**NEW RULE RE: PUBLIC MARKETING (CREA REALTOR® COOPERATION POLICY**

As you are aware, CREA’s REALTOR® Cooperation Policy comes into effect on January 1, 2024. In preparation for this, the Board of Directors has approved an addition to the MLS® Rules & Regulations Section 10 – Advertising to ensure compliance with the new policy. Effective immediately, all residential, for sale listings must be entered into an MLS® System within three (3) days of public marketing.

**What is Public Marketing?**

Public Marketing, as defined by CREA, includes any representation regarding the sale of a property. Signs (including “Coming Soon”), websites, and flyers are among the advertising vehicles noted in the policy. Please see the full policy outlined below.

**What is the Purpose of This Policy?**

The policy was intended to address the increased use of limited exposure marketing practices, which can result in the withholding of listings from MLS® Systems, contrary to the purpose of membership in a cooperative selling system, and diminishing the efficiency, value and benefits that MLS® Systems provide to REALTORS® and home buyers and sellers. Examples include “coming soon to an MLS® System” advertising, which can be misused to market and sell a property without any real intention of placing it on an MLS® System, or marketing within a private social media group to a narrow group of REALTORS® or consumers which would prevent other REALTORS® from having the opportunity to cooperate on a transaction and their clients from having access to comprehensive property information on MLS® Systems during the home buying and selling process.

**Additions to RAHB MLS® RULES & REGULATIONS**

To comply with the CREA REALTOR® Cooperation Policy, the Board has approved the following additions to the RAHB Rules & Regulations:

***Definitions***

***Public Marketing****means the representation or marketing of a listing to the public or anyone not directly affiliated with the listing brokerage/office in a business capacity. For clarity, Public Marketing does not include one-to-one direct communication with a REALTOR® unaffiliated with the listing brokerage/office. Public Marketing includes any representation regarding the sale of a property, including but not limited to flyers, yard signs, digital marketing on public-facing websites, brokerage website displays (including IDX and VOW) and onsite brokerage promotion, digital communications marketing (i.e., email blasts, newsletters, social media posts), multi-brokerage listing sharing networks, and applications available to the general public.*

***Section 10 – Advertising***

*10.05**Within three (3) days of any Public Marketing of a property, members are required to list that property on an MLS® System, unless it falls under one of the following exempt categories as per CREA's Cooperation Policy:*

1. *Commercial property listings (i.e., business properties, agricultural properties);*
2. *New construction listings in developments with multiple properties or units (i.e., residential development projects, condo development projects); and*
3. *Rental property listings.*

[Click here for additional resources related to the CREA Cooperation Policy.](https://member.crea.ca/resources-compliance/legal-compliance-national-standards/compliance-resources/realtor-cooperation/)

Should you have any questions, don't hesitate to reach out to RAHB MLS® System Support at 905.667.4650 or via email at support@rahb.ca. We're always ready and eager to assist you!