

**FRESNO MLS SELLER'S INSTRUCTION TO EXCLUDE LISTING FROM THE MLS**

(Exclusion Form with Option to Modify DOM Calculations)

Property Address: \_\_\_\_\_

Listing Agreement Start Date: \_\_\_\_\_ Listing Expiration Date: \_\_\_\_\_

**Seller has discussed each of the following issues with the Agent, and understands and agrees to:**

**EXCLUDING THE PROPERTY FROM MLS LIMITS EXPOSURE TO OTHER AGENTS AND BUYERS.**

\_\_\_\_\_  
Seller  
Initials  
By you deciding to exclude your property from the MLS, your property will not be listed in the Fresno MLS database. The Fresno MLS exposes your property to over 3800 agents from a multitude of Brokerages that subscribe to the Fresno MLS. Your Broker may also have membership in multiple MLSs where your listing will not appear. Additionally there may be Agents and Brokers who would normally receive your listing data via subsequent reciprocal or data share agreements that will not see your listing. The MLS, with your Broker's permission, may also transmit the property listing to Internet sites, including national portals of properties for sale (such as Realtor.com,) as well as any large syndication portals like ListHub. Properties listed within the MLS may also be provided to individual Broker controlled websites that service the area where your property is located. Additionally, your Broker may supply your property listing to national franchise websites should they be members.

\_\_\_\_\_  
Seller  
Initials  
**IMPACT OF EXCLUSION OF PROPERTY FROM MLS:** If your property is excluded from the MLS, Seller understands and acknowledges that: (a) real estate agents and brokers from other real estate offices who have access to that MLS, and their buyer clients, may not be aware that Seller's Property is offered for sale; (b) information about Seller's Property will not be transmitted to various real estate Internet sites used by public to search for property listings; (c) real estate agents, brokers and members of the public may be unaware of the terms and conditions under which Seller is marketing the Property; and (d) the reduction in exposure of the Property may lower the number of offers made which may adversely impact the sales price.

\_\_\_\_\_  
Seller  
Initials  
**IMPACT ON DAYS ON MARKET (DOM):** DOM stands for Days on Market, NOT Days on MLS. The DOM calculated in the MLS, and reported to the various internet sites will begin when marketing begins. As a general rule the first Day on Market will be the beginning date of the Listing Agreement, which is either the beginning date identified on the agreement, or the date of the last signature required to make the listing agreement valid, whichever is later. The DOM may alternatively begin at a later date as long as NO MARKETING of the Property occurs. Marketing is any communication made to the public containing any information, details, price or terms of any potential sale of the Property, or any communication made to the public in regard to the Brokerage firm or Agent's representation of the Seller. Marketing includes, but is not limited to: 1) Sign on the Property, 2) Internet Website posts, 3) Social Media Posts, 4) Flyers or Advertising, 5) Open Houses 6) Showings

**SELLER** instructs Broker (SELLER to initial only one):

\_\_\_\_\_ A. No Marketing until listing status is "Active" in the Fresno MLS on \_\_\_\_\_.

\_\_\_\_\_ B. Market the Property, but do not submit the listing to the MLS until \_\_\_\_\_.

\_\_\_\_\_ C. Do not submit Property to the MLS during the entire listing period.

**By signing below, Seller certifies and acknowledges that Seller has read, understands, accepts and has received a copy of this Fresno MLS EXCLUSION FORM**

Owner/Seller: \_\_\_\_\_ Date: \_\_\_\_\_

Owner/Seller: \_\_\_\_\_ Date: \_\_\_\_\_

Listing Agent (print name): \_\_\_\_\_ Agent's FMLS Public ID#: \_\_\_\_\_

Brokerage Firm: \_\_\_\_\_

Broker/ Office Manager Signature: \_\_\_\_\_ Date: \_\_\_\_\_