



MINIMUM REQUIREMENTS TO ACTIVATE A LISTING

- Signed Listing Agreement
- Stellar MLS [Listing Data Entry Form](#)
 - *Must be completed and signed by owner(s) of record and the listing broker (or agent if authorized)*
 - *Data Entry Forms are available for all property classifications in the MLS*
 - *The form should be kept in your office file and only submitted if requested by Stellar MLS, it does not need to be uploaded during the listing input process.*
 - *This form may also be completed digitally in either Transaction Desk or Form Simplicity then used to auto-populate fields in Matrix during the listing entry process. Importing form data directly from Transaction Desk or Form Simplicity into Matrix will result create an "Incomplete" listing so that photos/attachments may then be added before activation.*
- One (1) Property Photo
 - *Up to 100 photos may be uploaded per listing*
 - *The first photo displayed must be one of the following:*
 - Front exterior photo showing the majority of the total home/building
 - Water view **from** the subject property (not a nearby water view)
 - Aerial photo (not from a copyrighted source)
 - *If either a water view or aerial photo is used as the first photo, the second photo displayed must then be of the front exterior.*
 - *Photo Rules - Quick Reference:*
 - No copying of other brokers' photos without written consent.
 - Stellar does not remove photos. The listing broker/agent will need to remove and/or update them.
 - There can be no agent/company branding, signage, or any other text in photos.
 - *Please refer to <https://www.stellarmls.com/photorules> for further information and links to the complete Rules and Regulations.*

MLS Support Center

For help with:
Any and all Stellar MLS products and services

Toll Free: 800-686-7451

Local: 407-960-5300

Email: support@stellarmls.com

Hours

Mon. – Fri. 8:00am – 6:30pm

Saturday 8:00am – 6:00pm

OPTIONAL LISTING ADDITIONS

- Attachments
 - *Disclosures, surveys, floor plans, etc.*

OPTIONAL LISTING ADDITIONS (continued)

- Enter Open Houses
 - *Schedule Office Only, MLS Wide, Public, and Virtual Open Houses directly in Matrix*
 - *MLS rules do not allow Open House information to be placed into the listing remarks. After selecting your listing in Matrix, click **Edit** to display the **Modify Listing** screen and then choose **Open House** to enter the details.*



LISTING ENTRY TIMEFRAME

All required listing types must be entered into the MLS with five (5) business days* of either the date the owner(s) sign the listing agreement or of the effective date of the listing agreement.

****Per [Clear Cooperation Policy 8.0](#), if any public marketing begins, the listing must be entered into the MLS within one (1) business day.***



WITHHOLD ENTRY INTO THE MLS

OPTION 1:

If the property is not ready to be marketed in the MLS within the five (5) business day* timeframe, the [OWNER\(S\) AUTHORIZATION TO TEMPORARILY EXCLUDE LISTING FROM THE MLS](#) form may be filed within the initial timeframe.

For example, there are property repairs to complete or perhaps an agent is waiting on professional photos.

OPTION 2:

Should the seller(s) not wish to have the property marketed in the MLS at all, then an [OFFICE EXCLUSIVE – NO ENTRY INTO THE MLS](#) form may be filed within the initial five (5) business day* timeframe.

****Per [Clear Cooperation Policy 8.0](#), if any public marketing begins, the listing must be entered into the MLS within one (1) business day.***



TEMPORARILY OFF MARKET

All Active listings in the MLS must be available to show. Also, listings that are changed to Pending status must be available to show if back-up offers are being accepted by the owner(s).

Listings that become temporarily unavailable for showing by other Participants for any reason whatsoever must be changed to “TOM” (Temporary Off Market) status within two business days. Please refer to the MLS Rules and Regulations for additional details. [[Article 4.12](#)]



DAYS ON MARKET

Active Days on Market (ADOM) tied to a specific MLS ID

- Creating a new listing causes ADOM to reset to 0.

Cumulative Days on Market (CDOM) is tied to a Property ID

- An expired or withdrawn listing must be off the market for 60 days for CDOM to reset.



