

LISTING ON OR OFF THE MLS?

There are many proven benefits to listing a property in the MLS/REcolorado. Doing so provides an open, clear, and competitive housing marketplace, giving sellers the opportunity to receive the best offer from the largest pool of buyers. It also allows buyers to see all homes that are for sale, providing maximum choice.

As fiduciaries working in the best interest of our clients, we always advise listing properties within the MLS to receive the best offer from the widest pool of potential buyers. In our decades of experience, this has always given our clients the advantage.



What about office exclusives?

An office exclusive is a transaction where the listing brokerage firm markets a home only to other agents *within the same firm*. Some brokerages may cite an advantage doing it this way, promising quicker timeframes and a simpler process, but a recent study by Bright MLS found that this method actually works against sellers in these exact ways.

FOR SELLERS:

- Over the past 3 years, the typical home **sold for 13% more** when promoted on the MLS, and office exclusives **sold for \$100,000 less** than sales on the MLS in 2021.
- Homes sold as an office exclusive take longer to sell and result in a lower offer.
- **Only 12.6%** of office exclusives successfully sell outside the MLS.
- Office exclusives limit buyers' access to listings, which narrows a seller's buyer pool and also reinforces inequalities in the housing market.

FOR BUYERS:

The benefits aren't only for sellers. It's a better situation for all parties, and the study found:

- The MLS creates a level playing field where all buyers have access to the same information about properties for sale.
- The MLS increases the choices offered to consumers by ensuring that all homes for sale are available for buyers to see.
- The MLS reduces the complexity associated with home search, allowing buyers to use their choice of platform to search for all homes in their market area.

To read the full study, visit BrightMLS.com/OnMLSStudy