



Prohibited Personal Information

According to section 7W of Realcomp's Policy Handbook:

"Personal information (i.e. phone numbers, pager numbers, e-mail addresses, names, Web URLs, etc.) is prohibited in the content of listings, photos or virtual tours published in the MLS."

Examples of prohibited personal information include, but are not limited to, the following:

- Model information including dates/times/hours
- Open House/Tour information including dates/times/hours
- URLs, including Virtual Tour URLs
- E-mail addresses
- Contact phone numbers of any kind including 1-800 numbers
- Fax numbers
- Builder names that coincide with list office name
- Agent & Office Names
- Logos or Slogans
- Virtual Tour URLs/Websites/phone numbers/names on PHOTOS
- Any language using the wording "call" or "contact" or "see agent" for any reasons is strictly prohibited.
- Auction information, including auction dates and/or times or location.

Fines for including personal information in listing remarks, photos or virtual tours are:

- 1st Occurrence - \$50
- 2nd Occurrence - \$100
- 3rd Occurrence - \$250 & suspension of broker lead privileges.

Should you have any questions, please call our Customer Care Department at 248.553.3430 (or your local calling number).