



SOUTH CAROLINA STATEWIDE COMMERCIAL MULTIPLE LISTING SERVICE RULES & REGULATIONS

Updated July 2024

INTRODUCTION

The South Carolina Statewide Multiple Listing Service provides services to participants and subscribers.

LISTING PROCEDURES

SECTION 1. SERVICE AREA AND ELIGIBLE LISTING TYPES

The service area and the mandatory listing area of the multiple listing service is the state of South Carolina.

Listings of real or personal property of the following types, which are listed subject to a real estate broker's license, and are located within the service area of the MLS, and are taken by participants, on any Exclusive Right to Sell or Exclusive Agency Listing form or Exclusive Right to Lease Listing form approved as per Section 1 may be filed with the MLS within 5 working days of the effective date of the listing.

Industrial
Office
Business opportunity including some interest in real property
Retail
Land
Special Purpose
Multifamily (5 +)
Agricultural
Hotel and Motel
Health Care
Sport and Entertainment

Additional categories of commercial, industrial, investment property may be added by the MLS.

Listings shall be signed by the MLS Participant or an authorized representative as having been certified for accuracy and completeness.

The Multiple Listing Service shall not require a Participant to submit listings on a form other than the form the Participant individually chooses to utilize provided the listing is of a type accepted by the Service, although, a property data form may be required as approved by the multiple listing service. However, the Multiple Listing Service, through its legal counsel:

- A. may reserve the right to refuse to accept a listing form which fails to adequately protect the interest of the public and the Participants.
- B. assure that no listing form filed with the MLS establishes, directly or indirectly, any contractual relationship between the MLS and the client (buyer or seller).

Where a doubt exists as to the propriety of a provision as it relates to the above two areas, the listing will be



referred to MLS Legal Counsel for review. Cost associated with this review by Legal Counsel will be borne by the Participant submitting the listing.

The Multiple Listing Service shall accept Exclusive Right to Sell or lease listing contracts and Exclusive Agency Listing contracts, and may accept other forms of agreement which make it possible for the listing broker to offer cooperation and compensation to the other Participants of the Multiple Listing Service acting as subagents, buyer agents, or both.

The listing agreement must include the seller's authorization to submit the listing to the Multiple Listing Service.

exclusive right-to-sell • open

exclusive right-to-lease

exclusive agency • net

The service may not accept net listings because they are deemed unethical and, in most states, illegal. Open listings are not accepted, except where required by law, because the inherent nature of an open listing is such as to usually not include the authority to cooperate and compensate other brokers and inherently provides a disincentive for cooperation.

The exclusive right-to-sell listing is the conventional form of listing submitted to the multiple listing service in that the seller authorizes the listing broker to cooperate with and to compensate other brokers.

The exclusive agency listing also authorizes the listing broker, as exclusive agent, to offer cooperation and compensation on blanket unilateral bases, but also reserves to the seller the general right to sell the property on an unlimited or restrictive basis. Exclusive agency listings and exclusive right-to-sell listings with named prospects exempt should be clearly distinguished by a simple designation such as a code or symbol from exclusive right-to-sell listings with no named prospects exempt, since they can present special risks of procuring cause controversies and administrative problems not posed by exclusive right-to-sell listings with no named prospects exempt. Care should be exercised to ensure that different codes or symbols are used to denote exclusive agency and exclusive right-to-sell listings with prospect reservations.

Note 2: A multiple listing service does not regulate the types of listings its members may take. This does not mean that a multiple listing service must accept every type of listing. The multiple listing service shall decline to accept open listings (except where acceptance is required by law) and net listings, and it may limit its service to listings of certain kinds of property. But, if it chooses to limit the kind of listings it will accept, it shall leave its members free to accept such listings to be handled outside the multiple listing service.

SECTION 1.2 REQUIRED DISCLOSURES TO SELLERS

Participants must disclose to prospective owners in conspicuous language that broker commissions are not set by law and are fully negotiable (i) in their listing agreement or (ii) in pre-closing documents, if any, unless (i) or (ii) are a government-specified form. With government-specified forms, Participants must include a separate written disclosure statement with conspicuous language expressly stating that broker commissions are not set by law and are fully negotiable. Listing Participants must conspicuously disclose to owners, and obtain the owner's authority, for any payment or offer of payment that the listing broker or owner will make to another broker, agent, or other representative (e.g., real estate attorney) acting for buyers; and such disclosure must be in writing, be provided in advance of any payment or agreement to pay to another broker acting for buyers, and specify the amount or rate of any such payment.



SECTION 1.3 LISTINGS SUBJECT TO RULES AND REGULATIONS OF THE SERVICE

Any listing taken on a contract to be filed with the MLS is subject to the Rules and Regulations of the Service upon signature of the seller(s).

Listings shall be input according to the following rules:

- A. Compensation to Buyer's Broker: No field (including the Public Remarks and Agent Remarks) or supplement file (e.g., document, attachment) or photo on a listing in the Service may include an offer of compensation from seller or listing broker to cooperating brokers or an offer of a seller concession that is limited to or conditioned on the retention of or payment to any other brokerage.
- B. All listings must be entered into the SCCMLS within five (5) business days of the effective date of the listing.
- C. Duplicate listings on the same property are not allowed unless a co listing situation exists. If a duplicate listing is entered, MLS will notify (the Broker in charge of the duplicate listing office requesting that the listing be removed. If the duplicate listing is not removed within five (5) days, the Directors authorize the MLS staff to delete the duplicate listing immediately. If the first listing is withdrawn in accordance with Section 1.5 of the MLS Rules and Regulations, the new listing will be accepted.
- D. Co-listings will only be accepted if both listing brokers are participants in SCCMLS.
- E. Photo Entry - All active listings must have photos entered within 5 business days of the input date of the listing. At least one photo must be of the front of the building. The only exceptions are listings "under construction" and "vacant land". Sellers expressly directing that photographs of their property not appear in MLS compilations should execute the proper exemption form prior to listing input.
- F. Photo Content-Images may not contain people, pornographic material, or logos (including yard signs) of any nature. The offending content will be removed immediately and the listing agent will be notified.
- G. Directions - Directions must be for the property address listed.
- H. Contact Information - Personal contact information (names, phone numbers, email addresses, company name, any website information, social media contact information [Facebook, Twitter, LinkedIn] etc.) may not be entered in the public remarks, directions, photos, or virtual tours. This includes such comments as "contact listing agent for additional information.
- A. Website Links – Links to websites (You Tube, HOA, Property Manager, etc.) of any kind may be given only in the Agent Notes. The target web page to which this field links may provide further information about a listing in the MLS. The target web page must not, however, provide information predominantly related to any compensation the seller or listing broker is offering to potential cooperating brokers.
- I. Lease listings should be formatted on an annual pricing structure per square foot or acre.
- J. Renewal listings that reflect extended contract terms within the same physical space do not qualify for entry into the service.
- K. Public Remarks and prohibited information - Public remarks must describe only the physical traits of the property, amenities associated with the property, or location-specific information. Public remarks may also



describe incentives provided by the seller to the buyer, specifically related to the property with specific purpose; provided, however, that neither the public remarks nor any other field or supplement file on a listing in the Service may include an offer of compensation from seller or listing broker to cooperating brokers or an offer of a seller concession that is limited to or conditioned on the retention of or payment to any other brokerage.

- L. Drone photography - Any photos uploaded in the CHS MLS database taken by unmanned aircraft systems (UAS) commonly referred to as "drones" should be taken only by FAA licensed operators or have obtained the proper Section 333 exemption from the FAA.

PARTICIPANTS NOT ADHERING TO THESE RULES WILL BE FINED. SEE SECTION 9. PENALTIES AND FINES.

SECTION 1.3.1 DETAIL ON LISTINGS FILED WITH THE SERVICE; ACCURACY OF LISTING DATA

A listing, when entered into the Multiple Listing Service by the listing broker, shall be complete in every detail. Participants and subscribers are required to submit accurate listing data and required to correct any known errors.

SECTION 1.3.2 LIMITED SERVICE LISTINGS

Listing agreements under which the listing broker will not provide one, or more, of the following services:

- A. Arrange appointments for cooperating brokers to show listed property to potential purchasers but instead gives cooperating brokers authority to make such appointments with the seller(s)
- B. Accept and present to the seller(s) offers to purchase procured by cooperating brokers but instead gives cooperating brokers authority to present offers to purchase directly to the seller(s)
- C. Advise the seller(s) as to the merits of offers to purchase
- D. Assist the seller(s) in developing, communicating, or presenting counter-offers; or
- E. Participate on the seller(s) behalf in negotiations leading to the sale of the listed property

will be identified with an explanation in Agent Notes and an appropriate code or symbol in MLS compilations so potential cooperating brokers will be aware of the extent of the services the listing broker will provide to the seller(s), and any potential for cooperating brokers being asked to provide some or all of these services to listing brokers' clients, prior to initiating efforts to show or sell the property.

