Welcome to ListingDIV

What Is ListingDIV?

ListingDIV, or Listing **D**ata **I**ntegrity **V**alidator, is an automated system designed to monitor MLS listings for compliance with the MLS's rules and conventions.

Running 24 hours a day, 7 days a week, ListingDIV inspects and scrubs the MLS listing database in order to spot problems consistently, objectively, and quickly. It operates by maintaining a synchronized mirror of the live MLS data, then data mining the copy running sets of rules in order to spot errors, inconsistencies, violations, and common data entry errors.

How it Works.

If ListingDIV observes something that falls outside of IRMLS or local rules, it will generate an email notice to send to the Listing Agent and/or Board Staff. The notice will include a description of the issue and the field entries that caused the notice. The agent should carefully read the notice and take appropriate action. Once the listing has been corrected, the listing agent will receive an email letting them know the issue is considered fixed.

Not every notice is a violation – it could be just a notice that something is outside of the "norm" and needs to be verified or checked. For example, a notice may be sent if a property sold for much more (or much less) than the listing price, or a residential property is listed with 0 bathrooms. If the agent doesn't feel the listing needs correction, each email contains a link into the system so the agent can respond. The agent's response, along with the listing data, will then be flagged for a manual review by MLS Board Staff. Remember, compliance is handled by the local board staff and they will decide how the notices are handled.

If the listing hasn't been corrected and the agent hasn't responded after 2 days; the system will escalate the notices to an "Urgent Notice" and the managing broker will be notified. The urgent notice will include a deadline and notice of a fine if the issue is not resolved.

ListingDiv does not issue fines. That is up to each local board. Please contact your local board with any questions relating to fines. The goal is to protect the integrity of the MLS data to ensure it is as accurate as possible.

How often does ListingDIV run?

ListingDIV runs 24 hour a day, 7 days a week. Every few minutes it will run a series of tests against all new and updated listings in the MLS. On average, each cycle takes between 10 and 15 minutes, depending on how many changes were detected, meaning LIstingDiv does between 100 and 150 reviews daily.

How many email messages can I expect from ListingDIV?

ListingDIV generates email notices in real-time, as well as a daily summary message. Agents can control the type of messages they receive through their LIstingDiv account. Agents can monitor notices as well. If an agent doesn't have any outstanding notices, they will not receive any email messages. If multiple issues are identified during a ListingDiv review, the notifications are combined in a single email message.

Can ListingDIV be customized by the Office and/or Agent to determine who the notices go to?

ListingDIV is fully customizable by both the agent and the office so if an agent wants to have a copy of their emails sent to another email address, that can be set up via the "Preferences" tab after logging into the ListingDIV portal. Or, if the agent wants to completely redirect the emails to another person or address, they can do that as well. The same applies to brokers and their offices - they can configure ListingDiv to send copies of notices to another email or redirect them altogether through Office Preferences. For those brokers who desire a more "hands-on" approach, ListingDIV can be configured to send brokers ALL notices for their company from the moment they become a Notice and not wait until they become "Urgent" Notices.

How do I log into the ListingDIV portal?

The easiest and most common way to access the ListingDIV portal is to follow the links in the notification emails. Those links are unique to the individual and that particular notification, and will automatically log you into the system. For security purposes, all of the links in the notification emails that you receive expire in 72 hours, so keep that in mind if you are looking at an older message.

Alternatively, you can go to http://www.ListingDIV.com and enter your MLS User Id and Password to log in. The passwords are synchronized automatically, but if you change your password in MLS it may take up to 24 hours before that change is picked up by ListingDIV.

What's included in an ListingDiv email Notice?

The emails sent to members by ListingDIV inform the agent which listing has been flagged, the name of the rule that has been flagged, an explanation of what that rule means, and the exact entries within that listing which caused this particular notice. If an agent has multiple notices outstanding at the same time, these notices will be grouped into a single email to help reduce inbox clutter.

How do the members respond to ListingDIV notices?

When the member receives a ListingDIV email, the status of the notice will include a hyperlink. When selected, the hyperlink will automatically log the agent into the ListingDIV portal and bring up the listing that was flagged. From this screen, the agent can click "Respond to Notice" at the bottom of the page. Then the agent can enter a question or response that will automatically be recorded and relayed to the MLS staff. By allowing the members to respond electronically, MLS Staff can review the response without the need for phone calls. This also creates an audit trail showing the date/time along with the responses.

Agents who update the listing to resolve the issue do not need to respond unless you receive an additional notice that states that the changed values are still out of compliance.

Please do not reply to the email because it will not be read in a timely fashion and will not prevent a notice from escalating into an urgent notice of a notice of fine.

