



August 10, 2018

DATA ACCURACY IMPORTANT
HERE ARE THE MOST COMMON ERRORS REPORTED ON LISTINGS IN THE
MLS

Everyone benefits by having accurate, timely and objective property information in the MLS. Your listings are also going to public websites (i.e. company websites, realtor.com, etc.) and if incorrect data is input into the MLS, the incorrect information is going out to the public.

The following information should be double checked to assure correct information.

- Area/Grid. Many times the area is input for the grid number. The result can be a valley property showing up on the north side. Please be sure to double check your grid number.
• Primary photo must be the exterior of the structure. This means that condominiums must have a primary photo of the building (not a sign out front, picture of the view or the living room).
• Potential Short Sale field needs to have correct information. If the property is potentially going to be a short sale, the Potential Short Sale field must be set to yes. You should also put short sale in the terms field.
• Sub-Type of property. Condos and manufactured homes are sometimes mistakenly listed as a residential site built property.
• REO/Lender Owned field needs to have the correct information. If the property is bank owned, the REO/Lender Owned field must be set to yes.
• Style of construction. A manufactured home is not to be marked as a 1 story or a split level marked as a 2 story.
• Public remarks are only to be used to describe the physical traits of the property. Contact information or websites of any kind belong in the Agent remarks only.
• Virtual Tour links must go directly to the virtual tour of the property.
• Branded virtual tours must not be put in the Virtual Tour – Non-Branded field.
• Make sure all status changes are reported by the next business day. Contingencies must be reported even if the property is still being marketed – this includes potential short sales. A contingent status is an active status.
• Once a contingency has been removed, be sure to change the listing status to pending.

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CRAIGSLIST SCAMS

The SAR is hearing reports about properties advertised for sale on Craigslist being duplicated on Craigslist in Rentals with alternate contact information. This is a problem throughout the country. Learn how to protect your listings from these scams by viewing this video from NAR.