SECTION 1.3.3 EXEMPTED LISTING

If the seller refuses to permit a listing of an otherwise eligible type to be disseminated by the Service, the Participant may then take the listing (office exclusive) and such listing shall be filed with the service, but not disseminated to the Participants. Filing of the listing shall be accompanied by certification signed by the seller that he does not desire the listing to be disseminated by the MLS.

SECTION 1.3.4 CHANGE OF STATUS LISTING

Changes in the original Listing Agreement will be made only when authorized in writing by the seller or lessor and shall be filed with the Service within twenty-four (24) hours (excepting weekends, holidays, and postal holidays) after the authorized change is received by the listing broker.

SECTION 1.3.5 WITHDRAWAL OF LISTING PRIOR TO EXPIRATION

Listings may be withdrawn from the MLS by the listing broker before the expiration date of the Listing Agreement provided notice is filed with the service, including a copy of the agreement between the seller and the listing broker which authorizes the withdrawal.



Sellers do not have the unilateral right to require an MLS to withdraw a listing without the listing broker's concurrence. However, when a seller(s) can document that his exclusive relationship with the listing broker has been terminated, the MLS may remove the listing at the request of the seller.

SECTION 1.4 CONTINGENCIES APPLICABLE TO LISTINGS

Any contingency or conditions of any term in a listing shall be specified and published to the Participants.

SECTION 1.5 LISTING PRICE SPECIFIED

The full gross listing price stated in the listing contract will be included in the information published in the MLS compilation of current listings, unless the property is subject to auction.

SECTION 1.6 LISTING MULTIPLE UNIT PROPERTIES

All properties which are to be sold or leased or which may be sold or leased separately must be individually indicated in the listing. When part of a listed property has been sold or leased, proper notification should be given to the MLS.

SECTION 1.7 NO MLS CONTROL OF COMMISSION RATES OR FEES CHARGED BY PARTICIPANTS

The MLS shall not fix, control, recommend, suggest, or maintain commission rates or fees for services to be rendered by Participants. Further, the MLS does not fix, control, recommend, suggest, or maintain any division of commissions or fees or offers of compensation between Participants, between Participants and non-Participants, or from sellers to Participants or non-Participants.

SECTION 1.8 EXPIRATION, EXTENSION, AND RENEWAL OF LISTING

Listings filed with the multiple listing service will automatically be removed from the compilation of current listings on the expiration date specified in the agreement, unless prior to that date the MLS receives notice that the listing has been extended or renewed. In that case, the listing may continue with the same MLS number.

If notice of renewal or extension is received after the listing has been removed from the compilation of current listings (31 days post expiration), the extension or renewal will be published in the same manner as a new listing.

Extensions and renewals of listings must be signed by the seller(s) and filed with the service.

If the listing expires, it may be placed Back on Market with the same listing number within 30 days succeeding the expiration date.

SECTION 1.9 TERMINATION DATE ON LISTINGS

Listings filed with the service shall bear a definite and final termination date as negotiated between the listing broker and the seller.

SECTION 1.10 SERVICE AND MANDATORY LISTING AREAS

Listings of the designated types of property that are located within the state of South Carolina (the SCCMLS Service area and mandatory listing area) are required to be submitted to the Service. Listings of property located outside the service area of the MLS will not be accepted. In the event that the listing of a Participant has as its listing agent, or salesperson, a licensee who is subject to a fee waiver under Section 6.2, then the Participant shall be identified on the listing as the listing agent/salesperson in the service.



JURISDICTION - Only listings of the designated types of property located within the jurisdiction of the South Carolina Statewide Commercial Multiple Listings Service are required to be submitted to the Service. Listings of property located outside the MLS' jurisdiction will not be accepted if submitted voluntarily by a Participant.

SECTION 1.11 LISTINGS OF SUSPENDED PARTICIPANTS

When a Participant of the Service is suspended from the MLS for failing to abide by a membership duty (i.e., a violation of the Code of Ethics, Association Bylaws, MLS Bylaws, MLS Rules and Regulations, or other membership obligations except failure to pay appropriate dues, fees or charges), all listings currently filed with the MLS by a suspended Participant shall, at the Participant's option, be retained in the Service until sold, withdrawn, or expired, and shall not be renewed or extended by the MLS beyond the termination date of the listing agreement in effect when the suspension became effective. If a Participant has been suspended from the Association or MLS (or both) for failure to pay appropriate dues, fees or charges, an Association MLS is not obligated to provide MLS services, including continued inclusion of the suspended Participant's listings in the MLS compilation of current listing information. Prior to any removal of a suspended participant's listings from the MLS, the suspended Participant should be advised in writing of the intended removal so that the suspended Participant may advise his clients.

SECTION 1.12 LISTINGS OF EXPELLED OR TERMINATED PARTICIPANTS

When a Participant of the Service is expelled from the MLS for failing to abide by a membership duty (i.e., violation of the Code of Ethics, Association Bylaws, MLS Bylaws, MLS Rules and Regulations, or other membership obligations except failure to pay appropriate dues, fees or charges), all listings currently filed with the MLS shall, at the expelled or terminated Participant's option, be retained in the Service until sold, withdrawn, or expired, and shall not be renewed or extended by the MLS beyond the termination date of the listing agreement in effect when the expulsion became effective. If a Participant has been expelled from the Association (except where MLS participation without Association membership is permitted by law) or MLS (or both) for failure to pay appropriate dues, fees or charges, an Association MLS is not obligated to provide MLS services, including continued inclusion of the expelled Participant's listings in the MLS compilation of current listing information. Prior to any removal of an expelled Participant's listings from the MLS, the expelled Participant should be advised in writing of the intended removal so that the expelled Participant may advise clients.

SECTION 1.13 LISTINGS OF PARTICIPANTS WHO RESIGN FROM THE ASSOCIATION OR MLS

When a Participant resigns from the MLS, the MLS is not obligated to provide services, including continued inclusion of the resigned Participant's listings in the MLS compilation of current listing information. Prior to any removal of a resigned Participant's listings from the MLS, the resigned Participant should be advised in writing of the intended removal so that the resigned Participant may advise his clients.

SECTION 1.14 PROPERTY ADDRESS

At the time of filing a listing, participants and subscribers must include a property address available to other participants and subscribers, and if an address doesn't exist, a parcel identification number can be used. Where an address or parcel identification number are unavailable, the information filed with the MLS must include a legal description of the property sufficient to describe its location. (Amended 5/21)

SECTION 1.15 DISCLOSING POTENTIAL SHORT SALES

Participants must disclose potential short sales (defined as a transaction where title transfers, where the sales price is insufficient to pay the total of all liens and costs of sale and where the seller does not bring sufficient liquid assets to the closing to cure all deficiencies) to other Participants and Subscribers when reasonably known to listing participants. When disclosed, Participants may, at their discretion, advise other Participants whether and how any



reduction in the gross commission established in the listing contract, required by the lender as a condition of approving the sale, will be apportioned between listing and cooperating Participants.

SECTION 1.16 PARTICIPANT AS PRINCIPAL

If a Participant or any licensee (including licensed and certified appraisers) affiliated with a Participant has any ownership interest in a property, the listing of which is to be disseminated through the MLS, that person shall disclose that interest when the listing is filed with the MLS. This information shall be disseminated to all MLS Participants.

SELLING PROCEDURES

SECTION 2 SHOWINGS AND NEGOTIATIONS

Appointments for showings and negotiations with the seller for the purchase of listed property filed with the multiple listing service shall be conducted through the listing broker, except under the following circumstances:

- A. The listing broker gives cooperating broker specific authority to show and/or negotiate directly, or
- B. After reasonable effort, cooperating broker cannot contact the listing broker or his representative.

However, the listing broker, at his option, may preclude such direct negotiations by cooperating brokers.

SECTION 2.1 PRESENTATION OF OFFERS

The listing broker or his authorized representative must present the offer as soon as possible, or give the cooperating broker a satisfactory reason for not doing so.

SECTION 2.2 SUBMISSION OF WRITTEN OFFERS AND COUNTER OFFERS

The listing broker or his authorized representative shall submit to the seller or lessor all written offers until closing unless precluded by law, government rule, regulation, or agreed otherwise in writing between the seller and the listing broker. Unless the subsequent offer is contingent upon the termination of an existing contract, the listing broker shall recommend that the seller(s) obtain the advice of legal counsel prior to acceptance of the subsequent offer.

