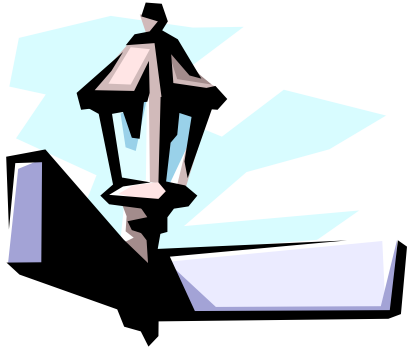


MLS Marketing Meeting Rules and Regulations



1. The MLS Marketing Meetings are held on Wednesday, at 8:45am until 9:30am at the Arcadia Masonic Center; 50 W Duarte Rd, Arcadia, CA 91007.
2. Deadline for including listings on Caravan is Tuesday, at 10:00am prior to the next caravan meeting.
3. Caravan must be submitted via online registration or email the PDF form to the Association at caravanrequest@theaar.com; **NO fax submissions or voice mail requests can be accepted.**
4. **Listing must be completed in the MLS and active 24 hours prior to the Tuesday's deadline.**
5. Houses listed on Caravan must be held open **THAT** Wednesday, from 10:00am until 1:00pm by

an agent/representative or owner.

6. **ONLY VACANT HOMES** with a lock box may be held open without an agent present.
7. The agent, or their representative, must be present at the Wednesday meeting to pitch the listing.
8. If an agent, or representative, is not present at the Caravan meeting (no show), the listing will be removed from the Caravan and the Agent will be fined **\$25**. No further Caravan requests will be accepted until fine is remitted.
9. Add-ons to the Caravan sheet are **NOT PERMITTED**. Only listings submitted properly for Caravan and **PRINTED** on the Caravan sheet shall be included. Listings pitched with a New Listing Form or flyer at the Wednesday meeting are not to be held open for tour that day.
10. **All listings pitched must be able to be found within the CRMLS Matrix system.**
11. Listings can only be re-submitted to be on the Caravan sheet every 30 days or when there is a 5% reduction in list price.
12. When pitching your listing, only state facts **NOT** provided on caravan sheet, i.e. reason for selling, (don't get too personal) etc. **NO announcing commission.**
13. Listings on the caravan sheet are to be pitched in numerical order (unless otherwise stated).
14. A maximum of 15 seconds is allowed for each pitch, or as may be designated by the MC.
15. **NO ALCOHOLIC BEVERAGES** are to be served at caravan open houses.
16. All marketing materials are to be placed in properly designated areas. No marketing materials will be allowed that are in violation of the MLS copyright. Please take left over flyers after the caravan meeting. All marketing materials **MAY NOT BE DISTRIBUTED** at the meeting.
17. It is the policy of the AAR that all written advertisement at any AAR function must be in English, and if desired, in both English and the second language with the wording in the second language corresponding to English. (AAR Policy Manual 301.05)

OTHER PITCHES

1. New Listing Forms or property flyers are required to pitch new listings, price reductions, back on market, pitches and wants that did not make it onto the physical Caravan list.
2. New Listing Forms are available for free at the MLS Marketing Meeting.
3. When pitching these listings, state facts **NOT** provided on New Listing Forms, i.e. cross street, reason for selling, etc.
4. Time limit for other pitches will be set by MC.
5. All Listings can only be pitched once every 30 days or when there is a 5% reduction in list price.