

*INFORMATION PRESENTED IN THIS AREA IS INTENDED FOR ARCHIVAL/REFERENCE PURPOSES ONLY. PLEASE BE AWARE THAT PRACTICE RULES OR REGULATIONS MAY HAVE CHANGED SINCE THE ORIGINAL POSTING DATE. IN ALL AREAS OF PRACTICE WE ADVISE THAT YOU ALWAYS CONSULT WITH YOUR BROKER/MANAGER TO ENSURE THAT YOU ARE IN COMPLIANCE WITH NOT ONLY THE RULES AND REGULATIONS, BUT ALSO YOUR OFFICE POLICIES *

POSTED SEPTEMBER 26, 2022

Good Day,

CARA has recently seen an increase in MLS listings containing Calls to Action or other comments not permitted in the Public Remarks section.

Under the Harmonized Rules: The Public Remarks section of the MLS® Listing is to be used solely for the description of the listed property and must have a specific reference to the subject property (Section 2.02(d) of the Provincial MLS® System Listing Rules for Alberta REALTORS®).

Some examples not permitted are:

- **Calls to action** to a REALTOR® or Brokerage including, but not limited to, e-mail addresses, URLs (website address), fax numbers or references to other “team members or REALTOR®”.
- **Specific to Showing Instruction** (Call to Book your showing today)
- **Reference to Virtual Tour information and electronic links to any other kind** (including URLs if any).
- **Specific to Promotional Remarks** (Don't miss out, call today, this won't last long!)
- **Other Comments not Specific to Property**(measurements to be verified by buyer, mere posting, complete upgrade list available)

More examples of comments not permitted in the Public Remarks Section of MLS® Listing can be found in the Supplement of the Harmonized Rules. The examples include but are not limited to the ones contained in this message and the documents. The Harmonized Rules and Supplement can be found on the CARA Knowledge Base, or by clicking [HERE](#). If you have any questions about if a comment is not permitted, please confirm with your Broker, and call CARA for further assistance.

Rather than take immediate action on any properties that have been improperly inputted this way we are asking members to take the next week to amend any property that has been entered this way and re-edit it correctly.

Effective OCTOBER 11th, 2022 we will begin enforcement on any listing that has not been corrected and unfortunately, this may result in a fine for each instance of improper posting. Please note that the **Audit Process Change** taking effect on **OCTOBER 1st, 2022** will affect the way each listing is reviewed. **As the process will be directly affecting the MLS Harmonized Rules, it is important to ensure compliance and be knowledgeable about any potential infractions. CARA is recommending all members review the Harmonized Rules and Summary Offences in Section 1.01(a)**

Thank you in advance for your help in maintaining great MLS® data!

~CARA