Participants representing buyers or tenants shall submit to the buyer or tenant all offers and counter-offers until acceptance, and shall recommend that buyers and tenants obtain legal advice where there is a question about whether a pre-existing contract has been terminated.

SECTION 2.3 RIGHT OF COOPERATING BROKER IN PRESENTATION OF OFFER

The cooperating broker (subagent or buyer agent) or his representative shall have the right to participate in the presentation to the seller or lessor of any offer he secures to purchase or lease. He does not have the right to be present at any discussion or evaluation of that offer by the seller or leaser and the listing broker. However, if the seller or lessor gives written instructions to the listing broker that the cooperating broker not be present when an offer the cooperating broker secured is presented, the cooperating broker has the right to a copy of the seller's written instructions. None of the foregoing diminishes the listing broker's right to control the establishment of appointments for such presentations.

Where the cooperating broker is not present during the presentation of the offer, the cooperating broker can request in writing, and the listing broker must provide, written affirmation stating that the offer has been submitted to the seller, or written notification that the seller has waived the obligation to have the offer presented



SECTION 2.4 RIGHT OF LISTING BROKER IN PRESENTATION OF COUNTER-OFFER

The listing broker or his representative has the right to participate in the presentation of any counter-offer made by the seller or lessor. He does not have the right to be present at any discussion or evaluation of a counter-offer by the purchaser or lessee (except when the cooperating broker is subagent). However, if the purchaser or lessee gives written instructions to the cooperating broker that the listing broker not be present when a counter-offer is presented, the listing broker has the right to a copy of the purchaser's or lessee's written instructions.

SECTION 2.5 REPORTING SALES TO THE SERVICE

Status changes including final closing of sales and sales prices shall be reported to the Multiple Listing Service by the listing broker within 48 hours after they have occurred. If negotiations were carried on under Section 2(a) (1 or 2) hereof the cooperating broker shall report accepted offers to the listing broker within 24 hours after occurrence and the listing broker shall report them to the MLS within 48 hours after receiving notice from the cooperating broker.

Note 1: The listing agreement of a property filed with the MLS by the listing broker should include a provision expressly granting the listing broker authority to advertise; to file the listing with the MLS; to provide timely notice of status changes of the listing to the MLS; and provide sales information including selling price to the MLS upon sale of the property. If deemed desirable by the MLS to publish sales information prior to final closing (settlement) of a sales transaction, the listing agreement should also include a provision expressly granting the listing broker the right to authorize dissemination of this information by the MLS to its participants.

Note 2: In disclosure states, if the sale price of a listed property is recorded, the reporting of the sale price may be required by the MLS. In states where the actual sale prices of completed transactions are not publicly accessible, failure to report sale prices can result in disciplinary action only if the MLS:

1. categorizes sale price information as confidential and
2. limits use of sale price information to participants and subscribers in providing real estate services, including appraisals and other valuations, to customers and clients; and to governmental bodies and third-party entities only as provided below.
3. The MLS may provide sale price information to governmental bodies only to be used for statistical purposes (including use of aggregated data for purposes of valuing property) and to confirm the accuracy of information submitted by property owners or their representatives in connection with property valuation challenges; and to third-party entities only to be used for academic research, statistical analysis, or for providing services to participants and subscribers. In any instance where a governmental body or third-party entity makes sale price information provided by the MLS available other than as provided for in this provision, a listing participant may request the sale price information for a specific property be withheld from dissemination for these purposes with written authorization from the seller, and withholding of sale price information from those entities shall not be construed as a violation of the requirement to report sale prices.

SECTION 2.6 REPORTING RESOLUTION OF CONTINGENCIES

The listing broker shall report the fulfillment, renewal or cancellation of any contingency on file with MLS within two (2) working days.

SECTION 2.7 ADVERTISING OF LISTINGS FILED WITH THE SERVICE

A listing shall not be advertised by any Participant, other than the listing broker, without the prior consent of the listing broker.



SECTION 2.8 REPORTING CANCELLATION OF PENDING SALE

The listing broker shall report the cancellation of any pending sale to the MLS within 2 working days, and the listing shall be reinstated immediately.

SECTION 2.9 DISCLOSING THE EXISTENCE OF OFFERS

Listing brokers, in response to inquiries from buyers or cooperating brokers shall, with the seller's approval, disclose the existence of offers on the property. Where disclosure is authorized, the listing broker shall also disclose, if asked whether offers were obtained by the listing licensee, by another licensee in the listing firm or by a cooperating broker.

SECTION 2.10 AVAILABILITY OF LISTED PROPERTY

Listing brokers shall not misrepresent the availability of access to show or inspect listed property. (11/05)

SECTION 2.11 PARTICIPANT AS PURCHASER

If a Participant or any licensee (including licensed and certified appraisers) affiliated with a Participant wishes to acquire an interest in property listed with another Participant, such contemplated interest shall be disclosed, in writing, to the listing broker not later than the time an offer to purchase is submitted to the listing broker.

PARTICIPANTS NOT ADHERING TO THESE TIME FRAMES ARE SUBJECT TO BE FINED.

REFUSAL TO SELL

SECTION 3 REFUSAL TO SELL

If the seller or lessor of any listed property filed with the Multiple Listing Service refuses to accept a written offer satisfying the terms and conditions stated in the listing, such fact shall be transmitted immediately to the Service and all Participants.

PROHIBITIONS

SECTION 4 INFORMATION FOR PARTICIPANTS ONLY

Any listing filed with the service shall not be made available to any broker or firm not a member of the MLS without the prior consent of the listing broker. A participant with licensees who are subject to a fee waiver under Section 6.2 may not make available to those licensees listings of other brokers in the MLS. The preceding sentence does not prohibit a licensee from accessing listing records from another MLS or from any other source lawfully available to the licensee

SECTION 4.1 "FOR SALE" SIGNS

Only the "For Sale" sign(s) of the listing broker shall be placed on a property.

SECTION 4.2 "SOLD" SIGNS

Prior to closing, only the sold sign of the listing broker may be placed on a property, unless the listing broker authorizes the cooperating (selling) broker to post such a sign



SECTION 4.3 SOLICITATION OF LISTING FILED WITH THE SERVICE

Participants shall not engage in any practice or take any action inconsistent with exclusive representation or exclusive brokerage relationship agreements that other MLS participants have with clients. The prohibition in the previous sentence applies to licensees affiliated with a participant who are subject to a fee waiver under Section 6.2.

MLS participants shall not solicit a listing currently listed exclusively with another broker. However, if the listing broker, when asked by the MLS participant, refuses to disclose the expiration date and nature of such listing (i.e., an exclusive right-to-sell, an exclusive agency, open listing, or other form of contractual agreement between the listing broker and the client) the MLS participant may contact the owner to secure such information and may discuss the terms upon which the MLS participant might take a future listing or, alternatively, may take a listing to become effective upon expiration of any existing exclusive listing.

MLS participants shall not solicit buyer/tenant agreements from buyers/tenants who are subject to exclusive buyer/tenant agreements. However, if asked by an MLS participant, the broker refuses to disclose the expiration date of the exclusive buyer/tenant agreement, the MLS participant may contact the buyer/tenant to secure such information and may discuss the terms upon which the MLS participant might enter into a future buyer/tenant agreement or, alternatively, may enter into a buyer/tenant agreement to become effective upon the expiration of any existing exclusive buyer/tenant agreement.

SECTION 4.4 USE OF THE TERMS MLS AND MULTIPLES LISTING SERVICE

No MLS participant, subscriber or licensee affiliated with any participant shall, through the name of their firm, their URLs, their e-mail addresses, their website addresses, or in any other way represent, suggest, or imply that the individual or firm is an MLS, or that they operate an MLS. Participants, subscribers and licensees affiliated with participants shall not represent, suggest, or imply that consumers or others have direct access to MLS databases, or that consumers or others are able to search MLS databases available only to participants and subscribers. This does not prohibit participants and subscribers from representing that any information they are authorized under MLS rules to provide to clients or customers is available on their websites or otherwise. The prohibition in the previous sentence applies to licensees affiliated with a participant who are subject to a fee waiver under Section 6.2.

SECTION 4.5 OTHER DECEPTIVE USES OF CONTENT

No MLS participant, subscriber or licensee affiliated with any participant may use any data content derived from the Service in their advertising and representations to the public to engage in any of the following activities: (a) deceptive or unauthorized framing of real estate brokerage websites; (b) manipulating (e.g., presenting content developed by others) listing and other content in any way that produces a deceptive or misleading result; (c) deceptively using metatags, keywords or other devices/methods to direct, drive, or divert Internet traffic; (d) presenting content developed by others without attribution or without permission; or (e) otherwise mislead consumers, including use of misleading images.

SECTION 4.6 USE OF FORMS PROVIDED BY MLS

All printed material furnished by the service is the property of the Service for the exclusive benefit of the Participants.



