



If a listing is marketed to some buyers, it should be marketed to all buyers.

Publicly marketed listings should be entered in the MLS within one business day and published on Zillow as well as other sites that receive MLS feeds so it is viewable to all buyers and participants in the market.

Listings that don't align with these standards will not be published on Zillow or Trulia for the life of the listing agreement between the listing broker and seller.

What's compliant?

- ✓ **Office exclusive listings** – If your homeowner signs a seller disclosure, and your office exclusive is limited to your brokerage, and only shared amongst agents within your brokerage or in 1:1 communication with clients.
- ✓ **Coming soon listings** – Must be entered into the MLS within one business day and made available to all MLS participants via IDX (Internet Data Exchange) or VOW (Virtual Office Websites).
- ✓ **A sneak peek of a listing on social media or in an email newsletter** – As long as it doesn't include listing details like price or address and direct calls to action (like an invitation to tour the home).

What constitutes public marketing?

Publicly marketed refers to any promotion or advertising of a listing that makes it accessible to consumers. This means:

- 📄 Flyers, yard signs, and mailers
- 📱 Social media and public-facing websites or apps
- ✉️ Emails, newspapers, open houses, previews, and showings
- 🔒 Brokerage private listing networks, if accessible to consumers, including those behind registration walls or login requirements
- 💻 Multi-brokerage listing sharing networks and virtual tours

What about seller privacy?

Zillow fully supports homeowners who wish to keep their listing private — whether for safety, or another personal reason. We will continue to respect the existing paths in your MLS for these unique sellers.

Please note: Properties which are not publicly marketed must also have a seller-signed waiver or opt-out form that includes clear information about the decision, directs you not to publicly market the home and outlines the potential drawbacks of keeping the listing off public platforms.

If you have a concern about a listing that doesn't align with our listing access standards please let us know at [zillow.com/listing-contact-form](https://www.zillow.com/listing-contact-form).

Learn more

