

## Offering Your Seller Options: Client Services and the MLS

All brokerage policy / guidance about in-person or property access should reference the extensive information available from the CDC to avoid the spread of this deadly virus. It is extremely important for your agents to know and agree to a set of health and safety standards for any in-person and on-property activities, if allowed by the broker and seller.

Brokers may also want to consult with legal counsel to determine their liability levels for operations that include public and property contact.

**While the brokerage will create general policy and guidance for their agents, each individual seller client should make the final decision to allow others entry into the property.**

The MLS has been extremely responsive in helping align our MLS Policies to meet your emerging brokerage needs. In light of the extraordinary situation that is unfolding around the Covid-19 pandemic and social-distancing measures that have been enacted during the state of emergency, the MLS updated two important business options:

- ✓ A listing may remain "active" in the Berkshire MLS even if it is not being shown during the Governor's emergency orders. To serve buyer demand and interest, we encourage all to offer virtual showing (which could mean live walk-throughs, if allowed by company policy) or pre-recorded video of the listed property. These listings will still be syndicated and accumulate DOM.
- ✓ If the seller prefers instead to pause, all listings that are withdrawn will stop the DOM clock and it will restart when made active. These listings will no longer be syndicated. You can simply make the listing active when the seller is ready for market exposure.

We urge all to continue to work remotely and safely at home. Many aspects of real estate transactions are already remote or able to be remote. The workforce is being asked to only leave their homes for essential purposes, and we should follow suit whenever it is possible.

On the next page we've created a graphic that you can choose to use to help explain to your seller their options in the most basic way:

As a seller, you may be wondering what your options are in light of Coronavirus. Talk to your agent about these and other options you have.



## I STILL WANT TO SELL

- The listing status in the MLS will stay Active.
- Days on Market will continue to accumulate.
- The listing will be displayed on websites like Realtor.com, Zillow, etc.
- You can delay all in-person property showings until the Governor's order expires, offer virtual or video tours, or ask our broker if they are willing to show the property employing safety guidelines.



## I WANT TO HIT THE PAUSE BUTTON

- The listing status in the MLS will be temporarily Withdrawn.
- Days on Market will pause and not to accumulate while in this status.
- The listing will NOT be displayed on websites like Realtor.com, Zillow.
- Showings are not permitted in this status, but you can change it back to Active at any time if you decide to accept showings.



## I DON'T THINK I WANT TO SELL

- Your agent will remove your home from the active market.
- The listing will NOT be displayed on websites like Realtor.com, Zillow.
- Showings are not permitted in this status.
- Your exclusive contract will remain in force until the date indicated, but you're giving the agent the right to cease efforts to sell. You can speak with your agent about relisting the property if/when you're ready to put it back on the market.