SECTION 4.7 SERVICES ADVERTISED AS "FREE"

MLS participants and subscribers must not represent that their brokerage services to a client or customer are free or available at no cost to their clients, unless the participant or subscriber will receive no financial compensation from any source for those services.

SECTION 4.8 NON-FILTERING OF LISTINGS

Participants and subscribers must not filter out or restrict MLS listings that are searchable by and displayed to consumers based on the presence or level of compensation offered to the cooperating broker or the name of a brokerage or agent.

NO BROKER COMPENSATION ON LISTINGS

SECTION 5.1 NO OFFERS OF COMPENSATION PERMITTED IN THE SERVICE

Participants are prohibited from making any offer of compensation to other Participants via the Service on any listing filed with the Service in the Service's database.

SECTION 5.2 NO REPORTING OF COMPENSATION

Participants are prohibited from disclosing on the Service the amount of negotiated commission in listing contracts, or total brokerage compensation (i.e., the combined compensation to both listing brokers and cooperating brokers), and the Service shall not publish any commission on a listing that has been submitted to the Service by a Participant.

SECTION 5.3 DISPLAY OF LISTING BROKER'S OFFER OF COMPENSATION

If the listing broker operates a website or other electronic service where it displays its own listings as well as those of other Participants, the listing/displaying broker may display offers of compensation to buyer brokers or other buyer representatives only on the listing/displaying broker's own listings.

SECTION 5.4 NO SUPPORT OF COMPENSATION PLATFORMS

Any Participant's use of MLS data or data feeds to directly or indirectly establish or maintain a platform to make offers of compensation from multiple brokers to buyer brokers or other buyer representatives is prohibited and will result in termination of the Participant's access to any MLS data and data feeds.

SERVICE CHARGES

SECTION 6.1 SERVICE FEES AND CHARGES

The following service charges for operation of the multiple listing service are in effect to defray the costs of the service and are subject to change from time to time in the manner prescribed:

Initial Participation Fee: An applicant for participation in the service shall pay a non-refundable application fee of \$1,000 with such fee to accompany the application.

Recurring Participation Fee: The Annual Participation Fee that each Participant shall pay a non-refundable fee \$100 This fee will be invoiced annually in January for the current year.



The Participant shall be responsible for the payment of a quarterly subscription fee for each licensed individual employed by or affiliated as an independent contractor with the participant, who elects to subscribe to the service. except that this fee shall be waived for licensees subject to a fee waiver under Section 6.2. The subscription fee shall approximate the cost of bringing the service to the member Participant and subscribers as determined by the service from time to time with the approval of the MLS Board of Directors.

Note 1: A multiple listing service may elect to have such fees payable on a quarterly or even on a monthly basis. However, added administrative services are necessitated by increased frequency of such payments.

Note 2: Multiple listing services that choose to include affiliated unlicensed administrative and clerical staff, personal assistants, and/or individuals seeking licensure or certification as real estate appraisers among those eligible for access to and use of MLS information as subscribers may, at their discretion, charge recurring fees.

- A. Payment of MLS Fees: The member Participant shall be billed in advance, on the 15th of each preceding month, for the following quarter's MLS service. Payment is due by the first day of the first month in each quarter. Service shall be suspended on the 10th until full payment is received. If partial payment is received, it must be accompanied by written notice of termination or transfer of associates for whom no payment is included, or service will be suspended until full payment or written explanation is received.
- B. Other Fees: Additional fees may be added at the discretion of the MLS Directors, however, the MLS will impose no fees which are contingent upon the sale of a listed property.
- C. Administrative Member: Unlicensed individuals that need to make use the MLS for clerical tasks, such as entering/editing listings and/or searching the database and are under the supervision of a Participant may be given Administrative access to the MLS by a unique and individual passcode. The administrative code will be directly linked to the Administrative member's employer (be it Subscriber or Participant in good standing) and will be terminated should their employer become inactive in the MLS for any reason, by written instruction from the MLS Participant, or the Administrative member has violated the MLS Rules and Regulation or is no longer employed by the MLS Participant or employing Subscriber.

Administrative fees will be set forth by the MLS Board of Directors and are subject to change at any time. Those individuals holding a valid South Carolina Real Estate, Appraiser, or Property Management License, who are licensed with a member firm are ineligible for Administrative Membership pricing. Should an individual with an active, valid South Carolina Real Estate, Appraiser, or Property Management License who is licensed with a member firm need Administrative Membership, a unique administrative login will be provided at no charge and that member will be billed quarterly MLS fees in accordance with Section 6:B of the MLS Rules and Regulations.

Administrative Members will have a signed agreement (Application for MLS Administrative Membership) to abide my all rules and regulations of the South Carolina Statewide Multiple Listing Service Inc

Administrative fees will be billed in the same manner and subject to the same requirements as Section 6:A-C of these Rules and Regulations. The MLS Participant shall notify the MLS as soon as practical but not to exceed four (4) business days of the termination of an Administrative Member's employment either with the brokerage or the employing REALTOR licensed with the MLS Participant. The MLS will terminate the Administrative Member's access to the on-line system as soon as practical.

The MLS Participant who employs the Administrative Member, or holds the license of the subscriber who employs the Administrative Member, is solely responsible for the actions of the Administrative Member with respect to the MLS, and said MLS Participant agrees to hold the South Carolina Statewide Commercial Multiple Listing Service



harmless from any liability arising from such actions. An alleged violation of the MLS Rules will be processed consistent with the procedures in Sections 9 and 9.1.”

SECTION 6.2 SUBSCRIBER FEE WAIVERS

MLS provides participants the option of a no-cost waiver of MLS fees, dues, and charges for any licensee or licensed or certified appraiser in a participating office who can demonstrate subscription to a different MLS where the principal broker for the office also participates. MLS requires waiver recipients and their participants to sign a certification for nonuse of MLS services, which includes penalties and termination of the waiver if violated.

Normally, under Section 6.1, any per-subscriber fee is calculated based on each salesperson and licensed or certified appraiser affiliated with a participating office. The effect of fee waiver is that the number of subscribers in a participating office for purposes of any recurring per-subscriber fees paid by a participant under Section 6.1 shall be reduced by the number of licensees and certified appraisers who are subject to waiver under this Section 6.2. For purposes of this Section 6.2 and all rule provisions referring to it, “licensee” refers to non-principal salespersons and licensed and certified appraisers. Section 6.2.1 sets out the conditions for fee waiver, Section 6.2.2 the process for obtaining and maintaining waivers, Section 6.2.3 circumstances under which waiver is revoked and consequences of revocation, and Section 6.2.4 the consequences of repeated violations of these policies.

SECTION 6.2.1 CONDITIONS FOR WAIVER

Fee waivers are available for non-principal broker and non-principal appraiser licensees in offices participating in MLS, provided the participant and any fee-waived licensee(s) meet all the following requirements:

- A. Any fee-waived licensee must be (i) a subscriber in another multiple listing service that has adopted a policy, in this MLS’s reasonable judgment, substantially similar to this Section 6.2 and that will certify this information to this MLS on the frequency established by this MLS; or (ii) engaged exclusively in Property Management.
- B. The Participant continues to comply with this MLS’s mandatory listing submission rules.
- C. During any period for which a licensee’s fees are waived, the licensee shall refrain from using any of the following services of this MLS:
 1. Using this MLS’s systems, databases, lockboxes, etc. This does not include accessing listing information of the licensee’s own broker or of other brokers through the participant’s IDX site or elsewhere. It does include accessing such information on the participant’s VOW (which is for consumers’ personal use).
 2. Being identified as a listing agent on an active or pending property listing in this MLS. Note that under Sections 1 and 1.12, any listing in MLS’s mandatory-listing area must be submitted to MLS, unless the participant files a certification of the seller’s instruction to withhold the listing from MLS under Section 1.3.
 3. Working as the selling agent on a property listed in this MLS by a firm other than participant’s, unless the listing appears in an MLS to which the selling agent is a subscriber. This does not apply to the fee-waived participant’s own listings, because the participant is free to share them within its firm (and anywhere else) without MLS consent or involvement.
 4. Use of any data feed from this MLS (except one that includes listings only of the licensee’s broker).
 5. Using this MLS’s data on an IDX or VOW website identified as the fee-waived subscriber’s site or page.
 6. Using MLS’s data in an automated valuation product or tool in any product or service identified as coming from the fee-waived subscriber.



SECTION 6.2.2 PROCESS FOR OBTAINING AND MAINTAINING WAIVERS

The participant must at all times provide to MLS up-to-date information on all licensees, whether they are subscribers or fee-waived licensees, in each participating office. The participant must identify which licensees are subject to fee waivers and for each waived licensee the other MLS in which he/she is a subscriber on the waiver certification form.

