

**INTERNET ADVERTISING ADDENDUM**

(Note: This form should be used only if a seller has elected to limit or prohibit Internet advertising of their property)

This INTERNET ADVERTISING ADDENDUM hereby modifies the attached: *(Check the appropriate box)*

- NCAR Form #101 (Exclusive Right to Sell Listing Agreement) dated \_\_\_\_\_
- NCAR Form #103 (Exclusive Right to Sell Listing Agreement (Vacant Land)) dated \_\_\_\_\_
- NCAR Form #401 (Exclusive Property Management Agreement (Long-Term Rental)) dated \_\_\_\_\_
- NCAR Form #601 (Exclusive Right to Sell Listing Agreement – Auction Sales) dated \_\_\_\_\_
- Other: \_\_\_\_\_ dated \_\_\_\_\_

Seller: \_\_\_\_\_ (“Seller”)

Real Estate Firm/Agent/Broker: \_\_\_\_\_ (“Firm”)

Property Address: \_\_\_\_\_ (“Property”)

**1. DEFINITIONS.**

- (a) “Automated Valuation Model” or “AVM” means a service or computer function that uses statistical calculations to estimate the value of a property based upon data from public records, multiple listing service (“MLS”), and other sources and incorporating certain assumptions. The accuracy of AVMs has sometimes been criticized because they do not take into consideration all relevant factors in valuing a property.
- (b) “IDX site” means a web site operated by a broker participating in the MLS on which the broker can advertise the listings of other brokers in MLS, subject to certain MLS rules. The consumer visiting an IDX site is not required to register on the site or to have a brokerage relationship with the broker displaying listings on the site.
- (c) “Third-party commentary” means comments and reviews regarding the Property left on a web site by someone other than the operator of the web site.
- (d) “Virtual office web site” (VOW) means a web site operated by a broker participating in the MLS that delivers brokerage services to consumers over the world wide web. Visitors to a VOW are required to register on the site (with their name and a real email address) and enter a brokerage relationship with the broker operating the VOW. The broker operating the VOW can then show the visiting customer/client nearly all the information available to the broker in MLS. The seller(s) of a listing have the right to opt out of certain kinds of data display under the MLS’s VOW policy. The MLS imposes various other rules and restrictions on VOWs.

**2. DISPLAY OF PROPERTY ON THE INTERNET. (Seller must choose (a), (b), or (c))**

- (a)  Seller permits display of information about the Property on the Internet subject to the limitations set forth in paragraphs 3, 4 and/or 5 below.
- (b)  Seller authorizes Firm to display information about the Property on the Internet but does NOT authorize participants of any listing service (MLS) of which the Firm is a member or in which any of Firm’s agents participate to display information about the Property on the Internet. **Seller acknowledges and understands that if Seller selects this option, the Property will not be eligible for inclusion in any listing service (MLS).**
- (c)  Seller does NOT authorize the display of information about the Property on the Internet. **Seller acknowledges and understands that consumers who conduct searches for listings on the Internet will not see information about the Property in response to their search.**

*If (a) or (b) above is selected, complete paragraphs 3, 4 and 5 below. If (c) above is selected, do not complete paragraphs 3, 4 and 5 below.*

**3. DISPLAY OF THE PROPERTY ADDRESS ON INTERNET.** Seller  permits  does not permit display of the Property address (house and unit numbers and street name) in marketing of the Property on the Internet. Seller’s election in this section affects all Internet display, including on Firm’s web site, IDX and VOW sites, and third-party sites such as Zillow, Trulia and Realtor.com. If Seller does not permit address display on the Internet, brokers participating in MLS can still disclose the address to clients/customers via other means, including email, fax, mail, hand delivery, and orally.



4. **DISPLAY OF AUTOMATED VALUATIONS ON VOWS/IDX SITES.** Seller  permits  does not permit an automated valuation of the Property or a link to an automated valuation of it to be displayed adjacent to the Property on the IDX sites and VOWs of other brokers. Seller's election here affects only the web sites of other real estate brokers, and does not affect display of automated valuations of the Property on third-party web sites such as Zillow, Trulia and Realtor.com.

5. **DISPLAY OF THIRD-PARTY COMMENTARY ON VOWS/IDX SITES.** Seller  permits  does not permit third-party commentary regarding the Property or a link to third-party commentary regarding it to be displayed adjacent to the property on the IDX sites and VOWs of other brokers. Seller's election here affects only the web sites of other real estate brokers, and does not affect display of third-party commentary regarding the Property on third-party web sites such as Zillow, Trulia and Realtor.com.

THE NORTH CAROLINA ASSOCIATION OF REALTORS®, INC. MAKES NO REPRESENTATION AS TO THE LEGAL VALIDITY OR ADEQUACY OF ANY PROVISION OF THIS FORM IN ANY SPECIFIC TRANSACTION.

Seller: \_\_\_\_\_  
Print Name Signature

Contact Information: \_\_\_\_\_  
Home Work Cell Email

Seller: \_\_\_\_\_  
Print Name Signature

Contact Information: \_\_\_\_\_  
Home Work Cell Email

Mailing Address: \_\_\_\_\_

Firm: \_\_\_\_\_ Phone: \_\_\_\_\_  
Print Real Estate Firm Name

By: \_\_\_\_\_  
Individual Agent Signature Individual Agent License Number

Office Address: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