How long does it take for ListingDIV to detect that a listing has been fixed?

ListingDiv runs through the MLS listings every 10 to 15 minutes. Email messages are batched and sent only at the end of a cycle to reduce the number of individual emails that an agent receives. So while it may take 10 to 15 minutes for ListingDIV to notice the correction, it may take another 10 to 15 minutes for the email message to be generated and delivered. Additionally, some rules are set up to delay testing for a few minutes to allow the agent time to make multiple updates or corrections to a listing without generating unnecessary notices.

Since ListingDIV is an automated system running objective rules, can it also help monitor listings for more subjective violations too?

Yes, ListingDIV has a "Report Violation" function which any MLS user can utilize to report alleged MLS violations. This is helpful because in many cases a human can identify things that a computer cannot. These member-submitted violation reports are sent to the listing agent and to the MLS Staff. There are two ways to submit a violation report. The first is directly from the MLS system - if a user encounters something that looks incorrect with a listing they can click the red exclamation point icon titled "Report Violation." This will open a new window and take you into the ListingDIV portal where you can report the violation. You can also log into www.ListingDIV.com then click the "Report Violation" button from the main ListingDIV page. ListingDIV will prompt you for the MLS number of the listing you wish to report. Either way, it will send an email to the agent as well as the MLS staff. The agent will be given a chance to fix the problem, or they can reply to the MLS staff letting them know why the alleged complaint is invalid. The MLS Staff will follow up with all member-reported notices to both the user who reported the issue as well as the listing agent.

Are member-reported violations anonymous or not?

When a member reports a violation using ListingDIV, they can choose either to be anonymous or to be identified within the emailed violation report. Even if the member reporting the issue elects to be anonymous, they will still be identified to the MLS Staff. This way, the MLS staff can respond to the member who submitted the complaint with the outcome - and to ensure that no member abuses this function by sending too many invalid violation reports.

What if I didn't get my ListingDIV emails but I received a fine for failure to correct a violation notice?

If you received a fine from your MLS that was identified by ListingDIV but the agent never received any ListingDIV emails, please look in your email spam folder. That is, by far, the most common reason for not receiving emails from ListingDIV. You can also talk to your MLS Staff to see what options are available. However, it is worth noting that your Managing broker will receive the same ListingDIV notifications prior to the fine being issued. If the MLS is unable to waive the fine they should have an appeal process available. Very important: Make sure you train your spam filter to no longer block ListingDIV emails if you ever find a ListingDIV email in your spam folder!

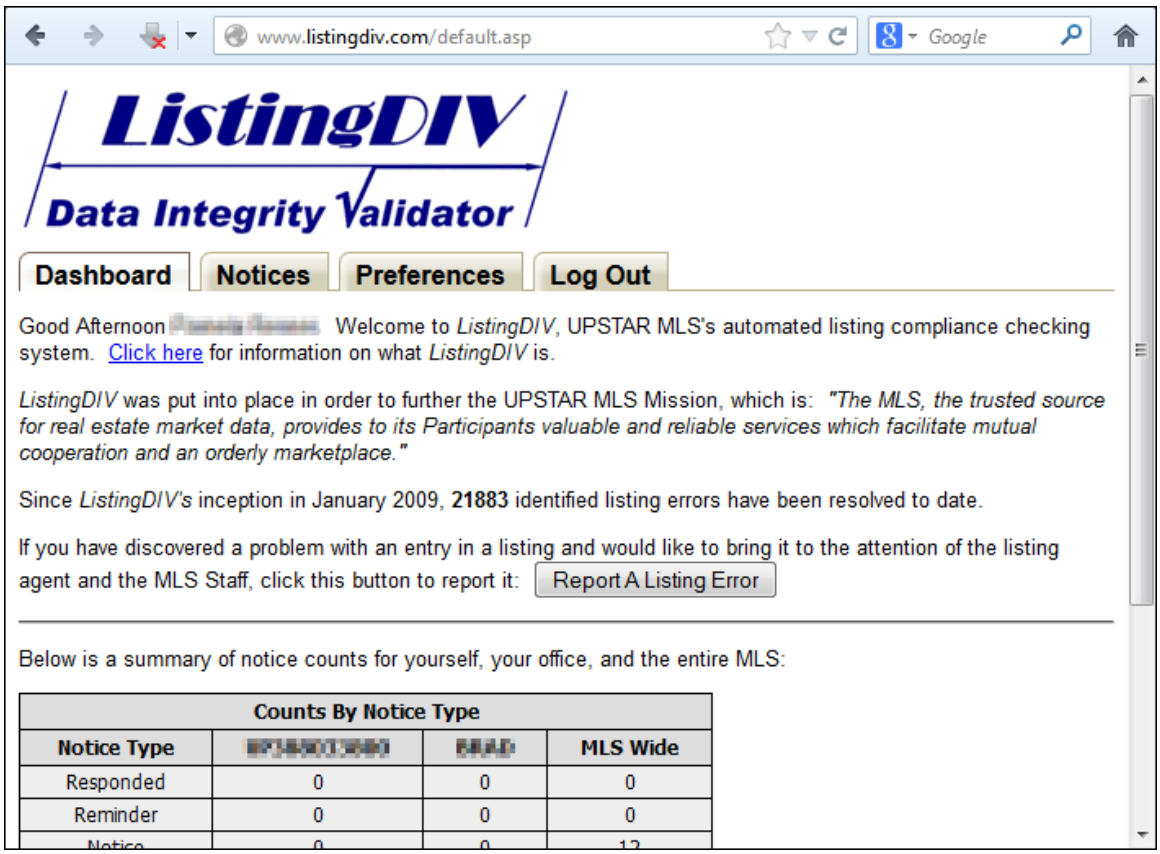
I'm a principal broker over many branch offices, how do I use ListingDIV to manage each branch?