In order to obtain a waiver for any licensee in the participant's office, the participant must execute the MLS's form for listing fee-waived licensees and the certification on it. The participant must procure from another MLS, or arrange for the other MLS to provide to this MLS, a certification that the MLS has adopted a policy substantially similar to this Section 6.2, a copy of that policy, and a certification that each fee-waived subscriber in this MLS is a subscriber in that MLS. (The other MLS may have a onetime or periodic charge for providing these certifications.)

In order to maintain a waiver for any licensee, the participant and licensee must continue to satisfy the requirements of Section 6.2.1 and must recertify (and obtain from the other MLS re-certifications) of the matters addressed in this Section with the frequency set by this MLS.

SECTION 6.2.3 REVOCATION OF WAIVER

The fee waiver for a licensee may be revoked under various circumstances, and the consequences of the revocation vary depending on its circumstances, as provided in this section.

- A. The participant or fee-waived licensee may revoke the waiver at any time upon notice to this MLS. In that case, the fee-waived licensee immediately becomes a subscriber and any fees due to MLS under its normal fee schedule for the current period for the subscriber (including pro-rata fees for any partial service period and any application fees if none have previously been paid for the subscriber) shall immediately become due and payable. In the event a fee-waived licensee appears as a listing agent on an active or pending listing in this MLS, the participant and fee-waived licensee shall be deemed to have revoked the waiver under this subsection (a).
- B. If this MLS determines that the fee-waived licensee has used any of the services of this MLS listed in Section 6.2.1(c) during a fee-waiver period, MLS may terminate the fee waiver upon notice to the participant and subscriber. In this case, the consequences of subsection (a) apply, and in addition to them, MLS may at its option, (i) assess the fine described in Section 9.3(P), or (ii) recover from participant or subscriber all the fees MLS would have collected had the fee-waived licensee been a subscriber during the entire period of the waiver. After six months, the participant and subscriber can re-certify the subscriber to be a fee-waived licensee.

SECTION 6.2.4 CONSEQUENCES OF REPEATED VIOLATIONS

A pattern of repeated violations of Section 6.2.1(c) exists when a participant allows any combination of three or more violations of Section 6.2.1(c), whether the participant is aware of the violations and whether committed by one fee-waived licensee or more; or when a subscriber commits three or more violations of Section 6.2.1(c). In the event that a participant or subscriber exhibits a pattern of repeated violations of Section 6.2.1(c), MLS may suspend all fee waivers for the participant or subscriber (or both) for a period of up to three years. If, after such a period of suspension, a participant or subscriber again exhibits a pattern of repeated violations, MLS may permanently terminate fee waivers for the participant or subscriber (or both). In the event a participant or subscriber subject to suspension or termination of waivers moves to a new office as a participant, that office shall be ineligible for waivers during the pendency of its participant's suspension or termination. In the event a participant or subscriber subject to suspension or termination of waivers moves to a new office as a non-principal licensee, that non-principal licensee shall be ineligible for waivers during the pendency of his or her suspension or termination.



COMPLIANCE WITH RULES AND REGULATIONS

SECTION 7 COMPLIANCE WITH RULES/ATHORITY TO IMPOSE DISCIPLINE

By becoming and remaining a participant or subscriber in this MLS, each participant and subscriber agrees to be subject to the rules and regulations and any other MLS governance provision. Each participant is subject to these rules with regard to licensees affiliated with the participant who are subject to fee waiver under Section 6.2. The MLS may, through the administrative and hearing procedures established in these rules, impose discipline for violations of the rules and other MLS governance provisions. Discipline that may be imposed may only consist of one or more of the following:

- A. letter of warning
- B. letter of reprimand
- C. attendance at MLS orientation or other appropriate courses or seminars which the participant or subscriber can reasonably attend taking into consideration cost, location, and duration
- D. appropriate, reasonable fine not to exceed \$15,000
- E. Retroactive fees related to any licensee granted a fee waiver under Section 6.2 in the event the MLS determines that the licensee made any use of MLS services prohibited in Section 6.2 during the period of waiver
- F. suspension of MLS rights, privileges, and services for not less than thirty (30) days nor more than one (1) year
- G. termination of MLS rights, privileges, and services with no right to reapply for a specified period not to exceed three (3) years.

Note: A participant (or user/subscriber, where appropriate) can be placed on probation. Probation is not a form of discipline. When a participant (or user/subscriber, where appropriate) is placed on probation the discipline is held in abeyance for a stipulated period of time not longer than one (1) year. Any subsequent finding of a violation of the MLS rules during the probationary period may, at the discretion of the Board of Directors, result in the imposition of the suspended discipline. Absent any subsequent findings of a violation during the probationary period, both the probationary status and the suspended discipline are considered fulfilled, and the individual's record will reflect the fulfillment. The fact that one or more forms of discipline are held in abeyance during the probationary period does not bar imposition of other forms of discipline which will not be held in abeyance.
(Revised 05/14)

SECTION 7.1. NONPAYMENT OF FINANCIAL OBLIGATIONS

The following actions may be taken for non-payment of financial obligations. However, in no case shall action be taken to suspend or terminate a participant for nonpayment of disputed amounts until the accuracy of the amount owed has been confirmed. Adjustments to invoices will not be considered after 30 days of the due date.

- A. If the dues, fees, fines or other assessments owed to the MLS remain unpaid for one (1) month after due date of the invoice, all MLS services to the Participant shall be suspended until the account is paid in full. Original invoice constitutes due notice.
- B. If the dues, fees, fines or other assessments owed to the MLS remain unpaid for two (2) months after invoice from the MLS office, the Participant and all associates shall be terminated from the service.
- C. A former Participant, who has had participation terminated for nonpayment of dues, fees, fines or other assessments duly levied in accordance with the provisions of these Rules and Regulations, may apply for reinstatement in the manner prescribed for new applicants upon payment in full of all accounts due as of the day of termination.



SECTION 7.2. APPLICABILITY OF RULES TO USERS AND/OR SUBSCRIBERS

Non-principal brokers, sales licensees, appraisers and others authorized to have access to information published by the MLS are subject to these Rules and Regulations and may be disciplined for violations thereof provided that the user or subscriber has signed an agreement acknowledging that access to and use of MLS information is contingent on compliance with the Rules and Regulations. Further, failure of any user or subscriber to abide by the Rules and/or any sanction imposed for violations thereof can subject the Participant to the same or other discipline. The participant is subject to these rules with regard to licensees affiliated with the participant who are subject to fee waiver under Section 6.2 This provision does not eliminate the Participant's ultimate responsibility and accountability for all users or subscribers affiliated with the Participant.

SECTION 7.3. ASSESSMENT OF MLS FEES, DUES, & CHARGES

All MLS fees, dues and charges, including, but not limited to initial participation fees, recurring participation fees, listing origination fees, subscription fees, etc., may be assessed to MLS Participants or to individual users as subscribers. This does not preclude an MLS Participant from being reimbursed by affiliated licensees for fees or charges incurred on their behalf pursuant to any in-house agreement that may exist if direct billing of subscribers is utilized; the ultimate responsibility for delinquent dues, fees, and charges is that of the Participant.

MEETINGS

SECTION 8. MEETINGS

The meetings of the Participants of the Service or the MLS Directors for transaction of business of the service shall be held in accordance with the appropriate provisions of the Bylaws of the Service.

ENFORCEMENT OF RULES OR DISPUTES

SECTION 9 CONSIDERATION OF ALLEGED VIOLATIONS

The Board of Directors shall give consideration to all written complaints having to do with violations of the rules and regulations. By becoming and remaining a participant, each participant agrees to be subject to these rules and regulations, the enforcement of which are at the sole discretion of the Board of Directors.

SECTION 9.1. VIOLATIONS OF RULES AND REGULATIONS

If the alleged offense is a violation of Rules and Regulations of the Service and does not involve a charge of alleged unethical conduct or a request for arbitration, it may be administratively considered and determined by the MLS Directors. If a violation is determined, the Directors may direct the imposition of sanction, in accordance with these rules and the Service's compliance procedures.

Sanctions imposed may consist of warning, censure, fine, suspension, termination or any combination thereof.

If, rather than conducting an administrative review, the MLS has a procedure established to conduct hearings, any appeal of the decision of the hearing tribunal may be appealed to the board of directors of the MLS within twenty (20) days of the tribunal's decision. Alleged violations involving unethical conduct of Participants who are REALTORS® shall be referred to the professional standards committee of the association of REALTORS®, where the Participant maintains REALTOR® membership for processing in accordance with the professional standards procedures of the association. If the charge alleges a refusal to arbitrate amongst two Participants who are REALTORS®, such charge shall be referred directly to the board of directors of the association of REALTORS®



SECTION 9.2. COMPLAINTS OF UNETHICAL CONDUCT

All other complaints of unethical conduct shall be referred by the Board of Directors to the Professional Standards Administrator of the association of REALTORS® for appropriate action in accordance with the professional standards procedures established in the Bylaws of the Association of REALTORS® for Participants who are REALTORS®.

