Listing Remarks Rules: What Belongs in Each Field

General

- Contact information, virtual tour information, multi-media URLs (if any), and remarks must be located in the designated area of the listing and not reproduced in any other field, subject to any exceptions set out in the ITSO MLS® Rules. (Rule 2.13)

- The email address of the listing agent may appear in Private Remarks, Showing Remarks, or Offer Remarks if there are specific directions, such as email janedoe@abcrealty.ca with any questions about schedule B.

- Reusing remarks from previous listings is not allowed without the consent of the original author due to copyright concerns.

Public Remarks

The Public Remarks section is intended to display only comments which provide pertinent information concerning the property (for example, descriptions of the property, information about renovations, and so on). (Rule 2.17)

- Public Remarks may include a comment to "see my website for further information" without specifying the nature of such additional information, as permitted in the interpretations to the 3 pillars of the MLS® mark. (Rule 2.17(a))

- If the ownership of a property is not continuous leading up to the waterfront (for example, there is a travelled road or pathway between the house and the water), that fact must be disclosed in Public Remarks if the property is marked as waterfront. (Rule 2.17(b))

- Offer comments may be included in Public Remarks provided that the comments are consistent with what is in Offer Remarks. (Rule 2.17(d))

- Public Remarks may state if an Offer has been accepted but the deposit has not been received. (Rule 2.17(e))

- Public Remarks may be used to convey to consumers that images are digitally staged. (Rule 2.15(d))

- Hashtags are allowed in Public Remarks if they are text only, not linking to another website, and otherwise comply with the ITSO MLS® Rules. (Policy 2.5(b))

- Slogans or self-promotion are not permitted in Public Remarks unless they are property-specific and compliant with the ITSO MLS® Rules.

- Comparables and interboard MLS® numbers are not considered pertinent information for Public Remarks and should not be included.

Not permitted

These items are not permitted in Public Remarks:

- URLs (including to REALTOR.ca) (Rule 2.17(c), Policy 2.5(a))
- Advertising of Private Trades (Rule 2.17(c)), including the Builder Name (Policy 2.1(k)(iv)) or directions to a model home if a new build
- Directions to call the Listing Broker or Salesperson (Rule 2.17(c))
- Descriptions of what can be found on the Listing Broker or Salesperson's website (Rule 2.17(c))
- References to the Listing Brokerage in general that are not property specific

Private Remarks

The Private Remarks section is intended to display only comments which provide pertinent information that could impact Buyer Brokerages (for example, where the Seller has reserved the right to sell the property himself/herself, pets in the house, and so on). (Rule 2.18)

- The existence of a Special Agreement that modifies the Association's form of Listing Agreement must be identified in Private Remarks. (Rule 2.18(a))
- Seller contact information may appear in Private Remarks. (Rule 2.18(b))
- If the Seller has reserved the right to sell the property himself/herself, that fact must be included in Private Remarks. (Rule 2.18(c))

Offer Remarks

The Offer Remarks section is intended to display all comments related to the presentation of Offers. (Rule 2.19)

- The existence of a Special Offer Condition must be disclosed in Offer Remarks. (Rule 2.19(a))
- If the Seller has signed a direction regarding sharing the contents of Offers, the existence of this Seller direction shall be disclosed in Offer Remarks. (Rule 2.19(b))

Showing Remarks

The Showing Remarks section is intended to display all conditions and information related to Showing the property. (Rule 2.20)

- Any restrictions on when a property can be shown must be disclosed in Showing Remarks. You must also disclose the reason for the restriction. (Rule 2.20(a), Policy 2.1(h))

Buyer Brokerage Compensation Remarks

The Buyer Brokerage Compensation Remarks section is intended to display all comments that relate to payment of the cooperating compensation. (Rule 2.21)

- If the sale price of the property includes taxes, the Buyer Brokerage Compensation Remarks must state if the cooperating compensation will be calculated from the net sale price after all taxes are deducted. (Rule 2.21(a))
- The existence of a Special Agreement that could affect the cooperating compensation must be disclosed in Buyer Brokerage Compensation Remarks. (Rule 2.21(b))

Tips

- Put each type of comment in the remarks field meant for it. Do not copy the same remarks into another field, except where the ITSO MLS® Rules allow it. (Rule 2.13)

- If the text is longer than the character limit for its designated field, see When Remarks or Legal Description Are Longer Than the Character Limit.

- For the full rules, see the ITSO MLS® Rules and ITSO MLS® Policies.

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