



PFAR MLS Policy Modernization – 2026 Implementation Guide

This one-page guide summarizes the key action items needed to align with the NAR MLS Handbook updates effective January 2026.

1. Review Local MLS Rulebook

Monitor policy updates and draft changes from your regional MLS, noting local discretion on access, listing options, and enforcement.

2. Update Listing Agreements & Disclosures

Integrate new listing options (Delayed Distribution, Office Exclusive) into seller materials and ensure alignment with MLS policy.

3. Agent Training & Processes

Train agents on the new rule-set for marketing windows, public distribution, showings, and data accuracy.

4. Review Syndication & IDX/VOW Feeds

Ensure all marketing channels comply with revised distribution rules and new listing categories.

5. Update Compliance & Oversight

Align internal auditing, timelines, listing entry accuracy, and enforcement with updated MLS expectations.

6. Seller Communication Tools

Provide agents scripts and education pieces to explain listing exposure options and trade-offs.

7. Internal Policy Manual Updates

Revise brokerage policies related to listing intake, marketing timelines, and compliance workflows.

8. Communication Plan

Coordinate with MLS/associations for rule updates; schedule agent briefings ahead of January 2026.

9. Market Performance Monitoring

Track DOM, pricing behavior, and exposure outcomes between listing types post-implementation.

10. Client Education Materials

Create clear, modern guides for sellers and buyers explaining the new MLS options.