

Understanding Your Choices

By listing your property with a REALTOR® and State-Wide Multiple Listing Service (MLS) Member, you're gaining valuable exposure to thousands of cooperating REALTORS® and their clients. Additionally, through the use of new and dynamic Internet marketing tools now available to your REALTOR®, millions of potential buyers can view information about your property from the convenience of their home computer.

However, broadening the reach of your property's marketing to the vast audience found on the Internet should only be with your consent and understanding.

From policies mandated by the National Association of REALTORS®, your REALTOR® will guide you through a series of important choices that will determine the information about your property that you wish to be posted on the Internet. Below is an outline of the benefits and consequences related to your answers to these questions.

(1) On MLS-authorized websites, do you want your property displayed?

YES—Posting your property on the Internet will give it valuable exposure to potential buyers—recent studies suggest that nearly 40% of homebuyers start their property search on the Internet and over 80% will use the Internet during their search process.

NO— If you have privacy or security concerns, you may choose to select “no”. By choosing not to post your property, your listing will not appear on any public websites authorized by MLS, including your REALTOR's® website, sites belonging to other MLS members or on popular consumer sites like RILiving.com and REALTOR.com

(2) On MLS-authorized websites, do you want your property's address displayed?

YES—By including your address in your property's web posting, searching by prospective buyers is made much more convenient. Further, as on-line mapping tools have become a standard feature on most of today's real estate sites, displaying your address will allow for accurate mapping.

NO—Your property's address will not appear on any public websites authorized by MLS, including your REALTOR's® website, sites belonging to other MLS members or on consumer sites like RILiving.com and REALTOR.com. Also, selecting “no” may prevent the ability for your property to be posted on the open house calendars of these consumer sites.

(3) On MLS-authorized websites, do you want to allow automated value estimates created & displayed for your property?

YES—Automated valuations are computer-generated estimates of the worth of a property based on related property sales and neighborhood data. The estimates are becoming increasingly popular among those searching for a home to compare like-properties and similar areas within geographic proximity.

NO— Incomplete data sources can lead to an inaccurate representation of your property.

(4) On MLS-authorized websites, do you want to allow visitors to write comments or reviews about your property?

YES— Found on many web-based shopping sites today, consumer reviews are a very popular and influential way of evaluating the experiences that others have had with a particular product or service.

NO— Consumer reviews are unscientific and may not be totally objective. Just as positive comments could enhance the overall impression one may have of your property, negative reviews could have an adverse affect on the interest of others.