

Limited Market Exposure

Chesapeake Bay & Rivers Association of REALTORS®, Inc. and CBRAR Property Services, Inc. (CBRAR MLS) strongly encourage you to consider exposure to the broadest market possible which includes the Multiple Listing Service and broader public marketing channels (syndication) available to all consumers, prior to accepting an offer.

Selling or listing a property for rent= privately – without inclusion or with delayed inclusion in the Multiple Listing Service (MLS) or broader public marketing channels – can significantly limit visibility and reduce buyer/tenant competition, which may negatively impact your final sale price and terms. By your initials below, Seller/Landlord acknowledges and represents

_____ **Limited Buyer Exposure:** A large pool of qualified buyers and tenants may never learn that your property is listed for sale or for rent because your property has not been given full market exposure. With reduced market exposure comes reduced visibility, and with reduced visibility comes reduced demand for your property.

_____ **Financial Risk:** Limited market exposure may, and likely will, result in reduced competition for your property, and reduced competition means that you lessen your chances of receiving the highest sales price and best terms for your property.

_____ **Longer Time on Market:** In many markets, residential properties listed with limited market exposure tend to stay on the market longer than those given full market exposure. This reality may adversely impact or otherwise frustrate plans to sell or rent your property for the highest price and best terms within the shortest period of time.

_____ **No Public Portals or Syndication:** Withholding or delaying display of your property listing from public portals such as Zillow, Realtor.com, Redfin, and Homes.com or from syndication to other broker participants in the MLS may reduce its visibility, limit the pool of potential buyers or tenants, and negatively affect your chances of achieving optimal sales terms and net proceeds or lease terms.

By signing below, Seller/Landlord certifies that they have read and understood the information in this form and that you are instructing your broker not to market through the MLS and instead to limit marketing to their own network and methods, per your written instruction. _____ (Realtor/agent) with _____ (Brokerage firm) has explained your options concerning marketing your property at _____ (address).

Seller/Landlord: _____

Signature

Typed/Printed Name

Date

Seller/Landlord: _____

Signature

Typed/Printed Name

Date

This is not a contract.