



Private Listing Database FAQ's

What is the Private Listing Database (PLD)?

The PLD is a separate database housed within connectMLS, different from the more familiar General Listing Database (GLD). You can use it to quickly put a private listing into the MLS. This gives you the opportunity to enter listings into the MLS for cooperation with REALTORS® while restricting the information from dissemination outside the MLS and remaining true to a client's request for privacy.

Why would I want to put a listing in the PLD?

The PLD enables agents and brokers to introduce listings to other REALTORS® and publicly market listings that may not be ready for distribution to the general public through syndication, IDX or other broad exposure. These could be listings that would otherwise be "coming soon" or "scheduled" listings while complying with the NAR Clear Cooperation Policy. Whenever you and your seller determine it's the right time, you can transition the listing to the General Listing Database and avail yourselves of all the benefits that come with the greater exposure.

What are the differences between the PLD and the GLD?

- There are only a handful of fields in the PLD, and only some of those are required.
- Private Listings do not appear when conducting the typical search or when utilizing the SmartBar.
- Listings in the PLD are not distributed outside of the REALTOR®-facing MLS. They are not in IDX, VOW, or any type of data feed. These are not available in the client portal, nor is there an email function for Private Listings. They are not included in prospect matches (auto-search function for clients).
- Days on Market will not accrue in PLD.
- There is no time limit on listings in the PLD. They can stay there as long as desired by the agent/seller.

Has the rule that all listings be submitted to the MLS within 72 hours of receiving an executed Listing Agreement changed?

No. Unless a Seller has executed a Seller's Authorization to Exclude their listing from the MLS, all listings must be submitted to the MLS within 72 hours from the seller executing the Listing Agreement. If the property is publicly marketed before the expiration of the 72 hours, the property listing must be submitted to the MLS within 1 business day from the first public marketing of the property.

What does "public marketing" mean?

Public marketing includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays (including IDX and VOW), digital communications marketing (email blasts), multi-brokerage listing sharing networks, and applications available to the general public.

If I submit my listing to the PLD, will that satisfy the Clear Cooperation Policy?

Yes. Submission of a property listing to either the PLD or the GLD will satisfy the Clear Cooperation Policy.

Do I need a signed listing agreement to enter a listing in the PLD?

Yes. You need an exclusive right to sell/lease or an exclusive agency listing first.

Do private listings have to offer cooperative compensation?

Yes.

Can I print a listing report from the PLD and give it to my client?

The report is for brokers only unless otherwise specified in the “Can this information be shared with clients” field.

Does market time accrue while in the PLD?

No. Market time will not accrue while in the PLD. Also, if a listing transitions from PLD to GLD, the Days on Market will begin calculating based upon the transition date.

Why don't PLD listings appear on my VOW site?

These listings can only be viewed by SABOR MLS members from within a separate, secure database within connectMLS. All SABOR MLS members, regardless of whether they have an IDX or VOW website, have equal access to connectMLS to enter or search for private listings. Private listings are in a separate database, not included in any data feeds.

When should I move the listing from the PLD to the General Listing Database (GLD)?

You should move the listing from PLD to GLD when and if directed by the seller or as previously coordinated with them to take advantage of the other features in the GLD.

Can I transition my listing from General Listing Database to Private Listing Database?

Once a listing has been publicly marketed and takes advantage of the network effect and larger feature set available in the General Listing Database, there is not a mechanism in the system to transition the listing to the Private Listing Database.

What happens if I get a contract on a listing when it's in the PLD?

Mark the listing as “under contract” within 24 hours of your client accepting the contract. You may want to first transition the listing to the General Listing Database for future use as a comparable if permitted by your seller. Where the listing resides (Private or General) is subject to your seller's direction.

What happens if I get a contract and it closes while in the PLD?

Mark the listing as sold within 24 hours of your client accepting the contract. You must then close out the sale. You can decide to transition and close out the listing in the GLD for future use as a comparable, or if your Seller has instructed, you can close out the listing in the PLD. If you decide to leave the listing in PLD and close it out there, completion of the sales price field is optional to better address seller privacy concerns.

If a listing expires while in the PLD, can it be reactivated?

No. But if you need to, you can re-enter the listing very quickly.