

## **MLS Policy Clarification – Photos & Days on Market (DOM)**

To help ensure listings remain compliant and accurately reflect market activity, the following clarifies key MLS policies related to listing photos and Days on Market (DOM).

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### **Photos and Virtual Tours**

Photos and virtual tours may not contain any visible real estate signs. Listing media must focus on the property and may not include agent or brokerage branding.

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### **Days on Market (DOM) and Re-Listings**

- If a property is re-listed within 30 days of going off market (Expired, Withdrawn, etc.), DOM continues to accumulate and does not reset.
  - If a property is off market for 30 full days, this is considered a break in market exposure.
  - If the property is re-listed on the 31st day or later, DOM resets to zero and begins as a new listing.
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### **How DOM is Calculated**

Days on Market is calculated from the original list date until the property goes off market.

The MLS system tracks:

- Re-list status
  - Days with the current brokerage
  - Total cumulative market time, when applicable
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### **Questions?**

If you have questions regarding this policy or any Realcomp product or service, please contact Realcomp Customer Care at 866-553-3430 or [support@realcomp.com](mailto:support@realcomp.com).