



FIRM EXCLUSIVE AGREEMENT

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LAST UPDATED: APRIL 2, 2020

AUTHORIZATION FOR LIMITED LISTING EXPOSURE

Canopy MLS requires brokers to input all “for sale or exchange” listings subject to an Exclusive Right to Sell or Exclusive Agency Listing Agreement into the MLS system.

Benefits of listing the property in the MLS

- Authorizing the listing brokerage to submit your listing to Canopy MLS means it will be accessible to thousands of brokers in North and South Carolina who are able to assist in the sale of your property. Canopy MLS property exposure may help to sell your property at the best terms.
- At the direction of the seller, Canopy MLS can distribute listings to more than 1,000 public websites that potential buyers use to search for properties. However, sellers with privacy or security concerns can choose to have their listings in the MLS without distributing the listings to public websites. Also, Canopy MLS does not require brokers to place a lockbox on the property.
- Canopy MLS provides the optional benefit of scheduling showings through ShowingTime, which notifies sellers of showing requests and gathers showing feedback that can be shared with sellers when provided.

If the seller withholds permission for the listing brokerage to input the listing into the MLS for cooperation with other brokers, the listing brokerage is not prohibited from taking the listing and may take it as a “firm exclusive” listing and submit it as such to Canopy MLS. This form must be initialed where required and signed by the listing agent(s), listing broker and seller(s) affirming that they do not want the listing to be disseminated by Canopy MLS.

This Firm Exclusive Agreement must be submitted to Canopy MLS within two (2) business days from the “Effective Date” of the listing agreement. If the seller later determines that public marketing is desired, the listing brokerage must amend the listing agreement to obtain marketing authorization from the seller prior to submitting the listing to Canopy MLS.

The undersigned, _____, of the property at:

Seller(s)

Address _____ City _____ State _____ Zip _____

has listed the above property for sale with

Name of Listing Brokerage

By agreeing to list the property as a “Firm Exclusive” the seller has decided to limit the exposure of the listing. The broker taking this listing will be limited in his or her ability to market the property to just his or her firm.

Permitted: Under a Firm Exclusive Agreement, the listing brokerage can:

1. Share this listing with all agents/brokers in their firm.
2. Allow agents/brokers in the listing brokerage's firm to share the listing directly with their clients and prospects through one-to-one relationship communications.

Prohibited: Under a Firm Exclusive Agreement, the listing brokerage, seller or any other entity cannot publicly market the listing, which includes but is not limited to: flyers, yard signs, digital marketing on public-facing websites, brokerage website displays (including IDX and VOW), digital communications marketing (email blasts), multi-brokerage listing sharing networks, and applications available to the general public.

SELLER(S) INITIALS

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SELLER UNDERSTANDS AND ACKNOWLEDGES THAT CANOPY MLS RULES AND REGULATIONS REQUIRE THE LISTING BE SUBMITTED TO THE LISTING SERVICE AND DISSEMINATED TO ITS PARTICIPANTS WITHIN ONE (1) BUSINESS DAY IF:

- ANY PUBLIC MARKETING OF THE PROPERTY OCCURS
- THE LISTING BROKERAGE OR SELLER ENTERTAIN ANY COMMUNICATION ABOUT THE LISTING FROM AN AGENT WHO IS NOT AFFILIATED WITH THE LISTING BROKERAGE, OR PROSPECTIVE BUYER WHO IS A CLIENT OR CUSTOMER OF AN AGENT/ BROKER WHO IS NOT AFFILIATED WITH THE LISTING BROKERAGE. EXAMPLES INCLUDE BUT ARE NOT LIMITED TO: ALLOWING A SHOWING, COUNTERING AN OFFER, OR ACCEPTING AN OFFER TO PURCHASE.

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Seller does does not authorize the listing brokerage to enter the listing into the MLS system as a comparable sale once the listing is closed.

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I/we understand the benefits of listing the above-mentioned property in the MLS and hereby instruct the listing brokerage to withhold it from the Canopy MLS system under the terms and conditions described in this Firm Exclusive Agreement:

SIGNATURE OF SELLER

DATE

SIGNATURE OF SELLER

DATE

LISTING AGENT NAME

SIGNATURE OF LISTING AGENT

DATE

SIGNATURE OF LISTING
BROKERAGE'S MEMBER
PARTICIPANT

DATE

The Canopy MLS Member Participant must fax (980-556-7810) or email (compliance@carolinahome.com) this completed form to Canopy MLS compliance staff.