ARCADIA ASSOCIATION OF REALTORS®

MLS Marketing Meeting Rules and Regulations for

Virtual Zoom Meetings

1. The MLS Marketing Meetings are held virtually via Zoom on Wednesdays beginning at 9:00am.
2. The state of CA and Los Angeles County have **once again permitted open houses**. We encourage you to check with your broker and/or manger for their individual office policy on allowing open houses. Proper showing and open house guidelines and protocols should always be followed and can be viewed here.
3. The firm deadline to submit listings are Tuesdays at 10:00am.
4. Listings must be submitted via online registration found at TheAAR.com or email the PDF form to the Association at **caravanrequest@theaar.com**; **NO fax submissions or voice mail requests will be accepted.**
5. Price reductions and Back on Market listings are still being accepted however they must now be submitted in advance in the same manner as new listings
6. **Listings must be completed in the MLS and active 24 hours prior to the Tuesday's deadline.**
7. Listing must be in Active or Coming Soon status on MLS.
8. The agent, or their representative, must be present online via Zoom to present the listing.
9. If the listing agent or their representative is not online to present your listing, the listing agent will be fined $25 (with funds going to charity) and no further listing submission requests will be accepted until the fine is remitted.
10. Add-ons to the Caravan sheet are not permitted. Only listings submitted prior to the deadline shall be included.
11. All listings pitched must be able to be found within the CRMLS Matrix system.
12. Listings can only be re-submitted to be presented every 30 days or when there is a 5% reduction in list price.
13. When presenting your listing, only state facts that are NOT provided on the listing sheet sheet, i.e. reason for selling, (don't get too personal) etc. NO announcing commission.
14. A maximum of 15 seconds is allowed for each pitch or as designated by the meeting MC.