



PRIVATE LISTINGS NETWORK FAQs

What is the PLN?

MRED's Private Listing Network (PLN) is a database within connectMLS that's separate from the Standard Listing Network (SLN). You can place "minidrafts" of property information in the PLN, allowing you to enter selected listings in a way that restricts the information shared to just other brokers BEFORE exposing the property to the public.

What are the benefits?

The PLN provides MRED customers a secure network in which to enter their "coming soon" listings with an opportunity to premarket them to peers in the spirit of cooperation and compensation.

Does this mean FSBOs and pocket listings are allowed in the MLS via the PLN?

A valid listing agreement and an offer of compensation are still required to enter a listing into the PLN or SLN. If either of these requirements are not met, the listing CANNOT be entered into the MLS.

If I want to market the listing in the PLN, do I need my seller to sign anything?

Yes. You should have a conversation with your seller about the differences between placing the listing in the PLN vs the SLN. It's also recommended that you have your seller sign an addendum form created by your Association or Brokerage.

Are there any new rules regarding the PLN or exempt listings in general?

Yes. Any listing entered into connectMLS (whether in the PLN or SLN), must be entered within 72 hours of the list date or within 24 hours of advertising to the general public, whichever happens first. Public advertising includes mediums such as for sale signs, public websites, and print media. Failure to comply with this rule will result in an automatic fine of \$1,000.

Want to learn more about the rule changes?

[Watch the Video »](#)

[Read the Updated Rules & Regulations »](#)

When should I move the listing from the PLN to the SLN?

When and if directed by the seller per your marketing agreement OR when a transaction closes where the procuring cause was produced from a listing found in the PLN.

If a listing from the PLN closes due to the procuring cause that it was found in the PLN, is there a fine if it's not reported closed in the SLN?

Yes. Failure to report closed within 72 hours carries an automatic fine of \$250.

What are the difference between the PLN and the SLN?

- There are a limited number of fields (both required and non-required) in the PLN
- Listings in the PLN do NOT appear in the search results in the SLN
- Listings in the PLN are not displayed publicly, i.e. are NOT included in IDX, VOW, or any feeds to third party aggregator websites, and cannot be emailed or included in prospect (auto-search) matches. MRED can send PLN listings to BPP/Homesnap Pro (MRED's mobile app) at the direction of the managing broker
- There is no time limit for a listing to be in the PLN and no market time accrues while in the PLN

Do I need a signed listing agreement to enter a listing in the PLN?

Yes. You must have a signed listing agreement for any properties placed in the PLN, just as you are required to have one in order to place a listing in the SLN.

Do listings in the PLN have to offer cooperative compensation?

Yes.

Why don't PLN properties appear on my VOW site?

These listings can only be viewed by MRED customers within a secure database in connectMLS. There is no dissemination of private listings by MRED. They are not included in IDX or VOW feeds to third party aggregator websites or email and auto-search functions from connectMLS. MRED brokers, regardless of whether they have a VOW or IDX site, have access to connectMLS to search for or enter private listings.

Can I print a listing report from the PLN and give it to my client?

No. The report is for brokers only and contains sensitive broker-only information. You may share the non-sensitive information of the private listing with your client, but there is only one report for private listings and it is an agent-only report.

How long can a listing remain in the PLN?

There is no time limit, but the listing will expire on the entered expiration date. Once it expires in the PLN, it cannot be reactivated as active.

Does market time accrue while in the PLN?

No. Market time will not accrue while in the PLN. Market time will also not be added for the period the property is in private status if transitioned to the SLN. Days on market calculations will start once the listing is activated in the SLN either as a NEW or CLSD listing.

Will private listings that have been transitioned to the SLN as active or closed also remain in the PLN?

Yes. A listing entered into the PLN will always remain in the PLN. Below are the three search options for private listings; Private Active Listings, Private Expired Listings, and Previously Private Listings. PLN listings that have transitioned to the SLN can still be found in the PLN by searching “Previously Private Listings”.

- A Private Active Listings**
- B Private Expired Listings**
- C Previously Private Listings**

If a listing expires while in the PLN, can it be reactivated?

No. Once a listing expires in the PLN, there is no valid status transition for a listing out of the EXP status.

If I save a private listing as a draft, will the draft appear in the PLN?

No. Listing drafts in the PLN behave the same as listing drafts in the SLN. A private listing draft will not display in the PLN until it is assigned a listing number. The listing number assigned will identify it while in the PLN AND if it is transitioned to the SLN (i.e. the same number that is assigned for the life of the listing).

Can I get instantly notified when a new private listing has hit the MLS?

Yes! You can create an automated search that detects and notifies you of new listings and updates to listings in the PLN. However this does NOT allow you to email clients to view the listings in the client portal, as MRED prohibits private listings from being emailed to clients via prospecting.