



Understanding Clear Cooperation Policy

What is Clear Cooperation Policy? (CCP)

In January 2020, the National Association of REALTORS® (NAR) adopted the Clear Cooperation Policy, and shortly after, all state and local associations added the policy to their MLS Rules and Regulations so that they were compliant with NAR.

The policy outlines that once a property is advertised to the public, it needs to be in the MLS within one business day.



What Qualifies as “Advertising”?

Any form of public advertising falls into this category. Some examples include (but not limited to):



NOTE: Any “coming soon” wording or images on places like social media, whether an address is present or not, still counts as advertising. Even telling a person or agent from another office can still count.

What Do You Do if You Spot a Violation?

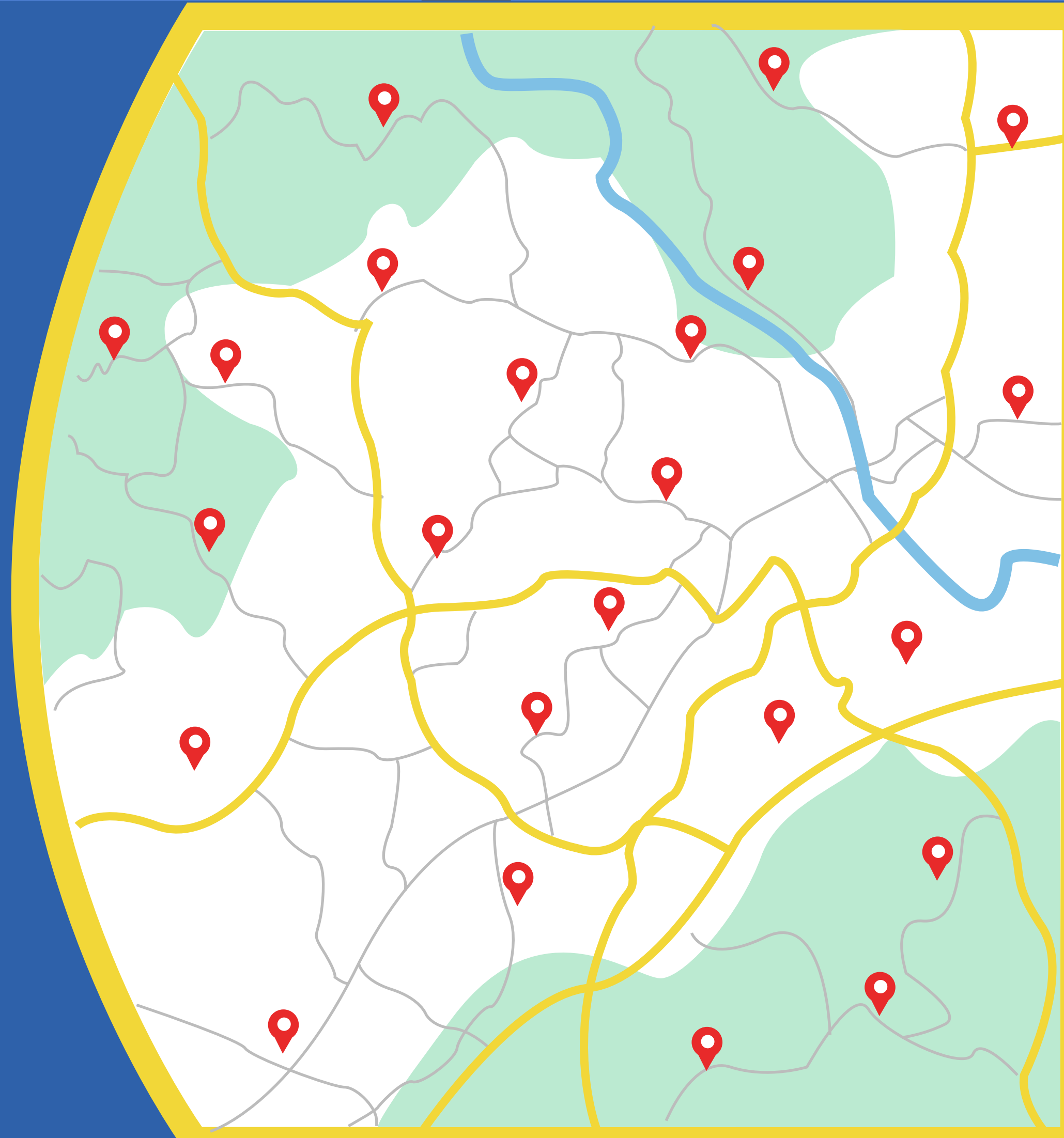
We are all in this together, that means keeping each other accountable, too. If you spot a CCP violation, send an email to the LAR staff with a screenshot or picture of the violation and we will investigate it.



How CCP Helps Real Estate?

It's a big change, and we know it has affected how you and your peers conduct business throughout the greater Central Virginia. However, CCP is about making the real estate market fair for all our REALTORS® by putting ethical business practices first.

We thank you in advance for following the guidelines in place for CCP. If you have any further questions, contact Bethanne Tarpley, MLS Coordinator, at bethanne@lynchburgvarealtors.com



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