



Coastal Mendocino Association of REALTORS®

684 South Main Street, Fort Bragg, CA 95437

Phone: 707-964-7008 Fax: 707-964-7030

www.cmaor.org

cmarmcn.org

CMAR MLS RECIPROCAL PARTICIPATION DIRECTIONS

In order for a broker/agent to exercise a reciprocal agreement with the CMAR MLS, they must be a Participant or Subscriber with a Multiple Listing Service (MLS) that is a part of the California Association of REALTORS® Master Reciprocal Agreement. A chart of signatories to the Master Reciprocal Agreement can be found at <http://www.car.org/mlspro/1027979/chart-signatories-recip-agreemen/>.

CMAR MLS is a Level I signor: -- Broker participants of MLSs electing Level I are eligible to submit listings to all other Level I signatories and to check out lockboxes for placement on those listed properties reciprocated to that other MLS. By placing a listing in another MLS through a reciprocal agreement, the listing broker is offering compensation to all the participants of the other MLS. However, it does not entitle that listing broker to look at the listings in the other MLS or to automatically be entitled to compensation on offers made on properties that are listed in the other MLS. Higher level signatories are also eligible to reciprocate, but will only receive Level I service.

The CMAR Association Executive / CMAR MLS Administrator will enter the reciprocal listing according to the appropriate listing type (Residential, Manufactured in Park, Commercial, Business, Residential Income and Land/Lots) based upon information provided in the Listing Input Forms and other documents.

CMAR MLS requires that if ANY lockbox is placed on a Residential (1-4 units) property, then at least one must be a lockbox maintained by CMAR MLS.

The reciprocal broker/agent is responsible to notify the CMAR Association Executive / CMAR MLS Administrator within 24 hours of any MLS status change. The CMAR Withdrawn Policy Form should be submitted when placing the property when placing a listing into a "Withdrawn" status.

FEES:	Reciprocal Listing/Participation Fee	\$100* / listing / year
	Lockbox Rental & Retrieval Fee (First 12 mo.)	\$200 plus tax
	Lockbox Rental Renewal (Second & Subsequent)	\$100 / year
	Lockbox Placement by CMAR MLS	\$100
	Lockbox Key Not Available	

*The Reciprocal Listing Fee allows three (3) modifications to a listing without charge. For the next three (3) modifications, a fee of \$5.00 will be assessed for each. Any additional modifications, will be charged at a rate of \$10.00 each. If the listing is not extended prior to the expiration date on the MLS, new Reciprocal Listing Fees will apply.

Instructions to place a reciprocal listing on the CMAR MLS:

1. Verify that your MLS is a signatories to the C.A.R. Master Reciprocal Agreement.
2. Review the CMAR MLS Rules and Regulations and the Enforcement Policy at www.cmaor.org.
3. Complete and return the CMAR MLS RECIPROCAL PARTICIPATION FORM, appropriate listing input form, and 1 to 10 photos to CMAR MLS.
4. Make arrangements for lockbox pickup or placement.
5. Provide payment of appropriate fees.

Once everything is complete, you will receive an email confirmation that the property has been listed with CMAR MLS. If CMAR MLS is placing the lockbox on the property, placement will occur after the listing is active and the keys are received. A separate notification email will be sent after the lockbox has been placed on the property.



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CMAR MLS RECIPROCAL PARTICIPATION FORM

Name of Reciprocating MLS: _____

Agency/Office Name: _____

Office Address: _____

MLS Broker/Participant: _____ BRE# _____

Office Phone: _____ Office Fax: _____

Listing Agent: _____ BRE# _____

Agent Phone: _____ Agent Email: _____

Co-Listing Agent: _____ BRE# _____

If REALTOR® list Primary AOR: _____

Please circle the appropriate listing type:

Residential - Manufactured in Park - Commercial - Business - Residential Income - Land/Lots

CMAR MLS Rules and require that all listings have at least one photograph. You are responsible for supplying the photograph(s) at the time of input. When submitting photos, please number your photos and provide photo captions. Branded photographs are not permitted.

Photo 1: _____ Photo 2: _____

Photo 3: _____ Photo 4: _____

Photo 5: _____ Photo 6: _____

Photo 7: _____ Photo 8: _____

Photo 9: _____ Photo 10: _____

The Reciprocal Listing Fee must be received before the listing will be entered into the CMAR MLS. The fee includes 3 modifications at no charge. The next three (3) modifications will be charged at a rate of \$5 for each modification. After that, any additional modifications will be charged at a rate of \$10 for each modification. The broker and/or agent will not be provided access to the MLS.

CMAR requires that if ANY lockbox is placed on a Residential (1-4 units) property, then at least one (1) must be a lockbox leased from and maintained by the CMAR MLS. Lockbox placement is to be approved by the CMAR MLS. You may install the CMAR MLS lockbox yourself. A \$100 fee will be charged if the lockbox is placed on the property by the CMAR MLS. Brokers and/or agents participating in a reciprocal listing agreement will not be provided CMAR MLS keys.

Thank you for participating in the C.A.R. Master Reciprocal Agreement to market properties in the CMAR MLS service area. By participating in this program, both the listing broker and listing agent agree to abide by the CMAR MLS Rules and Regulations. Status changes must be reported to the CMAR MLS within 24 hours. Listings expire on the date provided to the CMAR MLS. An additional Reciprocal Listing Fee will be charged if the listing expires prior to receipt of a listing extension. CMAR MLS assumes no liability for any action conducted by or for the reciprocal broker and/or agent.

The Reciprocal Participation Directions, Reciprocal Participation Form, Listing Input Forms and Credit Card Authorization Form are located on the CMAR website at www.cmaor.org.

I am a Participant or Subscriber with a MLS that is a signatory to the C.A.R. Master Reciprocal Agreement. I acknowledge receipt of the CMAR MLS Rules and Regulations and CMAR MLS Enforcement Policy. I understand my obligation 1) follow the CMAR MLS Rules and Regulations, 2) notify the CMAR MLS of any status change within 24 hours and 3) maintain my listing, including providing any extensions prior to the expiration date of the listing.

Listing Agent Signature: _____ Date: _____

Please complete and return this completed form to the CMAR office with the appropriate input form.