



## Coastal Mendocino Association of REALTORS®

32670 Hwy 20, Unit 6, Fort Bragg, CA 95437

Phone: 707-964-7008

[www.cmaor.org](http://www.cmaor.org)

[cmar@mcn.org](mailto:cmar@mcn.org)

### CMAR RECIPROCAL PARTICIPATION DIRECTIONS

In order for a broker/agent to exercise a reciprocal agreement with CMAR, they must be a Participant or Subscriber with an Association of REALTORS® or 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-recv-agreemen/>.

CMAR is a Level I signor: -- Broker participants of AORs/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.

CMAR staff will enter the reciprocal listing according to the appropriate listing type (Residential, Residential Lease, Residential Income, Manufactured in Park, Commercial Sale, Commercial Lease, Business Opportunity, and Land) based upon information provided in the Listing Input Forms and other documents.

CMAR participates in the California Regional Multiple Listing Service (CRMLS) and approved lockboxes include Supra, Sentrilock, Combo Lockbox, and Programmable Electronic Deadbolt. The lockbox must provide reasonable, timely access to the property within 4 hours of initial contact. CMAR utilizes Supra lockboxes.

The reciprocal broker/agent is responsible to notify CMAR staff within 24 hours of any MLS status change. Failure to provide timely updates or corrections for violations may result in the listing being removed.

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 in AOR service area	\$100
	Lockbox Key Currently 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 MLS:

1. Verify that your MLS is a signatory to the C.A.R. Master Reciprocal Agreement.
2. Review the MLS Rules and Regulations and the Enforcement Policy at <https://go.crmls.org/rules-and-policies/>
3. Complete and return the CMAR RECIPROCAL PARTICIPATION FORM, appropriate listing input form, and 1 to 10 photos to CMAR.
4. Make arrangements for lockbox pickup or placement, if using CMAR lockbox.
5. Provide payment of appropriate fees.

Once everything is complete, you will receive an email confirmation that the property has been listed on CRMLS. If CMAR 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.

Note: All mandatory fields must be provided utilizing the Input forms before the listing can be activated. Forms will be reviewed for completeness and input started only after all forms and payment are received. – The timeline of the listing begins when the listing agent states all required documents and payment were submitted. Failure to provide all data necessary to activate the listing, including photos, within 1 year of the timeline start will require updated forms and additional payment.



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**CMAR RECIPROCAL PARTICIPATION FORM**

Name of Reciprocating AOR/MLS: \_\_\_\_\_

Agency/Office Name: \_\_\_\_\_ DRE# \_\_\_\_\_

Office Address: \_\_\_\_\_

MLS Broker/Participant: \_\_\_\_\_ DRE# \_\_\_\_\_

Broker Phone: \_\_\_\_\_ Broker Email: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Office Fax: \_\_\_\_\_

Listing Agent: \_\_\_\_\_ DRE# \_\_\_\_\_

Agent Phone: \_\_\_\_\_ Agent Email: \_\_\_\_\_

Co-Listing Agent: \_\_\_\_\_ BRE# \_\_\_\_\_

If REALTOR® list Primary AOR: \_\_\_\_\_

Please circle the appropriate listing type:

Residential - Residential Lease - Residential Income – Commercial Sale – Commercial Lease –  
Land – Business Opportunity - Manufactured in Park

CRMLS Rules requires that all listings have at least one photograph of a substantial portion of the exterior. 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 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.

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

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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 MLS Rules and Regulations and Enforcement Policy. I understand my obligation 1) follow the MLS Rules and Regulations, 2) notify CMAR 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, photos and payment. Include a copy of the active MLS listing detail sheet or Letter of Good Standing from Reciprocating MLS.