SECTION 9.3 PENALTIES AND FINES

It is the Broker's responsibility to keep complete and accurate information and to comply with the requirement from South Carolina Real Estate Commission to maintain paperwork. The MLS will reserve the right to randomly audit listings. Concentration will be on accuracy of required fields, status, and timely entrance. If information is questioned, the listing agent and broker in charge will be contacted and required to send a copy of any requested paperwork to MLS within 48 hours.

Fines will be issued on a quarterly basis. The fines are as follows:

- A. Inaccurate Information – Participant will be fined \$125 for any inaccurate listing information which remains in the MLS more than 2 business days after the listing agent has been notified of the inaccuracy by MLS Staff. If listing is not corrected within 48 hours, the MLS Staff will correct the inaccuracy. This only applies to inaccuracies in which the listing agent has been notified by MLS Staff of inaccurate information, not those submitted by fellow agents
- B. Misrepresentation of Status (Other than Sold) - Participant will be fined \$250 for failing to update or misrepresenting the status of a listings as defined in Section 2 of MLS Rules and Regulations. If status is not corrected within five business days after original notification, the listing will be withdrawn. MLS reserves the right to remove any of a participant's listings for failure to report status changes as according MLS Rules and Regulations.
- C. Misrepresentation of Status (Sold Listing)- Participant will be fined \$250 for failing to report closed sales to the service as defined in Section 2 .11 of MLS Rules and Regulations.
- D. Late Data Entry - Participant will be fined \$50 for late entry of data as defined Section 1.1 of MLS Rules and Regulations. Repeated violations of this rule will cause the matter to go to the MLS Board of Directors for consideration and could result in the Participant being censured, fined, suspended, or terminated.
- E. Contact Information – Participant will be fined \$250 for violation of the personal contact information rules as outlined in Section 1.1 of MLS Rules and Regulations. Any content in violation of the rule will be removed immediately and the listing agent will be notified.
- F. Directions –Participant will be fined \$50 for violation of the direction rules as outline in Section 1.1 of MLS Rules and Regulations.
- G. Website Links –Participant will be fined \$250 for violation of the rules for website links as outlined in Section 1.1 of MLS Rules and Regulations. Any content in violation of the rule will be removed immediately and the listing agent will be notified.
- H. Photo Entry – Participant will be fined \$50 for violation of the rules for photo entry as outlined in Section 1.1 of MLS Rules and Regulations. Those listings that have a properly executed Exemption Form signed by the seller shall be excluded from this fine.
- I. Photo Content – Participant will be fined \$50 for violation of the rules for photo content as outline in Section 1.1 of MLS Rules and Regulations. Any content in violation of the rule will be removed immediately and the listing agent will be notified.
- J. MLS Password - MLS members may not share their MLS passwords with any other member or non-member. Participant will be fined \$1000 for the first offense and subject to suspension of membership privileges for six months for a second offense, at the discretion of the MLS Board of Directors. Staff and/or assistants will be assigned an MLS username and password after attending MLS training.



- K. Agent Reports- MLS generate reports designated as Agent reports contain confidential information that may not be shared with the public. Participant will be fined \$500 for the first offense and subject to suspension of membership privileges for six months for a second offense, at the discretion of the MLS Board of Directors.
- L. Violations of Section 6.2: Any violation of Section 6.2 by a licensee subject to fee waiver under Section 6.2 of these Rules and Regulations will result in either, at MLS's option, (a) a fine levied against the participant of \$1,000 for the first offense, \$1,500 for the second offense, and \$5,000 for the third offense, plus the other consequences described in Section 6.2.4; or (b) retroactive subscription fees that the MLS would have collected had the fee-waived licensee been a subscriber during the entire period of the waiver.
- M. Relaying Offers of Compensation: If the MLS determines a Participant or one of its associated licensees is attempting to offer compensation through any MLS platform, the offending content will be removed and the Participant will be fined:
 - a. \$500 for the first offense
 - b. \$750 for the second offense

SECTION 9.4 APPEALING FINES

All fines may be appealed by the listing agent. A written appeal must be filed with the Service within 15 days of fine being issued. All appeals will be reviewed on an as needed basis and at a minimum of every quarter. Specific instructions on filing an appeal are included with the original fine.

SECTION 9.5 COMPLAINTS OF UNAUTHORIZED USE OF CONTENT

Any participant who believes another participant has engaged in the unauthorized use or display of listing content, including photographs, images, audio or video recordings, and virtual tours, shall send notice of such alleged unauthorized use to MLS staff at Support@SCCMLS.com. Such notice shall be in writing, specifically identify the allegedly unauthorized content, and be delivered to the MLS not more than sixty (60) days after the alleged misuse was first identified. MLS staff reserves the right to share your written notice with the participant who is accused of unauthorized use. No participant may pursue action over the alleged unauthorized use and display of listing content in a court of law without first completing the notice and response procedures outlined in this Section 9.3 of the MLS rules.

Upon receiving a notice, MLS staff will send the notice to the participant who is accused of unauthorized use. Within ten (10) days from receipt, the participant must either: 1) remove the allegedly unauthorized content, or 2) provide proof to MLS staff that the use is authorized. Any proof submitted will be considered by MLS staff, and in their discretion through its legal counsel, and a decision of whether it establishes authority to use the listing content will be made within thirty (30) days.

If MLS determines that the use of the content was unauthorized, MLS may issue a sanction pursuant to Section 7 of the MLS rules, including a request to remove and/or stop the use of the unauthorized content within ten (10) days after transmittal of the decision. If the unauthorized use stems from a violation of the MLS rules, that too will be considered at the time of establishing an appropriate sanction.

If after ten (10) days following transmittal of MLS's determination the alleged violation remains uncured (i.e. the content is not removed or the rules violation remains uncured), then the complaining party may seek action through a court of law.

SECTION 9.6 MLS RULES VIOLATIONS

MLS participants may not take legal action against another participant for alleged rules violation(s) unless the complaining participant has first exhausted the remedies provided in these rules.



CONFIDENTIALITY OF MLS INFORMATION

SECTION 10. CONFIDENTIALITY OF MLS INFORMATION

Any information provided by the MLS to Participants shall be considered official information of the Service. Such information shall be considered confidential and exclusively for the use of Participants and real estate licensees affiliated with such Participants and those Participants who are licensed or certified by an appropriate state regulatory agency to engage in the appraisal of real property and licensed or certified appraisers affiliated with such Participants entitled to access.

Reports identified as "Agent reports" in MLS contain confidential information and may not be disseminated to anyone other than a Participant or Subscriber. Reports identified as "Customer reports" in MLS are provided to use for customers and clients.

SECTION 10.1 MLS NOT RESPONSIBLE FOR ACCURACY OF INFORMATION

The information published and disseminated by the Service is communicated verbatim, without change by the Service, as filed with the Service by the Participant. The Service does not verify the information provided and disclaims any responsibility for its accuracy. Each Participant agrees to hold the service harmless against any liability arising from any inaccuracy or inadequacy of the information such Participant provides.

OWNERSHIP OF MLS COMPILATIONS AND COPYRIGHTS

SECTION 11. OWNERSHIP OF MLS COMPILATIONS* AND COPYRIGHTS

By the act of submission of any property listing content to the MLS, the Participant represents and warrants that he or she is fully authorized to license the property listing content as contemplated by and in compliance with this section and these rules and regulations, and also thereby does grant to the MLS license to include the property listing content in its copyrighted MLS compilation and also in any statistical report on comparables. Listing content includes, but is not limited to, photographs, images, graphics, audio and video recordings, virtual tours, drawings, descriptions, remarks, narratives, pricing information, and other details or information related to listed property.

Each participant who submits listing content to the MLS agrees to defend and hold the MLS and every other participant harmless from and against any liability or claim arising from any inaccuracy of the submitted listing content of any inadequacy of ownership, license, or title to the submitted listing content. The MLS Participant agrees to indemnify the MLS in the event of any litigation relating to the reproduction of photographs, images, graphics, audio and video recordings, virtual tours, drawings, descriptions, remarks, narratives, pricing information and other details or information related to listed property by the MLS or other authorized entities.

All right, title and interest in each copy of every Multiple Listing compilation created and copyrighted by the South Carolina Statewide Multiple Listing Service and by the copyrights therein, shall at all times remain vested in the South Carolina Statewide Multiple Listing Service Participants shall acquire by such lease only the right to use the MLS compilations in accordance with these Rules.

