

Commencement Date of MLS® Listings

The ITSO MLS® Rules require you to enter every listing into the MLS® System by no later than 11:59 p.m. the next business day after the listing commences.

Commencement date and activation date

- Commencement date: the contract start date in the Listing Agreement with the Seller.
- Activation date: the date the listing is set to Active in the MLS® System.

Example

A Listing Agreement is signed to commence on Saturday the 10th. The next business day is Monday the 12th.

Date | What happens

Saturday the 10th | Commencement date

Monday the 12th | Activation date. The listing must be entered by 11:59 p.m.

Property not ready on the go live date

If the property will not be available for showings and offers on the planned go live date, it is not acceptable as an MLS® listing.

In this case, amend the Listing Agreement. The amendment should clearly set out:

1. A time period for an exclusive listing, then
2. The date the MLS® listing starts.

The date the MLS® listing starts becomes the new commencement date.

Example

Using the same listing, the property will not be available for showings until the 19th. Amend the agreement so the listing is an exclusive listing from the 10th to the 18th. It becomes an MLS® listing on the 19th.

Date | What happens

10th | Exclusive listing starts

18th | Exclusive period ends

19th | MLS® listing commences. This is the new commencement date.

20th | The listing must be entered into the MLS® System by 11:59 p.m.

Advertising during the exclusive period

Any Public Advertising of the property during the exclusive period triggers the REALTOR® Cooperation Policy. Once you advertise, you must enter the listing into the MLS® System within three calendar days.

Plan your commencement date and go live date around your advertising plans.

Example

In the same example, the exclusive period starts on the 10th and the listing will be on the MLS® System by the 20th. You could start advertising the property as Coming Soon on REALTOR.ca on the 17th.

Date | What happens

10th | Exclusive listing starts. No Public Advertising yet.

17th | Coming Soon advertising on REALTOR.ca can start

18th | Exclusive period ends

19th | MLS® listing commences

20th | The listing must be entered into the MLS® System by 11:59 p.m. This is within three calendar days of the 17th.

Tips

- The deadline counts from the commencement date in the Listing Agreement, not from the day you activate the listing.
- If the commencement date falls on a weekend or holiday, the deadline is 11:59 p.m. the next business day.
- Not ready for showings and offers? Amend the Listing Agreement before the go live date. Set out an exclusive period, then the MLS® listing start date.
- Any Public Advertising starts a three calendar day clock. Count back from your entry date before you advertise.
- For the full rules, see the ITSO MLS® Rules and ITSO MLS® Policies.

Source: <https://support.itsosystems.ca/kb/412>