If you are a Managing broker of multiple offices, when you log into ListingDIV, you will be prompted to identify which office you wish to manage. This way you can focus on each office and their listing notices one at a time. To change which office you are managing, just return to the dashboard and select a different office from the dropdown.

How do I use the ListingDIV portal?

First, you have to log into the ListingDIV portal, http://www.ListingDIV.com and login using your MLS User id and Password, or by following one of the hyperlinks in a notification email from ListingDIV.

When you log in, you will see a "dashboard" that will look something like this:

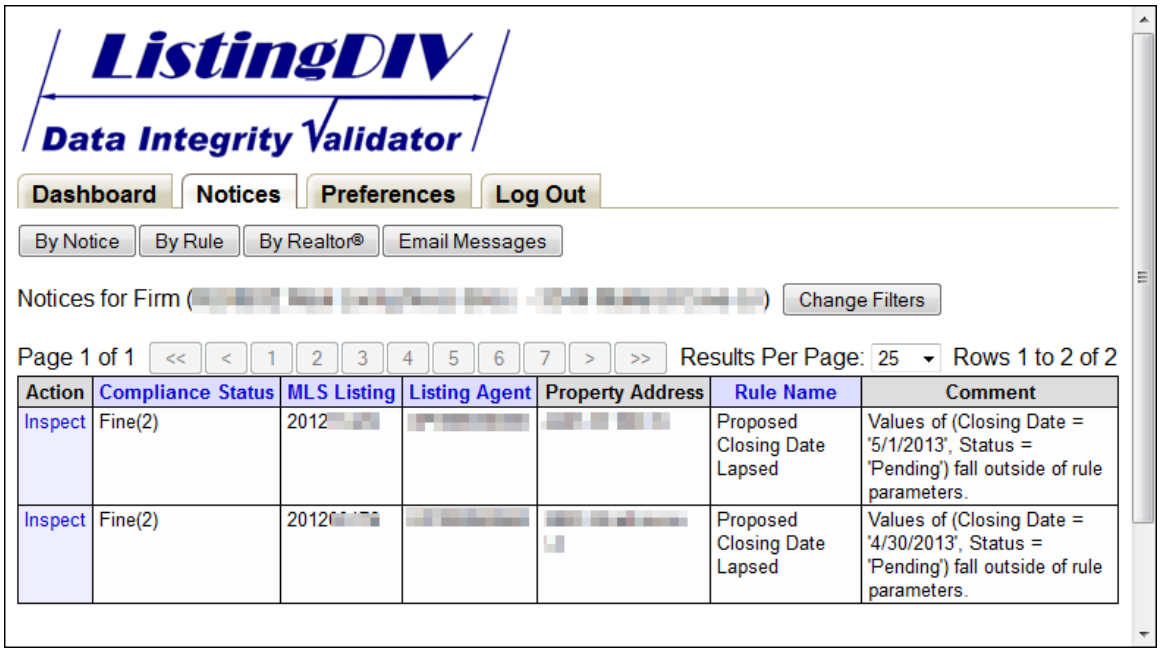


The "Dashboard" tab includes a count of notices by status, broken down into your notices,notices for your office, and notices for your entire board. It also gives you a button that can be used to report an error in someone else's listing.

There are three additional tabs - Notices, Preferences, and Log Out. Clicking "Log Out" will end your ListingDiv session. "Preferences" will take you to a screen so you can update your email notification preferences, and "Notices" will take you to a screen that so you can see all of your notices and their status.