Each participant shall be entitled to lease from the Charleston Trident Association of REALTORS® a number of copies of each MLS compilation sufficient to provide the participant and each person affiliated as a licensee



(including licensed or certified appraisers) with such participant with one copy of such compilation. The participant shall pay for each such copy the rental fee set by the association.

Participants shall acquire by such lease only the right to use the MLS compilations in accordance with these rules.

* The term MLS Compilation, as used in Sections 11 and 12 herein, shall be construed to include format in which property listing data is collected and disseminated to the Participants, including, but not limited to, bound book, loose leaf binder, computer database, card file, or any other format whatever.

USE OF COPYRIGHTED MLS COMPILATIONS

SECTION 12. DISPLAY

Participants, and those persons affiliated as licensees with such Participants, shall be permitted to display the MLS compilation to prospective purchasers only in conjunction with their ordinary business activities of attempting to locate ready, willing and able buyers for the properties described in said MLS compilation. "Persons affiliated as licensees" in the previous sentence does not include licensees subject to fee waiver under Section 6.2.

SECTION 12.1 DISTRIBUTION

Participants shall at all times maintain control over and responsibility for each copy of any MLS compilation leased to them by the South Carolina Statewide Multiple Listing Service, and shall not distribute any such copies to persons other than subscribers who are affiliated with such Participant as licensees, those individuals who are licensed or certified by an appropriate state regulatory agency to engage in the appraisal of real property, and any other subscribers as authorized pursuant to the governing documents of the MLS. Use of information developed by or published by a Board Multiple Listing Service is strictly limited to the activities authorized under a Participant's licensure(s) or certification and unauthorized uses are prohibited. Further, none of the foregoing is intended to convey "Participation", or "Membership" or any right of access to information developed by or published by a Board Multiple Listing Service where access to such information is prohibited by law.

SECTION 12.2. REPRODUCTION

Participants or their affiliated licensees shall not reproduce any MLS compilation or any portion thereof, except in the following limited circumstances:

Participants or their affiliated licensees may reproduce from the MLS Compilation, and distribute to prospective purchasers or lessees, a reasonable* number of single copies of property listing data contained in the MLS Compilation which relate to any properties in which the prospective purchasers are, or may, in the judgment of the Participants or their affiliated licensees, be interested. "Persons affiliated as licensees" in the previous sentence does not include licensees subject to fee waiver under Section 6.2.

Reproductions made in accordance with this rule shall be prepared in such a fashion that the property listing data of properties other than that in which the prospective purchaser has expressed interest, or in which the Participant or their affiliated licensees are seeking to promote interest, does not appear on such reproduction.

Nothing contained herein shall be construed to preclude any Participant from utilizing, displaying, distributing, or reproducing property listing sheets or other compilations of data pertaining exclusively to properties currently listed for sale with the Participant.



Any MLS information, whether provided in written or printed form, provided electronically, or provided in any other form or format, is provided for the exclusive use of the Participant and those licensees affiliated with the Participant who are authorized to have access to such information. (The previous sentence does not apply to licensees subject to fee waiver under Section 6.2.) Such information may not be transmitted, retransmitted or provided in any manner to any unauthorized individual, office or firm.

None of the foregoing shall be construed to prevent any individual legitimately in possession of current listing information, sold information, comparables, or statistical information from utilizing such information to support valuations on a particular properties for clients and customers. Any MLS content in data feeds available to participants for real estate brokerage purposes must also be available to participants for valuation purposes, including automated valuations. MLSs must either permit use of existing data feeds, or create a separate data feed, to satisfy this requirement. MLSs may require execution of a third-party license agreement where deemed appropriate by the MLS. MLSs may require participants who will use such data feeds to pay the reasonably estimated costs incurred by the MLS in adding or enhancing its downloading capacity for this purpose. Information deemed confidential may not be used as supporting documentation. Any other use of such information is unauthorized and prohibited by these rules and regulations

*It is intended that the Participant be permitted to provide prospective purchasers with listing data relating to properties which the prospective purchaser has a bona fide interest in purchasing, in which the Participant is seeking to promote interest. The term "reasonable," as used herein, should therefore be construed to permit only limited reproduction of property listing data intended to facilitate the prospective purchasers' decision making process in the consideration of a purchase. Factors which shall be considered in deciding whether the reproductions made are consistent with this intent, and thus "reasonable" in number, shall include, but are not limited to: the total number of listings in the MLS Compilation; how closely the types of properties contained in such listings accord with the prospective purchaser's expressed desires and ability to purchase; whether the reproductions were made on a selective basis; and whether the types of properties contained in the property listing data is consistent with a normal itinerary or properties which would be shown to the prospective purchaser.

USE OF MLS INFORMATION

SECTION 13. LIMITATIONS ON USE OF MLS INFORMATION

Information from MLS compilations of current listing information from statistical reports, and from any sold or comparable report of the Association or MLS may be used by MLS participants as the basis for aggregated demonstrations of market share or comparisons of firms in public mass-media advertising or in other public representations. This authority does not convey the right to include in any such advertising or representation information about specific properties which are listed with other participants, or which were sold by other participants (as either listing or cooperating broker).

However, any print or non-print forms of advertisement or other forms of public representations based in whole or in part on information supplied by the Association or its MLS must clearly demonstrate the period of time over which such claims are based and must include the following, or substantially similar Notice:

Note: "This representation is based in whole or in part on information supplied by the South Carolina Statewide Commercial Multiple Listing Service for the period (date) through (date)".



CHANGES IN RULES AND REGULATIONS

SECTION 14. CHANGES IN RULES AND REGULATIONS

Amendments to the Rules and Regulations of the Service shall be by consideration and approval of the Directors of the Multiple Listing Service, in accordance with the provisions of the Bylaws if the Service, subject to final approval by the Board of Directors of the Charleston Trident Association of REALTORS® (shareholder).

SECTION 15 ORIENTATION

Any applicant for MLS participation and any licensee (including licensed or certified appraisers) and unlicensed administrative members affiliated with an MLS participant who has access to and use of MLS-generated information shall complete an orientation program of no more than eight (8) classroom hours devoted to the MLS rules and regulations and computer training related to MLS information entry and retrieval and the operation of the MLS within thirty (30) days after access has been provided

"IDX" INTERNET DATA EXCHANGE (Broker Reciprocity)

SECTION 16. "IDX" DEFINED

IDX affords MLS Participants the ability to authorize limited electronic display of their listings by other participants via the following authorized mediums under the participant's control: websites, mobile apps, and audio devices. As used throughout these rules, "display" includes "delivery" of such listings.

SECTION 16.1 AUTHORIZATION

Participants' consent for display of their listings by other participants pursuant to these rules and regulations is presumed unless a participant affirmatively notifies the MLS that the participant refuses to permit display (either on a blanket or on a listing-by-listing basis). If a participant refuses on a blanket basis to permit the display of that participant's listings, that participant may not download, frame or display the aggregated MLS data of other participants. *

*Even where participants have given blanket authority for other participants to display their listings on IDX sites, such consent may be withdrawn on a listing-by-listing basis where the seller has prohibited all Internet display or other electronic forms of display or distribution.

SECTION 16.2 PARTICIPATION

Participation in IDX is available to all MLS participants who consent to display of their listings by other participants.

SECTION 16.2.1

Participants must notify the MLS of their intention to display IDX information and give the MLS direct access for purposes of monitoring/ensuring compliance with applicable rules and policies.

SECTION 16.2.2

MLS participants may not use IDX-provided listings for any purpose other than display as provided for in these rules. This does not require participants to prevent indexing of IDX listings by recognized search engines.



SECTION 16.2.3

Listings, including property addresses, can be included in IDX displays except where a seller has directed their listing broker to withhold their listing or the listing's property address from all display on the Internet (including, but not limited to, publicly-accessible websites or VOWs) or other electronic forms of display or distribution.

SECTION 16. 2.4

Participants may select the listings they choose to display on their IDX displays based only on objective criteria including, but not limited to, factors such as geography or location ("uptown", "downtown", etc.), list price, type of property, (e.g., condominiums, cooperatives, single-family detached, multi-family), or, type of listing (e.g., exclusive right to sell, exclusive agency, or open listing). Selection of listings displayed on any IDX site must be independently made by each Participant.

SECTION 16.2.5

Participants must refresh all MLS downloads and IDX displays automatically fed by those downloads at least once every 12 hours.

SECTION 16.2.6

Except as provided in the IDX Policy and these rules, an IDX site or Participant or user operating an IDX site or displaying IDX information as otherwise permitted may not distribute, provide, or make any portion of the MLS database available to any person or entity.

