% variance.

Reason for Contingency (REASN)

When a listing is moved into the Back-Up Offers (B) status, it is required that all contingencies be described in the Agent Remarks field. When the contingency is removed, the listing should be moved into the Pending (P) status.

Reissuing a Listing Before Expiration (REISS)

The MLS system is not a marketing tool. Do not prematurely cancel or withdraw a listing and then immediately add it back into the system thinking you will get increased exposure and a favorable DOM. This costs everyone money and consternation. Remember, the PAR program and the CDOM field will let people know how long the listing has been on the market no matter how many times you cancel and add.

Selling Information (SELL)

When reporting a listing as (P)ending or (S)old or (L)eased 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 (CMAs).

STATUS (STAT)

The STATUS of your listing should correctly reflect the current status of that listing (e.g., A for Active, B for taking Back-Up Offers, S for Sold & Closed, etc.).

Do **not** leave your listing in the active status if it is off market or taking back-up offers.

Do **not** leave your listing as active and in remarks explain that it is off market or taking back-up offers.

Do **not** use the B-Taking Back-Up Offers status when you are waiting for escrow to close.

The B status is to be used when the Seller is soliciting backup offer(s).

Do **not** change a listing to K-Canceled status and then immediately add it back in as an active.

Do **not** change a listing to W-Withdrawn status and then immediately add it back in as an active.

Thomas Brothers Guide Number (TGNO)

Many people search by the TGNO to narrow down their searches to a particular geographic area. The system also offers very powerful searching techniques available for map searching.

The TGNO that you enter in your listing should accurately reflect the correct TGNO location for the property. If you auto-populate from the tax data you should double check to make sure the correct TGNO was entered. If not, change it.

Builder TRACT Code (TRACT)

The TRACT Code and MODEL Code that you enter in your listing should accurately reflect a Builder's TRACT Code and MODEL Code as assigned by The Inside Tract – printed and electronic versions available through your board store, or on the Internet at <http://www.INSIDETract.com>. If you cannot locate a TRACT Code enter UNKN or OTHR. If you cannot locate a MODEL Code enter a dash "-". If the property is a Custom home enter CUST in the TRACT Code.

Do **not** enter the legal tract number from the assessor's data.

Do **not** enter 9999, or XXXX or other "dummy" tract codes.

If you do not know the Tract Code, but do know the name of the Subdivision, Project, Development then you may enter that name in the Builder Tract Name field.

ZIP Code (ZIP)

The ZIP Code that you place in your listing must accurately reflect the postal zip code associated with the property. If you auto-populate from the tax data you should double check to make sure the correct ZIP Code was entered. If not, change it.

DO **not** enter a "dummy" zip code.

REGULATORY ISSUES (LIST, PEND, SOLD)

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 Board/Association has established rules and regulations 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 your MLS's Rules. Contact your local Board/Association to find out the exact rules in your area.

- Adding a Listing:** Your listing must be added into the system within so many hours of acquiring the listing.
- Revising a Listing:** All revisions must be entered into the system within so many hours of the change.
- Status Changes:** All changes in a listing's status need to be reported within so many hours of the change.
- Pending Listing:** You are required to report a Pending Listing within so many hours of contract acceptance.
- Sold Listing:** You are required to report that your listing has sold and closed within so many hours of the actual closing.

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**Report Violations to:
Miss Information – 714-517-7900 or
MissInformation@socalmls.com**