Notices

The "Notices" tab will take you to a screen that will show a table all of your outstanding notices. Office Managers and Brokers will see notices for themselves and their agents; see the example below. By default, the results will be displayed "By Notice". You can also select "By Rule", "By Realtor" (only applicable if you are an office manager and managing multiple agents), or "Email Messages" by clicking on the buttons provided.

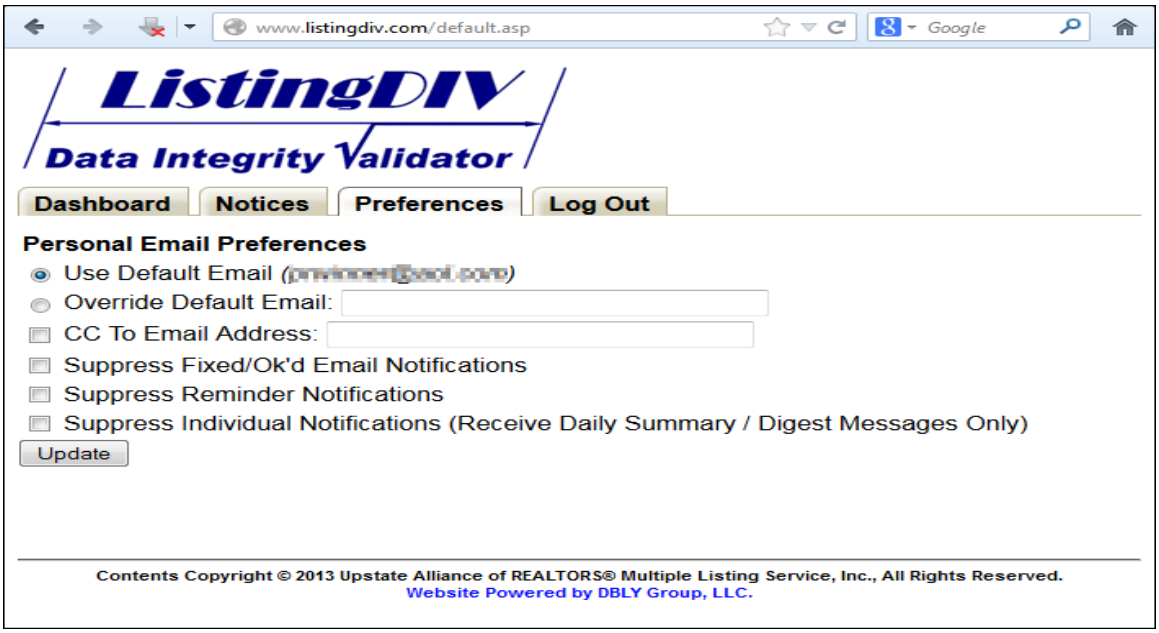


Click the column header to sort by Status, MLS List #, or Rule Name. The number of results displayed on a single screen can be adjusted by changing the "Results Per Page" dropdown 5, 10, 25, 50, 100, and 200. You can also filter the statuses that display by clicking on the "Change Filters" button. By default, notices with a status of Responded, Reminder, Notice, Urgent Notice, Fine 1, and Fine 2 are displayed. Additional statuses that may be selected are Error, Ignored, Pass, Fixed, and Override/Ok'd. Changes made to the filter list, as well as the number of results per page, are saved in your personal preferences and persist across logon sessions.

You can view detailed information about a listing and its notices by clicking on the "inspect" column in front of each listing.

Preferences

Your preferences screen will look something like this. Brokers, Office Managers, and MLS Board staff have additional, but similar, preferences.



By default, ListingDIV will send notices to the email entered into the MLS each time it creates a notice, each time a listing is “fixed”, and when sending a daily summary of all outstanding notices.

If you want to use a different address for ListingDIV in you have your account monitored by an assistant, directly to your phone, etc. you can select the radio button before “Override Default Email” and enter the alternative address. All future email messages will be sent to that address.

If you wish to send a COPY of the messages to another address, check the box in front of “CC to Email Address” and enter the address in the box. If you want to enter multiple addresses, separate each of them with a comma.

To cut down on the number and type of messages you receive, you can choose to select to suppress different types of messages.

By selecting “Suppress Fixed/Ok’d Email Notifications” ListingDIV will no longer generate notifications when it notices that a listing has been fixed, or if the values have been manually approved by the MLS Board Staff.

Some rules generate reminders instead of notices. To turn off reminders, select the “Suppress Reminder Notifications”

To turn off all of the real-time notifications, and to receive a daily summary only, select “Suppress Individual Notifications”

After making any changes, remember to click the “Update” button so that those changes are recorded.