



Seller Authorization for Limited Marketing

Do not submit this form to Canopy MLS unless requested by staff.

Canopy MLS rules require brokers to input all residential “for sale or exchange” listings subject to an Exclusive Right to Sell or Exclusive Agency Listing Agreement into the MLS system within one (1) business day of the applicable marketing date.

Canopy MLS Listing Submission Requirements

- **North Carolina Listings:** Must be submitted within one business day of the **Marketing Date**.
- **South Carolina Listings:** Must be submitted within one business day of the **beginning of the listing term**.
- If **any PUBLIC marketing occurs**, the listing must be submitted to the MLS and disseminated to participants within one business day.

Most sellers benefit from broad exposure of their listing to the widest group of potential buyers to achieve the best price and terms. However, Canopy MLS provides limited-exposure marketing options for sellers who prefer to limit or delay market exposure due to privacy or other concerns.

LISTING EXPOSURE MARKETING OPTIONS

Sellers may choose one (1) of the following three (3) options to control how their listing is marketed and displayed.

Option 1 Coming Soon – No Show (CSNS) Status

CSNS allows a seller and listing brokerage to prepare a property for sale before it becomes a fully Active listing.

Key Rules:

- Maximum duration: 21 days
- Properties **MAY NOT BE SHOWN** for any reason.
- CSNS listings **are** distributed to brokerage and syndication websites.
- Days on Market (DOM) and Cumulative Days on Market (CDOM) **do not** accrue.
- Price change history is not tracked.
- Property automatically transitions to Active on the specified Active Date.
- Once moved out of CSNS, the listing **cannot** be changed back to CSNS.
- A property that was previously in CSNS status, may be entered as a new CSNS listing, only if one of the following applies:
 - The original listing was Withdrawn or Expired and has been off market for more than 45 days (NOTE: time in “Temp off Market” status immediately prior to withdrawal or expiration is included in the 45-day count);
 - The property is listed with a new brokerage firm;
 - The property has been sold or rented.

Important Compliance Notes:

- Appointments may be scheduled before the listing becomes Active; however, the showing appointment date and time must be **on or after** the listing’s Active date.
- Any showing during CSNS immediately disqualifies the listing from that status and constitutes a rule violation (minimum \$1,000 fine to listing agent).
- CSNS may not be used to gain an unfair advantage or to circumvent open market exposure.
- While in CSNS status, only “Coming Soon” promotion of the listing is permitted.

If Property Is Not Ready on Active Date:

- Place the listing in **Temporarily Off Market**, or
- Move the listing to Active status and block showings using remarks and ShowingTime.
(*Be cautious—allowing even one showing could constitute a violation.*)

Estate Sales / Auctions:

- Listings must be **Active** on the day of an estate sale, garage sale, or auction.
- Afterward, the listing may be placed in Temporarily Off Market status with written seller direction.

Seller authorizes use of the Coming Soon-No Show status.

Seller(s) initials _____ Seller(s) initials _____

Option 2 Limited Exposure Setting

Limited Exposure allows a listing to be Active in the MLS while restricting public visibility.

Features:

- Visible to **all Canopy MLS subscribers**.
- Available, by invitation only, to subscribers' clients and customers through systems and apps provided by Canopy MLS.
- Not distributed to brokerage or syndication websites.
- Listing brokerage may market the property as the seller requests.
- **Showings allowed.**
- No DOM/CDOM or price change history.
- No time limit.
- Photos not required.
- Cannot be used with CSNS.

Seller authorizes use of Limited Exposure Setting to restrict listing visibility.

Seller(s) initials _____ Seller(s) initials _____

Option 3 Firm Exclusive

A **Firm Exclusive** listing is used when the seller directs that the property **not be publicly marketed or disseminated through the MLS**. A Firm Exclusive listing must be registered with or entered in Canopy MLS **within two (2) business days** of the listing's Effective Date.

Firm Exclusive Options: **Select either A or B by checking the corresponding box:**

- A. Registration Only** (Firm Exclusive listing NOT entered into the MLS)
 - Complete Firm Exclusive Registration, found in Matrix → Resources → Canopy MLS Forms → Listing Maintenance Forms → **Firm Exclusive Registration**
 - Listing is **not displayed** in the MLS.
- B. Firm Exclusive Entered into MLS**
 - Visible **only to agents within the listing brokerage**.
 - Not syndicated to public websites.
 - No DOM/CDOM or price change history.
 - No public marketing.
 - Showings determined by seller and brokerage, but not through ShowingTime.

- Photos not required.
- Cannot use CSNS status.
- No time limit.

Permitted Under Firm Exclusive:

- Sharing information about the listing within the listing brokerage.
- One-to-one sharing with clients and customers.
- Private, one-to-one, agent-to-agent communications.

Prohibited Under Firm Exclusive: Public Marketing, including but not limited to:

- Yard signs, flyers, email blasts;
- Public websites, IDX, VOW;
- Multi-brokerage networks/communications;
- Any marketing accessible to the general public.

Important: If public marketing occurs, the listing must be submitted to the MLS as Active within one business day.

Seller authorizes listing firm to register or enter Firm Exclusive listing as indicated by check box ___ above.

Seller(s) initials _____ Seller(s) initials _____

Future Listing Visibility Changes

Sellers may authorize broader exposure of the listing at a later date. **Seller understands that once the listing visibility has been updated for broader exposure, it cannot be changed back to limited exposure or Firm Exclusive and cannot be removed or deleted from the MLS system.**

Seller authorizes the listing brokerage to update listing visibility from: (check only one):

- Limited Exposure** ➡ **Public** on _____ (date)
Seller(s) initials _____
- Firm Exclusive** (*listing entered into MLS; Option B above*) ➡ **Limited Exposure** on _____ (date)
Seller(s) initials _____
- Firm Exclusive** (*listing entered into MLS; Option B above*) ➡ **Public** on _____ (date)
Seller(s) initials _____
- Firm Exclusive Registration Only** (*listing originally NOT entered into MLS; Option A above*), entered into the MLS within 5 business days of closing, as a Firm Exclusive MLS Comp Sale with listing visibility set to **Limited Exposure**.
Seller(s) initials _____
- Firm Exclusive Registration Only** (*listing originally NOT entered into MLS; Option A above*), entered into the MLS within 5 business days of closing, as a Firm Exclusive MLS Comp Sale with listing visibility set to **Public**.
Seller(s) initials _____

SELLER ACKNOWLEDGEMENTS

By selecting a limited-exposure option, the Seller acknowledges, as evidenced by the Seller's signature below, that:

- Full market exposure through the MLS provides maximum visibility of the listing to all Canopy MLS real estate professionals and the public, which may attract more potential buyers.
- Reduced exposure may limit the number of potential buyers and reduces competition for the property.
- Accepting offers prior to full market exposure may adversely affect the final sales price and/or terms of the sale.

Seller Signature: _____ Date: _____

Seller Signature: _____ Date: _____

Listing Agent Signature: _____ Date: _____

Property Address/MLS# (if applicable): _____
