

LAR MLS FINE POLICY (last revision 7/2024)

All policies herein are supplemental to the [LAR MLS Rules & Regulations](#).

FINES WILL BE ASSESSED FOR EACH OF THE FOLLOWING VIOLATIONS: **Note: All violations may be appealed to the MLS Committee by the Principal Broker with the [LAR Appeal Form](#). All violations must be corrected within one (1) business day of notification from the Association Office.**

Fine Number	Fine As Follows
<p>1. Any misleading or knowingly false information (<i>including agent information and photo in personal profile</i>) submitted to the MLS.</p>	<ul style="list-style-type: none"> • An initial fine of \$100.00 if not corrected within 24 hours of notification by the Board office. • An additional \$100.00 fine will be charged each week thereafter that the information is not corrected.
<p>2. Offering, or referring to, buyer agent cooperative compensation in the MLS. NOTE: Subscriber and participant will be given a 4-hour notice to correct and remove any verbiage regarding compensation offers. If not corrected within allotted timeframe, the listing will be removed from the MLS and a fine will be assessed as follows.</p>	<ul style="list-style-type: none"> • 1st Offense \$250 and mandatory training determined by LAR. • 2nd Offense \$1,000 and 30 days suspension from MLS. • 3rd and subsequent offenses \$2,500 and 6 months suspension from MLS.
<p>3. Using an IDX, VOW or other data feed from the MLS to offer buyer agent cooperative compensation other than on listing broker/agent's website for listing broker/agent's own listings.</p>	<ul style="list-style-type: none"> • 1st Offense \$250 and mandatory training determined by LAR). • 2nd Offense \$1,000 and 30 days suspension from MLS. • 3rd and subsequent offenses \$2,500 and 6 months suspension from MLS.
<p>4. Failing to have a signed, written Buyer Brokerage Agreement prior to having a substantive conversation with a buyer or the showing of property to a buyer client.</p>	<ul style="list-style-type: none"> • \$250
<p>5. Within one (1) business day of marketing a property to the public, the listing broker must submit the listing to the MLS for cooperation with other MLS participants.</p>	<ul style="list-style-type: none"> • 1st Offense- \$1200 • 2nd Offense- \$2400 (if it happens in the same year.)

<p>6. COMING SOON STATUS- In the MLS, the Coming Soon status indicates that the agent and the seller are preparing the property for sale but is not ready for full marketing and showing. Listings in Coming Soon status may not be shown until the home becomes an active listing. While under the Coming Soon status, listings are displayed only on the MLS and Lynchburg MLS Participants and Subscribers. Listings under this status are not included in IDX feeds. Listings may remain under Coming Soon status for a period of 10 days or less. A Listing Agreement and Coming Soon Addendum ratified by the property owner is required for all Listings entered under Coming Soon status. Failure to comply with any or all of the provisions set forth in this policy are subject to the following fines.</p>	<ul style="list-style-type: none"> • 1st Offense- \$1200 • 2nd Offense- \$2400
<p>7. Listings entered in the MLS before the actual list date.</p>	<ul style="list-style-type: none"> • \$25.00
<p>8. Failure to change to ACTIVE WITH FIRST RIGHT OF REFUSAL status within two (2) business days after ratification of a contract with a Home to Sell Contingency.</p>	<ul style="list-style-type: none"> • \$25.00
<p>9. Townhouse or condominium listings may not be entered in the “single-family” category.</p>	<ul style="list-style-type: none"> • \$25.00
<p>10. Residential listings which close and are still in the system with lot numbers instead of street numbers.</p>	<ul style="list-style-type: none"> • \$25.00
<p>11. “Owner of Record” or any name other than owner’s legal name (<i>i.e. corporate owner, relo company, etc.</i>) listings are not allowed in MLS. NOTE: If sellers do not want their name in the MLS, agents are free to take the listing on an “Exclusive” basis. However, written confirmation from the sellers that this is to be an “Exclusive” listing not to be placed in MLS must be filed with the Board office within one (1) business day.</p>	<ul style="list-style-type: none"> • \$50.00 1st Offense. • \$50.00 each week thereafter until corrected.
<p>12. Failure to change to PENDING within two (2) business days of ratification of contract or pending date is purposely entered incorrectly (<i>excluding weekends and Association office holidays</i>).</p>	<ul style="list-style-type: none"> • \$50.00
<p>13. Any listings entered without all fields, relative to the property, completed within 24 hours (<i>excluding weekends and Association office holidays</i>) of receipt of notice requesting information. (<i>i.e. taxes, room sizes, lot size, year built, owner’s name, etc.</i>)</p>	<ul style="list-style-type: none"> • \$50.00
<p>14. Closed information not entered in MLS within ten (10) business days (<i>excluding weekends and Board office holidays</i>) of closing date. (<i>Date on Closing Statement</i>).</p>	<ul style="list-style-type: none"> • \$50.00 • An additional \$250 will be assessed for comp listings closed later than 10 business days of settlement date.

