

## How to List “House Exchanges” in the MLS

1. **Before listing a property**, determine whether your seller is open to the idea of exchanging houses with an interested party. Your seller may need to be flexible regarding the specifics of the property they purchase.
2. **If your seller is willing to explore the possibilities of an exchange**, when completing the listing profile form, you will need to ...
  - a. **Under the “Terms Offered” feature group, note “Trade/Exchange” as an option.** This will allow other MLS Subscribers to find your exchange listing in the MLS system.
  - b. **Note what your buyer is interested in purchasing by including this criterion at the end of the Public Remarks field.**

We suggest that you keep this information very simple and include only your seller’s purchase requirements. Include the desired area (using the MLS area number if in the State of Michigan—we’ll explain why below), price range, min. number of bedrooms, min. number of baths, and any other basics required by your seller for an exchange.

*Example of Listing Remarks Line:*

**Exchange for 05021, \$150-\$200k, 3 beds, 2 baths, 2 car garage, basement, 1700+ sq. ft.**

This information will then display on your listing on websites to which you syndicate your listings. These remarks may encourage consumers who own a property like the one mentioned in the remarks to contact you about the exchange opportunity.

**The MLS area number will be familiar to other MLS Subscribers (and most likely not to the public).** Your knowledge in this area should allow you to initiate dialogue with the consumer or the buyer agent about your listing, your seller’s desires for a new house, and the property the consumer needs to sell. Note: If the consumer is not yet working with a buyer agent, you may want to consider using a buyer agreement with this consumer regarding this particular property.

Once MLS Subscribers start searching the system for exchange matches, they will be able to scan the Public Remarks of your listing to see what your seller is interested in purchasing. This will allow them to determine the initial feasibility of an exchange. Once this feasibility has been confirmed, the MLS Subscriber should follow-up with you to discuss the potential exchange in more detail.

At the same time, you can begin searching the MLS system for exchange properties that match what your buyer wants to purchase. You will be able to scan the Public Remarks of the listing matches for a seller who is interested in purchasing a property like that of your seller.