



## MLS Marketing Meeting Rules and Regulations

1. The MLS Marketing Meetings are held in person on Wednesday mornings beginning at 9:00am at the Arcadia Masonic Center, 50 W. Duarte Road, Arcadia, CA 91006
2. All listings featured on caravan must be featured as Open Houses from 11:00am to 2:00pm with the listing agent or a designated representative present. The only exceptions are; vacant properties can be held open, on lockbox and vacant land listings.
3. The firm deadline to submit caravan listings are Tuesdays at 10:00am.
4. 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
5. **Listings must be completed in the MLS and active 24 hours prior to the Tuesday's deadline.**
6. Listing must be in Active status on MLS. Coming Soon status is not allowed because Open Houses are required to be on caravan. Coming Soon listings can be pitched at the end of the meeting
7. The listing agent or a representative must be present at the Marketing Meeting to present the listing. If the listing agent or their representative is not present to pitch the listing the listing agent will be fined **\$50** (with funds going to charity) and no further listing submission requests will be accepted until the fine is remitted.
8. **All listings pitched must be able to be found within the CRMLS Matrix system.**
9. Listings can only be re-submitted to be presented every 30 days or when there is a 5 reduction in list price.
10. When presenting your listing, only state facts that are **NOT** provided on the listing sheet, i.e. reason for selling, (don't get too personal) etc. **NO announcing concessions.**
11. The length of your presentation is determined by the MC that morning and is dependent on how many listings are on Caravan that day.