

LISTING DATA CHECKER

The North Carolina Mountains Multiple Listing Service (NCMMLS) uses a tool called Listing Data Checker, an application designed to help multiple listing services validate the quality and accuracy of their data, and enforce the correction of incomplete and inaccurate data.

NCMMLS staff also uses Listing Data Checker to enforce violations of the NCMMLS Rules and Regulations that cannot be detected by searching the listings, such as SentiLock® violations, and to process complaints reported by NCMMLS members.

RECEIVING A VIOLATION? DON'T PANIC

Although receiving a violation notification is unsettling, in most instances, a simple correction is usually all that is required. Each violation email describes the action the agent should take to correct the violation. In the worst, most severe cases, a \$100 or \$1,000 fine must be paid. However, chronic violators of the NCMMLS rules with accumulated fines exceeding \$500 are subject to suspension of access to the service.

APPEAL PROCESS

It is also important to remember that agents have the ability to appeal the violation. If the agent disagrees that a violation has occurred, the appeal process provides the agent with the opportunity to request a hearing with the NCMMLS Rules Committee. Information about the appeal process is included with each violation notification.



- Searches MLS listings for violations of the NCMMLS rules.
- Flags listings that potentially violate the rules for NCMMLS staff review.
- Sends e-mail violation notifications to members who have allegedly violated the rules.
- Tracks, if possible, when the violation is corrected.
- Generates fines for violations.

VIOLATION NOTIFICATIONS

There are three types of violation e-mails:

- **COURTESY** These do not carry any fines and are not tracked for repeat violations.
- **WARNING** This type of notification provides a grace period of two business days to correct the violation. If the violation is not corrected within the grace period, a fine is issued.
- **FINE/VIOLATION CITATIONS** Immediate fines are issued under these citations and no grace period is provided for correction.

REVIEW YOUR LISTINGS FOR COMPLIANCE NOW

All agents should review all of their listings to ensure that all required fields are filled in completely and accurately and that there is no contact information in the public remarks, directions, photos, photo captions or virtual tours.

Each NCMMLS subscriber is responsible for reading completely and complying with the NCMMLS Bylaws and Rules and Regulations. To obtain a copy of the most current version of the NCMMLS Rules and Regulations, click [here](#).

For additional information about NCMMLS's compliance program, contact Rachel Andrea at rachel.andrea@carolinahome.com or 704.940.3165.



VIOLATION LIST

CATEGORY I	
Co-listing violation	Incorrect address
Compensation violation	Incorrect subdivision, complex, tax location
Digital image violation	Lockbox accessibility violation
Duplicate listing violation	Record request
Incomplete main, upper, lower, basement, third level rooms	Square footage violation-incomplete info
Misuse of the term "MLS"	Unauthorized use of media
Incorrect property category	Incorrect closed price
Inappropriate branding – public remarks, directions, photos, photo captions, virtual tours	Missing/incomplete: approximate acres, deed reference, approximate lot dimensions, tax value, parcel ID, legal description, zoning

CATEGORY II
Combo security code violation
Failure to change status closed
Failure to withdraw listing
Failure to submit listing
Failure to change status under contract
Invalid listing agreement
Excluding co-broker from offer presentation
Undisclosed limited service

CATEGORY III
Pin code on key/shackle code on lockbox
Failure to make an appointment with the listing brokerage prior to entering a listed property

CATEGORY IV
Unauthorized disclosure of login and password
Unauthorized use of SentiLock®

COURTESY
Potential fair housing violation

	CATEGORY I	CATEGORY II	CATEGORY III	CATEGORY IV
1st violation	None	\$100	\$500	\$1,000
Additional violations of the same offense by the same individual, whether Member Participant or Subscriber.	2 nd \$100	2 nd \$150	2 nd \$550	2 nd \$3,000
	3 rd \$150	3 rd \$200	3 rd \$600	3 rd expelled from NCMMLS for a period of one year. Reinstatement requires the approval of the NCMMLS Board of Directors.
Fine will increase by \$50 for each additional occurrence to a maximum of \$500. Thereafter, fines shall be as determined by the NCMMLS Board of Directors.				
Non-Compliance	\$100	\$200	\$300	\$500 + Suspension until paid
Non-Payment	\$200	\$200	\$200	N/A