

## **OneKey Office Exclusive Listing Policies**

- **Office Exclusive listings** under OneKey® MLS require an **Exclusive Right to Sell (ERS)** agreement.
- **Public advertising is strictly prohibited** — no social media, email blasts, or “off-market” announcements.
- Listings **must be entered into the MLS (Matrix)**, with privacy managed by syndication controls (e.g., “NO” to internet).

## **Core Policy Clarifications**

### **Mandatory Documentation**

- ERS agreement is **mandatory** for Office Exclusives.
- Protects both the **agent and the firm**.

### **Advertising & Marketing Prohibitions**

- **No external advertising allowed** (social media, email, general announcements).
- Even **vague posts** (e.g., “off-market property” without address) are **not permitted**.

### **MLS Entry & Syndication Control**

- Listings must be **entered into MLS** with full address.
- Privacy managed by setting **“NO” to internet syndication** → listing stays only in Matrix.
- Option to **hide address applies only to syndication**, not MLS entry.

This summary captures the essentials: ERS is required, advertising is banned, and MLS entry is mandatory with syndication controls for privacy based on communication between

## **Key Personnel**

- **Diane Buttermann** – COO, RE/MAX Town & Country; sought clarification.
- **Gary T.A. Connolly** – SVP, Business Development, OneKey® MLS; provided authoritative policy guidance.

## Executive Summary

This document synthesizes a series of communications regarding the policies and procedures for "Office Exclusive" real estate listings under OneKey® MLS.

The core findings establish that an **Exclusive Right to Sell (ERS) agreement is a mandatory requirement** of OneKey® MLS for any Office Exclusive listing. These listings are subject to a strict prohibition on all forms of public advertising, including social media, email blasts, and general announcements of "off-market" properties.

While public marketing is forbidden, all Office Exclusive properties **must be entered into the MLS system (Matrix)**. Seller privacy is managed not by withholding the listing from the MLS, but by stipulating "NO" to internet syndication, which confines the listing's visibility to the Matrix platform and provides an option to hide the address from any potential syndication.

## Key Personnel Involved

The dialogue analyzed involves key representatives from RE/MAX Town & Country seeking clarification from a senior executive at OneKey® MLS.

Name	Title & Organization	Role in Communications
<b>Diane Buttermann</b>	Chief Operating Officer, RE/MAX Town & Country	Seeker of clarification
<b>Gary T.A. Connolly</b>	Senior Vice President, Business Development, OneKey® MLS	Authority providing policy

## Core Policy Clarifications from OneKey® MLS

The communications provide definitive answers from OneKey® MLS on three primary areas of concern regarding Office Exclusive listings: mandatory documentation, advertising prohibitions, and MLS entry requirements.

### Mandatory Documentation:

- **ERS is a Requirement:** An Exclusive Right to Sell (ERS) agreement is not optional. Gary Connolly stated on October 2, 2025, that "**An ERS is a requirement of ONEKEY MLS in order to have an Office Exclusive.**"
- **Protection for Agent and Firm:** Beyond being an MLS mandate, the ERS serves a critical protective function. Connolly affirmed, "**And YES - you want the ERS to protect the Agent and the Firm.**"

### Advertising and Marketing Prohibitions

The most stringent rules for Office Exclusives relate to public advertising. The policy forbids any form of external marketing.

- **Blanket Ban on Advertising:** When asked on September 29, 2025, if any outside advertising was permissible for a seller who did not want their listing on the MLS,

Connolly's response was absolute: **"No you may not. No advertising, no email blasts, no social media with an Office Exclusive."**

- **Prohibition on Vague Social Media Posts:** The ban extends to indirect marketing. A specific query on September 29, 2025, about the legitimacy of a Facebook post mentioning an "off market property without mentioning address" was also denied. Connolly stated, **"If they have an Exclusive Right to Sell - NO it is not permitted."**

#### MLS Entry and Syndication Control

A common misconception is that an Office Exclusive listing is kept out of the MLS entirely. The clarification from OneKey® MLS states the opposite is true, with privacy controls managed through syndication options.

- **Mandatory MLS Entry:** The listing must be entered into the system. In a communication on June 12, 2025, Connolly instructed, **"And the address MUST be entered into the MLS."**

- **Controlling Syndication:** Privacy is achieved by limiting the listing's distribution. Connolly explained, **"if he stipulates "NO" to internet - the listing resides ONLY in Matrix and does not get syndicated."**

- **Address Privacy:** The option to hide a property's address is specifically tied to syndication, not its entry into the core MLS database. Connolly noted, **"The option not to show the address is for syndication only."**