

REALTOR® Cooperation

Cooperation between REALTORS® is at the heart of every real estate transaction. The REALTOR® Cooperation Policy puts into effect the “Duty of Cooperation” in Article 30 of the REALTOR® Code.

Cooperation Policy

1. “Public Marketing” means the representation or marketing of a listing to the public or anyone not directly affiliated with the listing brokerage/office in a business capacity. For clarity, Public Marketing does not include one-to-one direct communication with a REALTOR® unaffiliated with the listing brokerage/office. Public Marketing includes any representation regarding the sale of a property, including but not limited to, flyers, yard signs, digital marketing on public facing websites, brokerage website displays (including IDX and VOW) and onsite brokerage promotion, digital communications marketing (i.e., email blasts, newsletters, social media posts), multi-brokerage listing sharing networks, and applications available to the general public.
2. No listing shall be Publicly Marketed until it is loaded into the MLS® System and the listing data is available to all NLAR members. Violation of this rule will result in a fine as outlined in Section 9.
3. Immediately upon any Public Marketing of a non-MLS® Listing (i.e., Exclusive or Non-Publicly Marketed Listings), REALTORS® must place the listing on the NLAR MLS® System for cooperation with other REALTORS® for a minimum of sixty (60) days.
4. The following listings are exempt from the requirements of paragraph 3 above:
 - a. Commercial property listings (i.e., business properties, agricultural properties);
 - b. Listings for the sale of multi-unit rental properties (i.e, listing of properties with four or more units).
5. REALTORS® must disclose to the seller in writing the benefits of listing their property on an MLS® System, specifically that an MLS® System:
 - a. provides greater exposure to more potential buyers,
 - b. may result in more offers received, and
 - c. may result in better offers, in terms of price, terms and conditions of sale.
6. If a seller decides to forego placing their listing on an MLS® System the seller must provide written confirmation of this decision to the listing REALTOR®, using the NLAR REALTOR® Cooperation and Disclosure form which shall include:
 - a. a specific instruction not to engage in Public Marketing of their property, and
 - b. an acknowledgement that declining to place their property on an MLS® System:
 - i. may result in reduced exposure to the pool of potential buyers,

- ii. may result in a lower number of offers received, and
- iii. may limit the seller's ability to receive the most favourable offers in terms of price, terms or other conditions of sale.

7. In the event that any Public Marketing of the listing occurs by the seller or the listing brokerage, the listing must be placed on the NLAR MLS® System as set out in section 3 above.
8. Placing the listing on the NLAR MLS® System does not require the listing details to appear on public websites but will still be available to all NLAR members for cooperation. The Listing Brokerage shall communicate to the Association if the Seller has elected not to permit display of the listing or property address on the Internet or not to permit third-party comments or automated valuations, using the appropriate section of the MLS® Listing agreement.
9. Failure to comply with the Cooperation Policy is subject the following:

1st offence:	\$250 fine to the Realtor + \$25/day until the listing is active in the MLS System.
2nd offence:	\$500 fine to the Realtor + \$500 fine to the Broker and \$25/day to both the listing agent and broker until the listing is active in the MLS System.
3rd Offence:	\$1,000 fine to the Realtor and referral to Ethics Committee under Article 30 of the REALTOR® Code – Duty to Cooperate
4th Offence:	6 Month Suspension NLAR membership