LISTING MANIPULATION

A listing within the same office that expires, is withdrawn, or cancelled should be reactivated with the same MLS ID if this occurs within 30 days from the expiration, withdrawal, or cancellation date.

Creating a new listing ID prior to 30 days from the expiration, withdrawal, or cancellation date by the same office to make it appear as new is a listing manipulation and subject to a fine.



REACTIVATING A LISTING / CREATING A NEW LISTING ID

Listings must reflect the correct status at all times and may not be inactivated through a change of status and then be reactivated to cause the listing to appear as new. [\[Article 4.15\]](#)

The only valid reasons for changing a listing number is the execution of a new listing agreement by a new office or the execution of a new listing agreement on a property by the same brokerage which is dated at least 30 days after expiration, withdrawal, or cancellation of the prior agreement. Reminder, the system's CDOM (Cumulative Days on Market) will reset to zero after the property has been off the market for 60 days.



MLS TEAMS

Each MLS Participant or Subscriber has a unique ID number that is valid for one user only. Password sharing is strictly prohibited. Please note that unlicensed assistants and appraisers must also have their own accounts purchased through the local Realtor® Board/Association.

Should two (or more) subscribers from the same office wish to access each other's accounts in Matrix, in lieu of sharing passwords, the MLS Teams feature can be used. There are two types of teams: Access Only and Production Credit.

Access Only can be used when one subscriber may be covering for another agent on vacation for example while Production Credit teams are those who work together and advertise themselves as a Real Estate Team. Production Credit teams can be added to listings in Matrix and production reports can be run on the Team.

Teams can be created by broker's or their designee (Office Assistant, etc.). A Team Leader is assigned (must be a subscriber and real estate licensee) and then members can be added to the team.

Once a team has been created, simply click on your name in the top right corner of Matrix and then select the team member whose account you want to access from the drop-down menu. To switch back to your account, repeat the process above and select your name or simply log out and then back into Matrix.

Video Link: <https://vimeo.com/668797022> [Overview]

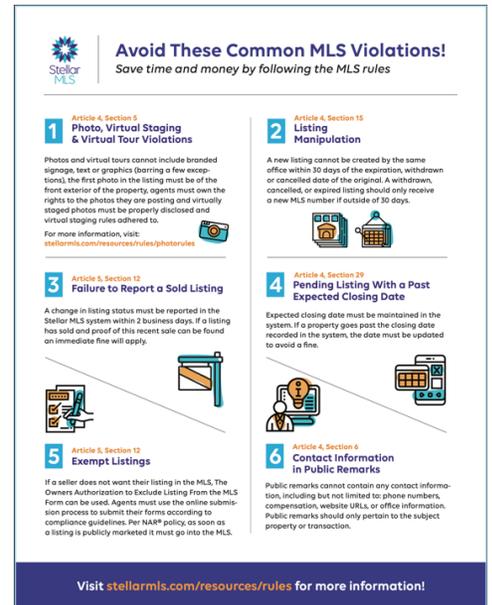
Video Link: <https://vimeo.com/675965997> [Full Class]

Listing Input Checklist



TOP MLS VIOLATIONS

1. Photo, Virtual Staging, & Virtual Tour Violations
2. Listing Manipulation
3. Failure to Report a Sold Listing
4. Pending Listing With a Past Expected Closing Date
5. Exempt Listings
6. Contact Information in Public Remarks



Click the image above to download a PDF flyer of common MLS violations



STELLAR MLS RULES AND REGULATIONS

Please always refer to the online version of the MLS Rules and Regulations for the most up-to-date information.

Links to the MLS Rules and Regulations can be found in a variety of places:

1. In Matrix, under the External Links widget on the Home page
2. Under the Resources tab on the StellarMLS.com company web site
3. Under the Rules & Regs icon near the bottom of the main page of the Stellar MLS University
4. On the Products & Services page of Stellar Central

Direct Link: [Stellar MLS Rules and Regulations](#)