

# COOPERATIVE COMPENSATION

## WHERE CAN I ADVERTISE IT?

As of August 1, 2024, ALL commission fields have been removed from the VMLS as part of the Vail Multi-List Service's compliance with the NAR Settlement. The NAR Settlement prohibits communication of compensation within the MLS or MLS services.

What has also changed is WHERE and HOW brokers can advertise a commission (a/k/a cooperative compensation) if the seller has agreed to pay one.

A good rule is to advertise where the information is ALWAYS viewable to the public - NOT in places that only communicate broker-to-broker through the MLS service. For example, the MLS, platforms like ShowingTime, or member-to-member broadcast email.

### YOU CAN...



01

Advertise with a rider on your property or open house signs.



02

Advertise in a newspaper ad or property listing in the real estate section.



03

Send an email, call, or text agents after they schedule a showing.



04

Display it on your website or your company page.



05

Advertise on flyers at the property - or your office window.



06

Mention in your social media post. "Contact me for commission info."



07

When an agent with a potential buyer calls, texts or emails, you can disclose the compensation offer in that one-to-one broker communication.

Compensation is still an option for consumers to pursue outside of the MLS service through consultation with their real estate professional - and compensation is always negotiable between the broker and their client.

Buyers will negotiate the amount they will compensate their buyer rep in the Buyer Representation Agreement. Buyer reps cannot receive any more compensation than the amount agreed upon in the Buyer Representation Agreement.



Know the rules on compensation. When in doubt, call VMLS staff at 970-766-1028.