<p>15. Photos not uploaded to the MLS within two (2) business days (<i>excluding weekends and Association office holidays</i>) of the date listing was entered in the computer system. NOTE: Front view of home must be included as part of photos 1-4. (APPLIES ONLY TO RESIDENTIAL LISTINGS).</p>	<ul style="list-style-type: none"> • Initial fine of \$10.00 • Additional \$10.00 fine will be charged for each week thereafter that photo is missing from MLS System. • An additional \$100.00 fine will be charged if a picture has not been submitted prior to closing the listing in the MLS system.
<p>16. Personal agent information such as telephone numbers, website links and invitations to social media pages is not allowed in the "public remarks" section.</p>	<ul style="list-style-type: none"> • \$100.00 1ST Offense. • \$100.00 each week thereafter until corrected.
<p>17. Personal or Company website links, personal or company information, promotion or social media links may not be included in a virtual tour.</p>	<ul style="list-style-type: none"> • \$100.00 1ST Offense. • \$100.00 each week thereafter until corrected.
<p>18. Company logos, company signs, agent information or third-party promotion (<i>including watermarks</i>) is not allowed in the photo section of MLS Listings.</p>	<ul style="list-style-type: none"> • \$100.00 1ST Offense. • \$100.00 each week thereafter until corrected.
<p>19. MLS Participants and Users may not give their MLS username or passwords to clients or customers or any other unauthorized persons.</p>	<ul style="list-style-type: none"> • 1st Offense --\$2,500.00. • 2nd Offense -\$2,500.00 + 30-day suspension. • 3rd Offense – Termination.
<p>20. MLS Participants may not give their eKey phone app to clients, customers, REALTORS®, or any other unauthorized person. NOTE: Supra will be notified of each violation of MLS Fine Policy #18. Repeat offenders could face additional disciplinary action including loss of Supra access.</p>	<ul style="list-style-type: none"> • Use by REALTORS® within Lynchburg MLS: \$250.00 per agent per offense. • Use by non-REALTORS® and REALTORS® not in Lynchburg MLS: <ul style="list-style-type: none"> - 1st Offense --\$2,500.00. - 2nd Offense -\$2,500.00 + 30-day suspension. - 3rd Offense – Termination.
<p>21. MLS Participants and their affiliated MLS users and subscribers may not frame, paste, or copy information (<i>including photos</i>) from the MLS's public website (<i>www.lynchburgvarealtors.com</i>) or any website owned by LAR, except as provided for in these rules. (<i>Fine \$2,500.00 to MLS Participant per offense</i>).</p>	<ul style="list-style-type: none"> • \$2,500
<p>22. Active listings which are in the MLS but are not available for showing by all Participants/Users at the time submitted. (<i>Ex: no postdated showing info is allowed</i>).</p>	<ul style="list-style-type: none"> • \$100.00
<p>23. When entering a Residential Listing, one of the following choices must be selected: "Proposed", "Under Construction", or "Completed".</p>	<ul style="list-style-type: none"> • \$25.00
<p>24. If "Proposed" is selected, a floor plan must be submitted within two (2) business days (<i>excluding weekends and Association office holidays</i>). NOTE: "Proposed" listings will automatically expire after 90 days unless changed to another status.</p>	<ul style="list-style-type: none"> • \$25.00

<p>25. "Proposed" listings may not be extended after initial 90-day listing period expires. They must be re-listed as new listings in the MLS.</p>	<ul style="list-style-type: none"> • \$25.00
<p>26. If "Under Construction" is selected and someone reports that the listing is not, agent will be fined subject to Fine Policy #1 (knowingly false information) if not corrected within one (1) business day. NOTE: Footers must have been poured for a listing to be submitted as "under construction".</p>	
<p>27. If "Completed" is selected, year built must be indicated. If year built is not updated, agent will be subject to Fine Policy #1 (<i>knowingly false information</i>) if not corrected within one (1) business day.</p>	