

CLEAR COOPERATION AND RECOLORADO

The National Association of REALTORS® introduced MLS Statement 8.0, known as the Clear Cooperation Policy, late in 2019. In summary, the policy requires listings to be entered into the MLS within **one (1) business day** of marketing a property to the public. Use this guide to indicate the correct statuses in REcolorado Matrix to comply with this policy and serve your clients.



WHEN DOES CLEAR COOPERATION TAKE EFFECT?

Per the mandate from NAR, REcolorado will begin enforcing the Clear Cooperation Policy effective May 1, 2020. Warnings will be issued immediately. Fines will be issued beginning September 1, 2020.

WHEN DOES A LISTING NEED TO BE ENTERED INTO RECOLORADO?

You must enter a listing into REcolorado Matrix within three (3) business days from the effective date of the listing agreement or within one (1) business day of marketing a listing, whichever comes first.

WHO CAN SEE COMING SOON LISTINGS?

Coming soon listings are visible within REcolorado Matrix, but not distributed in data feeds or syndicated to other websites. Brokers can share Coming Soon listings with their clients by direct email through REcolorado Matrix. You may market your listing to the public as Coming Soon.

HOW LONG CAN MY LISTING STAY IN COMING SOON STATUS IN RECOLORADO MATRIX?

You may leave a listing in Coming Soon status for up to seven (7)* days. After this period, the listing will automatically be changed to Active. ***The Coming Soon period will temporarily be 14 days during the COVID-19 pandemic.**

WHAT IF IT'S NOT READY AT THE END OF THE COMING SOON PERIOD?

If you're not ready to make your listing Active after the Coming Soon period has ended, you may change the status to Withdrawn. Days in MLS will not accumulate in Coming Soon or Withdrawn status. Only change your listing to Expired if the listing contract has expired or has been terminated by mutual agreement between the seller and listing agent.

WHAT COUNTS AS MARKETING?

As defined by NAR MLS Statement 8.0, marketing includes but is not limited to; distributing flyers, flyers displayed in windows, yard signs, digital communications such as email blasts, multi-brokerage listing sharing networks, applications available to the general public, and digital marketing on public-facing websites including IDX, VOW, and syndication portals. Please see Appendix A of REcolorado Rules and Regulations for more information.

ARE SHOWINGS ALLOWED WHILE A PROPERTY IS IN COMING SOON STATUS?

No. The listing must be in Active status in REcolorado Matrix before you allow showing of the property. This includes broker showings and open houses.

TIMING OF A NEW LISTING



LISTING AGREEMENT

Once a listing agreement has been signed, you have three (3) business days from the *effective date* of the listing agreement to enter that listing into REcolorado Matrix. If no effective date is specified, it is assumed effective from the date the agreement is signed. You may enter a new listing as either **Coming Soon** or **Active**.

MAX 3 DAYS

CSN
COMING SOON

MAX 7 DAYS*

A
ACTIVE



NOT READY

1 DAY

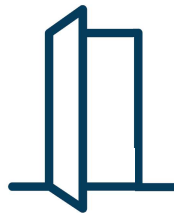


MARKETING

Once you begin marketing a listing, it must be visible in REcolorado Matrix as **Coming Soon** or **Active** within one (1) business day.



Yard signs must have a Coming Soon rider during this stage.



SHOWINGS

Before you open the door for a showing or an open house, the listing must be **Active** in REcolorado Matrix.

W
WITHDRAWN

If you do not wish to make the listing Active after the Coming Soon period has ended, you may change the status to **Withdrawn**. Days in MLS will not accumulate.



Use the **No Showings Until** field to indicate when the listing will be available for showings in **Withdrawn** or **Active** status.

***IMPORTANT UPDATE:**
In response to concern surrounding COVID-19, **Coming Soon** status has been extended to a maximum of 14 days, effective April 7, 2020, until the crisis is resolved.