



Aside from ensuring data integrity, GCR has no vested interest in fining for rule infractions. GCR donates all MLS and CIE fines to our community partners.

OFFENSE	SANCTION
Section 1 Listing Procedure. Failing to file a listing located in the MLS service area within 24 hours, excluding weekends and holidays.	\$500 fine.
Section 1.1 Clear Cooperation. Failing within one business day of marketing a property to the public, to submit the listing to the MLS for cooperation with other MLS participants. Examples: Flyers, yard signs, digital marketing on public-facing websites or social channels, brokerage website displays (i.e., IDX and VOW), email blasts, multi-brokerage listing sharing networks.	\$500 fine.
Section 1.2.b. Personal Information. Including personal information for the listing firm or subscriber in public remarks or any public field(s).	\$50 fine and information removed. An additional \$50 fine for each occurrence of adding back the same or similar information.
Section 1.2.c. Access Codes. Including access codes in the private or public remarks.	\$50 fine and information removed. An additional \$50 fine for each occurrence of adding back the same or similar information.
Section 1.2.e. Land Use & Property Type. Determines which platform (MLS or CIE) the listing may be entered. Mixed-use properties and vacant commercial land may be entered into the MLS, provided they are listed in GCR's CIE (Crexi Pro).	Listing will be removed and notice provided to the listing agent that the listing shall be entered within the required timeframe to avoid a Clear Cooperation fine.
Section 1.2.f. Documents. Uploading a "filler" document in place of a required document (i.e., Lead Based Paint Disclosure, Office Exclusive Addendum, Pre-Marketing Addendum for Coming Soon, Protect Your Family from Lead in Your Home, and TN Property Condition Disclosure).	\$500 fine for the first offense \$750 fine for the second offense \$1,000 for the third offense
Section 1.2.4. Photos. Failing to file at least one photo for any property type, including COMP listings, with MLS within 24 hours, excluding weekends and holidays.	Listing reverts to Incomplete (not syndicated or viewable in MLS by others) until a photo is uploaded. For COMP without a photo, a fine of \$50 plus \$10 per day, as the system does not automatically revert Closed listings to Incomplete. For listings entered into the CIE without a photo, a fine of \$50 plus \$10 per day, as the system does not automatically revert listings to Incomplete.
Section 1.2.4. Photos. Branding of images, virtual tours and/or framing for images or virtual tours with any information or additional images. Examples: Visual, verbal or written information; "For Sale" signs or promotional signage; names, email addresses, websites or contact information for any persons or entities; logos; identifiable codes, symbols or colors; and names of any persons.	\$50 fine and photo removed. An additional \$50 fine for each occurrence of adding back the same or similar photo.
Section 1.2.5. Listing Status Definitions. Showing or allowing the showing of a Coming Soon or Withdrawn listing.	\$1,000 fine
Section 1.3. Office Exclusive. Publicly marketing a property and failing to remove the Office Exclusive restriction within one business day.	\$500 fine
Section 1.4. Change of Status of Listing. Failing to change the list price (or other change to the listing agreement) or listing status within 24 hours (excluding weekends and holidays) after the authorized change is received by the listing broker.	\$50 fine plus \$10 per day that the matter is not corrected.
Section 1.5. Cancellation of Listing Prior to Expiration. With the exception of a change in property ownership, canceling (e.g., expire, terminate, or otherwise amend) and re-enter as a new listing the same property unless thirty (30) days have passed.	\$50 fine plus \$10 a day that the new listing is in the MLS.
Section 2.5. Reporting Sales and Leases. Failing to update status, including reporting sales and leases within 24 hours (excluding weekends and holidays). <i>NOTE: Lease rates for residential and commercial properties may, but are not required, to be disclosed.</i>	\$50 fine plus \$10 per day that the matter is not corrected.
Section 2.6. Reporting Resolution of Contingencies. Failing to report to the MLS within 24 hours, excluding weekends and holidays, that a contingency has been fulfilled or renewed, or the agreement cancelled.	\$50 fine plus \$10 per day that the matter is not corrected.
Sections 4.4 System Access, 18.6 Sharing of eKey & 18.8 Keybox Access. Sharing login credentials, sharing eKey, or accessing a keybox without permission.	Up to \$15,000 fine or loss of MLS & eKey privileges.