



UNDERSTANDING REALTOR® COOPERATION



WHAT IS THE REALTOR® COOPERATION POLICY AND THE REALTOR® CODE

REALTORS® already have an obligation to act in the best interests of their clients, both under the law and the REALTOR® Code.

On January 3, 2024, the REALTOR® Cooperation Policy will come into force, putting into effect the new “Duty of Cooperation” in Article 30 of the REALTOR® Code. As an ethical obligation under the REALTOR® Code, REALTORS® will be required to cooperate with other REALTORS® in the delivery of real estate services as outlined by the REALTOR® Cooperation Policy.

Cooperation between REALTORS® is at the heart of every real estate transaction. Not only does it maximize opportunities to bring together property buyers and sellers, it promotes the value of REALTORS® as trusted real estate professionals.

THE BASIC RULE

Under the policy, if public marketing of a listing occurs, REALTORS® are required to place the listing on an MLS® System within the timeframe adopted by their board or association unless an exemption applies. The policy provides that this timeframe may be up to a **maximum of three days**.

WHAT IS PUBLIC MARKETING?

Public marketing means to the public and/or any REALTOR® not directly affiliated with the listing brokerage/office in a business capacity.

It’s not considered public marketing when a listing REALTOR® markets directly to REALTORS® from another brokerage or office. “One-to-one” marketing doesn’t trigger the policy, but “one-to-many” does.

Examples of public marketing: flyers, yard signs, digital marketing on public-facing websites, brokerage website displays (including IDX and VOWs) and onsite brokerage promotion, digital communications and marketing (email blasts, newsletters, social media posts), multi-brokerage listing sharing networks, and applications available to the general public.

WHAT ARE THE EXEMPTIONS?

Exclusive Listings, Disclosure and Consent

The policy **does not** prevent brokers from exclusively representing a buyer or seller.

The policy **does** require that REALTORS® inform their seller clients of the benefits of marketing their listing on an MLS® System.

If a seller decides to forego this option, they will need to confirm this decision in writing, acknowledging they are giving up the benefits of listing on an MLS® System. If at any point a listing is publicly marketed, then the requirement to place the listing on an MLS® System within three days will apply.



BENEFITS OF MLS® SYSTEMS

WIN FOR SELLERS

Placing a listing on an MLS® System provides more exposure to potential buyers.

WIN FOR BUYERS

More sellers on MLS® Systems means more choices for buyers.

WIN FOR REALTORS®

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Learn more at [CREA.ca/REALTORCooperation](https://crea.ca/REALTORCooperation)