

Non Compliant Data Placement
Guidelines for Remarks or Directions Fields and Photo Requirement
Updated 2021

	Text/Data	Placement of Text/Data: “OK” indicates that the text or data listed in the first column may be placed in this field. All other fields are prohibited.		
		Public Remarks	Directions	Private Remarks/Showing Agent Information
	The following text would receive a fine if placed in a Prohibited Field:			
1.	**Lockbox code or alarm code	Prohibited	Prohibited	Prohibited
2.	**Property cannot be shown until a future date. <u>Note: Listings may not be entered in the MLS until they can be shown.</u>	Prohibited	Prohibited	Prohibited
3.	Reference to a 3 rd Party Vendor	Prohibited	Prohibited	Prohibited
4.	Reference to a Lender Offering Financing Incentives or Options	Prohibited	Prohibited	Prohibited
5.	Bonus for Selling Agent	Prohibited	Prohibited	OK, but bonus must first be entered in the bonus field.
6.	Link to Seller’s Disclosure	Prohibited	Prohibited	OK
7.	Any incentive offered to a Buyer’s Agent.	Prohibited	Prohibited	OK
8.	Any reference to commission, compensation or referral fees	Prohibited	Prohibited	OK
9.	Seller(s) name or phone number	Prohibited	Prohibited	OK***
10.	YouTube Videos	Prohibited	Prohibited	Prohibited
11.	Agent Name or phone number	Prohibited	Prohibited	OK
12.	Fax Numbers	Prohibited	Prohibited	OK
13.	Owner/Agent	OK	Prohibited	Prohibited
14.	View virtual tour at REALTOR.com	Prohibited	Prohibited	OK
15.	Email addresses	Prohibited	Prohibited	OK
16.	Website addresses	Prohibited	Prohibited	OK
17.	Link to a Branded Virtual/Visual Tour	Prohibited	Prohibited	OK
18.	Listing Office Name or phone number	Prohibited	Prohibited	OK
19.	‘GPS’, ‘MapQuest’ or ‘Google Maps’, etc.	Prohibited	Prohibited	Prohibited

20.	Model home/Sales Office address or wording directing to another model home or subdivision	Prohibited	Prohibited	OK
21.	Any reference to a scheduled open house/model open/sales office open or to a TV showing of the property	Prohibited	Prohibited	OK
22.	Offers to be placed on eBay	Prohibited	Prohibited	OK
23.	New Homes Subdivision Phone #	Prohibited	Prohibited	OK
24.	Reference to a Required Pre-Approval	Allowed, but <u>may display company/lender name only</u> – may not display any contact information such as a person’s name, phone number, email address, website address, etc.		
25.	Reference to a “Short Sale”	Allowed (at agent’s discretion) but SHORT SALE notice must first be entered in Showing Agent Info Field.		<u>Required</u>
26.	Link or Reference to an Inspection Report	Allowed, but may not display any reference to the name or contact info for the inspection company or the person doing the inspection.		
27.	Listing Photo	A minimum of one photo relevant to the property is required to be uploaded to the listing within 48 hours of entry.		

**** Please Note: This information may not be placed anywhere on the MLS listing data.**

***** May be placed in Showing Agent Information only if seller is to be contacted directly for showings.**

Heartland MLS
Summary of Non Compliant Data Placement Violations
November 2010

Violations of non compliant data placement are handled according to Section 7.3 of the HMLS Rules & Regulations and the policies currently set in place by the Heartland MLS Board of Directors. (Please refer to the attached list for samples of data/text and where they may be placed. These include links to seller's disclosures and information regarding a bonus, open house, commission, agent or listing company name or contact information, website address, etc.)

Here is a summary of the fine policy for placement of non compliant data and how HMLS assesses fines for these violations. Please be aware that even if you correct the data placement on the first violation, you will still receive an automatic \$25 fine if you commit a second violation and, if that data is not corrected within 24 hours, you will be assessed an additional \$25 fine. Please see the information below regarding the automatic fines for a third or fourth violation within a one year period. Notices from HMLS on all these violations/requests to correct data are sent to the agent and their broker/manager by email.

1st Violation: **If data is not corrected within three business days, a \$25.00 fine per field will be assessed and the information will be removed or corrected by HMLS staff.**

2nd Violation: **Automatic fine of \$25.00 per field. If data is not corrected within 24 hours, an additional \$25.00 fine per field will be assessed and the information will be removed or corrected by HMLS staff.**

3rd Violation: **Automatic fine of \$100.00 per field and the inaccurate or prohibited information will be corrected or removed by HMLS staff.**

4th Violation: **Automatic fine of \$250.00 per field and the inaccurate or prohibited information will be corrected or removed by HMLS staff. All further violations within a one year period (from the date of the first violation) will be considered a fourth violation and will be assessed an automatic \$250.00 fine.**

If you receive a fine, the fine will appear on your next HMLS statement. You will then have 60 days from the date of the levy of the fine to pay the fine. If payment has not been received by HMLS by 8 AM on the 61st day, your access to the MLS system will be denied. You may use the HMLS appeal process if you feel you have been fined in error.

If you need our assistance in modifying a listing, we will be happy to help you.