

PrimeMLS BOD Meeting Talking Points

Wednesday, 16 July 2025

- The PrimeMLS Board of Directors approved the execution of a contract with Lundy to implement its AI-powered support tool for both MLS staff and customers.
 - The staff-facing instance will be configured or “trained” with our rules, governing documents, standard operating procedures, contracts, MLS system user guides and other internal documents. The system can then be queried to supply staff with instant answers to questions that often require a manual search of disparate documents, files and other resources stored across multiple repositories.
 - A separate customer-facing instance will be trained with help guides, rule summaries, YouTube links, and more, to provide 24/7 support via web, voice and text queries.
- The BOD voted to approve the NAR Multiple Listing Options for Sellers (MLOS) policy first announced in March 2025. Implementation of the Delayed Marketing Exempt Listing (DMEL) components of this policy are optional and will not be adopted by PrimeMLS. There will be no functional changes to how listings are handled, but the policy does require listing brokers to complete a new disclosure with sellers who elect to execute an Office Exclusive agreement. The NH and VT state REALTOR® associations are both working to release this new disclosure before the 09/30/25 policy implementation deadline.
- The addition of a “Coming Soon” listing status and the sunsetting of the current “Delayed Showings” functionality were both approved by the BOD. A launch date in early 2026 is anticipated and here are the highlights of the Coming Soon implementation:
 - Coming Soon will be a new listing status that will automatically switch to Active after 10 calendar days, or sooner if updated manually.
 - Offers are permitted, but showings are not. Violations for showing a listing in Coming Soon status will mirror CCP penalties - \$250 for 1st offense, \$750 for 2nd offense, and \$1,500 for 3rd and all subsequent offenses, plus a mandatory hearing with the Complaints and Violations Committee.
 - Coming Soon listings will appear on PrimeMLS public sites, IDX, VOW, and third-party syndication, based on user selections.
 - Days on market will not accrue while a listing is in the Coming Soon status.
 - Listings will be visible in Hotsheets, ShowingTime feeds, specialty data feeds, and the Collab Center, and can be printed/emailed directly from the MLS software.
 - Delayed Showings and associated fields will be sunset.
- Due to a steep decline in usage over recent years, the BOD voted to sunset our electronic lockbox and eKEY services. While the contract with Supra ends in June 2026, an extensive communications plan/timeline will be released detailing when specific services will end.