Seller Name

The Listing Brokerage is responsible and accountable for the accuracy of information submitted to the Association for inclusion in the MLS® System database. This obligation applies to the seller name.

What is not acceptable

These entries are not acceptable. They are not an accurate Seller name, and they do not enable Buyer Brokerages to prepare an offer:

- "See GeoWarehouse"
- "Seller as per GeoWarehouse"
- "Landlord as per GeoWarehouse"

When the Seller name is visible

While Sellers may have privacy concerns about publishing their name in the MLS® System it is important for them to know that while an MLS® listing is active the Seller name does not leave the system in any datafeeds, such as VOWs. Once a listing is pending, the Seller name is suppressed and is no longer visible to any other users.

If the Seller wants to protect their privacy

If the Seller does not want their name on a listing to protect their privacy, the listing cannot be taken as an MLS® Listing. The listing could be taken as an exclusive listing instead. Sellers should be warned that the ability to market an exclusive listing may be limited as a result of the REALTOR® Cooperation Policy.

Tips

- Enter an accurate Seller name. Do not use "See GeoWarehouse", "Seller as per GeoWarehouse", or "Landlord as per GeoWarehouse".
- While an MLS® listing is active, the Seller name does not leave the system in any datafeeds, such as to VOWs.
- Once a listing is pending, the Seller name is suppressed and is no longer visible to any other users.
- If the Seller does not want their name on the listing, it cannot be taken as an MLS® Listing. An exclusive listing may be used instead. Warn Sellers that the ability to market an exclusive listing may be limited as a result of the REALTOR® Cooperation Policy.

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