



What is the MLS (Multiple Listing Service)?

The MLS is a database of properties currently on the market in your area. It is a computer-based resource used by REALTORS® that lists and contains descriptions of properties that are for sale in a particular area. Real estate brokers share these listing agreements with one another to procure a buyer for a property.

Why use the Multiple Listing Service (MLS)?

It is one of the most effective and proven marketing tools to sell your property. The MLS accounts for the greater portion of real estate sales in the country. There is simply no better way to gain instant and widespread exposure for your home than listing it on the MLS. The majority of properties sold in the United States and Canada are sold through the local MLS. This flat-fee service not only offers access to local MLS systems but also to the high-traffic REALTOR.com site. With 87% of homebuyers now using the Internet to look for homes, it makes sense to have as much online exposure as possible.

What is a REALTOR®?

REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTOR® and subscribes to its strict Code of Ethics.

Will my property be listed on the Internet?

Yes. Your property will be listed on numerous independent web sites including the largest www.REALTOR.com. Numerous independent web sites will pick up your listing from the MLS.

Will agents be reluctant to show my property since I went with a flat fee?

They should NOT be apprehensive of showing because of these following reasons:

1. If the Seller offers a fair Buyer's agent commission, the agent will feel compensated for their work. If the Buyer agent is compensated competitively, an agent would not ignore earning a commission.
2. All Realtors are bound by the Law and Code of Ethics. It is their responsibility to place their client's interest above their own to find the most appropriate property for their buyers regardless of the commission offered by the Seller. To review the Realtors' code of Ethics, please click on following link --> <http://www.realtor.org/mempolweb.nsf/pages/code>
3. Today's Internet technology makes it extremely easy for buyers to find properties online. Buyers are doing their homework themselves and searching for homes online. More often Buyers will give MLS numbers to their real estate agent to schedule showings.



4. There is Federal Antitrust law which prohibits any local real estate board/market to directly or indirectly influence fixed commission rates or commission. It is illegal and can be punished by jail time, revocation of real estate license, and be severely reprimanded if someone violate this Federal Antitrust Law.

Can I sell my home myself?

Yes! Unlike traditional real estate, you reserve the right to show and sell your property yourself - if you sell your home yourself without the help of a REALTOR®, you pay NO COMMISSION! You still maintain the right to sell your own property. Even if Alternative Realty finds a buyer for you, NO commission is paid.

Do I have to pay a "Buyer's Agent"?

Yes, a commission must be offered to a buyer's agent. However, the commission amount offered is your decision. Any Real Estate Agent bringing a buyer who successfully closes on the sale of your property will be due the "buyer's agent" commission. The buyer's agent commission will be displayed on the Realtor's MLS. The public can not view the Buyer's Agent Commission information - only the Realtor.

Can I make changes to my MLS listing?

Yes. Once we input your property information is uploaded into the MLS, you will receive a copy of the MLS listing. If there are any edits, please contact us as soon as possible so the mistake can be edited.

How long does it take to be listed in MLS?

When your all your listing forms are received the information is entered in the MLS system the same day. Once the information has been entered you will have an MLS number and all Realtors will find your home when doing a search.

How long is my property listed for?

The listing can be for up to 6 months or less if you prefer. You can cancel the listing at any time without penalty or charges. You can extend the listing for an additional 6 months. Please call for details.