How to Avoid Jumping a Listing

According to SCWMLS Rules and Regulations, brokers and agents shall not solicit a listing on property filed with the MLS unless such solicitation is consistent with Article 16 of the Realtors® Code of Ethics. Article 16 prohibits interference in the agency relationship other Realtors® have with their clients. To review Article 16, visit www.rascw.org and click the Professional Standards link and then the Code of Ethics link.

If part of your marketing strategy is to contact sellers of property that come up on the MLS as expired, it is your duty to use reasonable means to determine if the property has been extended or re-listed. “Reasonable means” includes checking the History within Paragon™ before you contact the property owner.

It is very easy to check the History of property within Paragon™, as History is a link from the default Agent Full Report. When looking at the property that has expired, click on the little purple H (H) that is located in the top section of the report. You can also easily scroll through History reports for multiple listings by pulling up the Property History Report located under Available Reports and Specialty Views. Below is a sample History:

If you were to call the owner of 4377 Snowy Ridge on November 8, you would be in violation of jumping a listing. If you were to send out a letter on November 7, in anticipation of the listing expiring at midnight, you would be in violation of jumping a listing. 1698828 was expired within Paragon in the early hours of November 8, but it was “re-listed” under a new MLS number at 9:47 a.m. that same day. The date listed under the Chg Date column is the date (and time) the listing was actually changed (or added) in Paragon™.

If you are found in violation of jumping a listing, you will be subject to the following: For the first offense the penalty shall be $100 to the individual salesperson and $200 to the Participant member. For each offense thereafter, the penalty shall be $500 to the individual salesperson and $1,000 to the Participant.