

The MRMLS Data Integrity Policy

On April 22, 2002 the MRMLS Board of Directors approved the Data Integrity Policy motions recommended by the Association Executive Committee on March 27, 2002.

The MRMLS Data Integrity Policy covers the following four areas of the listing data:

Assessor's Parcel Number

The Assessor's Parcel number is very important. Not only is it needed to link to the tax database to locate tax assessment and sales information, it is also used to link listings within the PAR database.

Every listing must have the correct APN as assigned by the County Assessor's office. The IMRMLS system contains assessor files for four counties – L.A., Orange, Riverside and San Bernardino – from which the APN can be derived. You can even auto-populate the APN, and associated fields, directly from these files.

The APN must be entered **with dashes** (e.g., 123-456-789)

APN's from another property may **not** be entered.

Partial APN's may **not** be entered.

Fake APN's may **not** be entered.

MRMLS Action: MRMLS will change the APN to reflect the correct number, notify the responsible agent/broker and report the violation to the member's board/association.

Duplicate Listings

There should only be ONE Active record in the MLS database for each property type that is for sale. Members should not try to gain additional exposure by adding the listing into the system more than once. It is misleading, skews the statistics and makes CMAs cumbersome and often incorrect.

Listings may **not** be listed twice or more to reflect different city codes.

Listings may **not** be listed twice or more to reflect a different number of Bedrooms.

Listings may **not** be listed twice or more to gain additional exposure as another "new" listing.

Listings may **not** be entered twice or more to make it pop up on more searches.

MRMLS Action: MRMLS will remove all but the original listing from the system, notify the responsible agent/broker and report the violation to the member's board/association.

Property Description

The system has several areas for text comments. There is an area for “confidential” agent remarks for agent-to-agent communications – that is, the kinds of things members might communicate to another agent but not to the general public.

There is an area for the Property Description (DES) that should **only be used to describe the property** – physical and aesthetic characteristics that make the house buyable/sellable. In addition, ALL text comment fields must be entered in the **English language ONLY**.

Gate/Alarm codes may **not** appear in the Property Description field.

Lockbox combinations may **not** appear in the Property Description field.

The term “FSBO” may **not** appear in the Property Description field. If the Listing is legally in the MLS it cannot be a FSBO.

The word “vacant” may **not** appear in the Property Description. There is a separate field for that.

E-mail addresses may **not** appear in the Property Description field. There is a separate field for that (Note: the field is not currently available, but will be implemented prior to implementation of these standards.)

Internet website addresses may **not** appear in the Property Description field.

Phone numbers may **not** appear in the Property Description field.

Agent, assistant, co-lister or owner name(s) may **not** appear in the Property Description field.

Property description remarks may **not** be removed when changing a listing from active to off market status.

Language may **not** be placed in the Property Description field that violates any Fair Housing/HUD guidelines for improper or discriminatory language in Advertising.

MRMLS Action: MRMLS will change, correct, delete or move the Property Description field to reflect the correct information, notify the responsible agent/broker and report the violation to the member’s board/association.

Inappropriate Image and Virtual Tour Link

Images & VT Links, regardless of how they are submitted and/or uploaded, are not to contain inappropriate information or images. Images uploaded to the system are meant to be representative of the listing and its surroundings – that is, pictures of the property, floor plans, maps (as long as not copyrighted), pictures of surrounding areas – parks, schools, etc.

Images & VT Links may NOT include such things as: agent/broker photos, agent/broker names, phone numbers, website addresses, e-mail addresses or advertising other than about the property. No messages or solicitation of any kind is allowed.

Images & VT Links may NOT include any offensive photographs or images. The definition of offensive shall be left to the discretion of MRMLS.

MRMLS Action: MRMLS will remove the photo(s) and VT Links from the listing, notify the responsible agent/broker, and report the violation to the member's board/association

(Revised and added – April 2004):

Conditional Offer of Compensation

Listing that contains languages that refer to conditional offer of compensation (other than those types of Listings covered by section 7.15 of the California Model Rules regarding Estate Sale, Probate, Bankruptcy or Lender Approved Listings) is in violation of CAR Model MLS Rules section 7.12.

Some examples of offending languages are:

"If I show the listing to your buyer first, the commission will be #####";

"If my office shows it first, the commission will be #####".

MRMLS Action: Effective May 1, 2004; MRMLS will remove any language that refer to conditional offer of compensation (other than those allowed by section 7.15 of the California Model Rules) from the listing, notify the responsible agent/broker, and report the violation to the member's board/association.

Canceling or Withdrawing and re-listing of the Same Property by the Listing Agent

Listing that shows a pattern of canceling or withdrawing and then re-listing by the same listing agent is in violation of misrepresentation. This action causes the listing to continuously show up in the Hotsheet as "New" when it is not a new listing. This behavior not only causes confusion in the market place by confusing other agents, it also skews the market statistical data for the area. Behavior that causes confusion in the market place and skews the market statistical data for the area is prohibited. This type of behavior is considered a blatant act of system abuse.

Listings in the MLS shall reflect the true and accurate status at all times

Listing Agents shall not cancel or withdraw a listing and re-list the same listing as a new listing into the MLS System. Listing Agent/Broker must provide MRMLS staff, upon request, a copy of the signed Listing Agreement between the Broker and the Seller to establish a valid period of the listing.

MRMLS Action: Effective May 1, 2004; MRMLS will research and find all listings by the same agent in our database and establish the original listing when the listing agent first uploaded into the MLS System and change the status from "K" or "W" to "A", make sure the LP in the original listing reflect the same LP of the newest listing on the MLS System and zap all subsequent listings from the system, notify the responsible agent/broker, and report the violation to the member's board/association. **Furthermore, the Listing Agent/Broker can not be re-listed again for the life of the listing contract.**