SECTION 16.2.7

Any IDX display controlled by a participant must clearly identify the name of the brokerage firm under which they operate in a readily visible color and typeface. For purposes of this IDX policy and these rules, "control" means the ability to add, delete, modify and update information as required by the IDX policy and MLS rules.

SECTION 16.2.8

Any IDX display controlled by a participant or subscriber that

- A. allows third-parties to write comments or reviews about particular listings or displays a hyperlink to such comments or reviews in immediate conjunction with particular listings, or
- B. displays an automated estimate of the market value of the listing (or hyperlink to such estimate) in immediate conjunction with the listing,

either or both of those features shall be disabled or discontinued for the seller's listing at the request of the seller. The listing broker or agent shall communicate to the MLS that the seller has elected to have one or both of these features disabled or discontinued on all displays controlled Participants. Except for the foregoing and subject Section 16.2.9, a Participant's IDX display may communicate the Participant's professional judgment concerning any listing. Nothing shall prevent an IDX display from notifying its customers that a particular feature has been disabled at the request of the seller.

SECTION 16.2.9

Participant shall maintain a means (e.g., e-mail address, telephone number) to receive comments about the accuracy of any data or information that is added by or on behalf of the Participant beyond that supplied by the MLS and that relates to a specific property. Participants shall correct or remove any false data or information relating to a specific property upon receipt of a communication from the listing broker or listing agent for that



property explaining why the data or information is false. However, the participant shall not be obligated to remove or correct any data or information that simply reflects good faith opinion, advice, or professional judgment.

SECTION 16.2.10

An MLS participant (or where permitted locally, an MLS subscriber) may co-mingle the listings of other brokers received in an IDX feed with listings available from other MLS IDX feeds, provided all such displays are consistent with the IDX rules, and the MLS participant (or MLS subscriber) holds participatory rights in those MLSs. As used in this policy, "co-mingling" means that consumers are able to execute a single property search of multiple IDX data feeds resulting in the display of IDX information from each of the MLSs on a single search results page; and that participants may display listings from each IDX feed on a single webpage or display.

SECTION 16.2.11

Participants shall not modify or manipulate information relating to other participants listings. MLS participants may augment their IDX display of MLS data with applicable property information from other sources to appear on the same webpage or display, clearly separated by the data supplied by the MLS. The source(s) of the information must be clearly identified in the immediate proximity to such data. This requirement does not restrict the format of MLS data display or display of fewer than all of the available listings or fewer authorized fields.

SECTION 16.2.12

All listings displayed pursuant to IDX shall identify the listing firm, and the email or phone number provided by the listing Participant in a reasonably prominent location and in a readily visible color and typeface not smaller than the median used in the display of listing data. *

SECTION 16.3. POLICIES APPLICABLE TO DISPLAY OF LISTINGS ON IDX

- A. SCCMLS prohibits the display of expired, withdrawn listings.
- B. SCCMLS prohibits the display of confidential information fields intended for cooperating brokers rather than consumers including compensation offered to other MLS Participants, showing instructions, property security information, etc.
- C. SCCMLS prohibits the display of the type of listing agreement, e.g. exclusive right to sell, exclusive agency, etc.
- D. SCCMLS prohibits the display of seller's(s') and occupant's(s') name(s), phone number(s), and e-mail address(es).
- E. An internet republication of another Participant's listing shall contain within the "body" of the listing only those fields of data designated by SCCMLS for this purpose. A Participant may display fewer fields if it chooses, but must, in all cases, include those designated as "Required" in Appendix B.
- F. A detailed display of another Participant's listing may not include any contact information or branding of the Participant who owns the web site or any of it's agents within the "body" of the listing data. The "body" is defined as the rectangular space whose borders are delimited by the utmost extent in each direction of the listing text and photo data.



- G. A Participant may not modify or manipulate the data relating to another Participant's listing. (This is not a limitation on the design of the site but refers to the actual data.)
- H. A search result producing a display of another Participant's listing shall bear that Participant's listing firm, the SCCMLS-approved icon, and SCCMLS's copyright notice immediately following the property information. The listing firm, SCCMLS-approved icon, and copyright notice shall be at least as large as the largest type size used to display the listing data. Displays of minimal information (e.g. "thumbnails", text message, "tweets", etc. of two hundred (200) characters or less are exempt from this requirement but only when linked directly to a display that includes all required disclosures. For audio delivery of listing content, all required disclosures must be subsequently delivered electronically to the registered consumer performing the property search or linked to through the devices application.
- I. Any search result identifying another Participant's listing in a brief or "thumbnail" format shall bear the SCCMLS approved icon or the SCCMLS approved thumbnail icon immediately adjacent to the property information to identify the listing as a SCCMLS listing. The SCCMLS-approved icon shall be at least 95 pixels by 35 pixels. The SCCMLS-approved Thumbnail icon shall be at least 35 pixels by 35 pixels. Displays of minimal information (e.g. "thumbnails", text message, "tweets", etc. of two hundred (200) characters or less are exempt from this requirement but only when linked directly to a display that includes all required disclosures. For audio delivery of listing content, all required disclosures must be subsequently delivered electronically to the registered consumer performing the property search or linked to through the devices application.
- J. A thumbnail display of another Participant's listing may not include any contact information or branding of the Participant who owns the web site or any of its agents. A thumbnail display may only include the following: text data about the listing property, a photo of the listing property, the logo of the listing broker or SCCMLS-approved icon, and "buttons" providing links for other information. Displays of minimal information (e.g. "thumbnails", text message, "tweets", etc. of two hundred (200) characters or less are exempt from this requirement but only when linked directly to a display that includes all required disclosures. For audio delivery of listing content, all required disclosures must be subsequently delivered electronically to the registered consumer performing the property search or linked to through the devices application.
- K. The SCCMLS-approved icon and an explanation that those properties marked with the icon are provided courtesy of the SCCMLS Broker Reciprocity Database must appear on the first page where any BR listing data is displayed. Displays of minimal information (e.g. "thumbnails", text message, "tweets", etc. of two hundred (200) characters or less are exempt from this requirement but only when linked directly to a display that includes all required disclosures. For audio delivery of listing content, all required disclosures must be subsequently delivered electronically to the registered consumer performing the property search or linked to through the devices application.
- L. Participants must indicate on their display that the IDX listing information being provided is for consumers' personal, non-commercial use and may not be used for any purpose other than to identify prospective properties consumers may be interested in purchasing. Displays of minimal information (e.g. "thumbnails", text messages, "tweets", etc. of two hundred (200) characters or less are exempt from this requirement but only when linked directly to a display that includes all required disclosures. For audio delivery of listing content, all required disclosures must be subsequently delivered electronically to the registered consumer performing the property search or linked to through the devices application.



- M. SCCMLS may establish reasonable limits on the amount of data/number of listings that consumers may retrieve or download in response to an inquiry., but in no instance shall be limited to fewer than one hundred (100) listings or five percent (5%) of the listings available for IDX display, whichever is fewer. All MLS data displayed must indicate that the data is deemed reliable but is not guaranteed accurate by the MLS. Participants' IDX sites may also include other disclaimers necessary to protect the Participant and/or the MLS from liability. Displays of minimal information (e.g. "thumbnails", text message, "tweets", etc. of two hundred (200) characters or less are exempt from this requirement but only when linked directly to a display that includes all required disclosures.

SECTION 16.5. ADDITIONAL REQUIREMENTS

- A. Any IDX display must be under the control of a single MLS Participant. Even if use of information through IDX is provided to non-principal brokers and sales licensees affiliated with MLS Participants, such use is subject to Participants' consent and control and the requirements of state law and/or regulation.
- B. SCCMLS may charge the costs of adding or enhancing their "downloading" capacity to Participants who will download listing information. Assessment of such costs should reasonably relate to the actual costs incurred by the MLS.
- C. Service fees and charges for participation in IDX shall be as established annually by the Board of Directors. As of January 24, 2014, a setup fee of \$500.00 dollars will be charged to new IDX vendors. The following monthly fees are applicable to IDX vendors:
1. 1-5 websites-\$50 per month
 2. 6-10 websites-\$100 per month
 3. 11 or more websites-\$150 per month
- D. A Participant must make changes to an Internet site necessary to cure a violation of SCCMLS's Rules within five business days of notice from SCCMLS of the violation. After five business days, if changes are not made, SCCMLS reserves the right to discontinue the Participant's data feed without further notice. The Participant may also be subject to additional sanctions which may consist of warning, censure, fine, suspension, termination or any combination thereof. An alleged violation of the IDX Rules will be processed consistent with the procedures in Sections 9 and 9.1.
- E. Any Participant using a third party to develop/design its web site will have a written agreement with that third party in the form prescribed by SCCMLS.