

## Relisting Property in the MLS

Are you withdrawing a property from the MLS and relisting it with a New MLS Number in the hopes of increasing exposure? This may not be such a good idea!

1. **Buyers Agents track of Listings by MLS Number** - Many buyers' agents regularly use the Favorites Listings feature in Paragon to easily track properties which are most likely to appeal to their buyers. Tracking listings in Favorite Listings in Paragon helps buyers agents organize properties their buyers are interested in. Changing the MLS number will result in the home no longer showing up as an active property in the agents Favorites List.
2. **IDX Vendors Favorite Listings** – Many buyers who search for properties on line, use the IDX Vendor property organizer tools to “save” properties that interest them. Relisting a home with a new MLS number will cause the listing to be removed from the potential buyer's list.
3. **Property History will tell the truth** – Agents know how to use the Property History Report in Paragon and can tell when listing agents are trying to hide the truth as to how long a property has been on the market and they will pass this information on to their client.

Overall, once a listing has been entered into the MLS, it is better to leave it under the original MLS number, because it is essential to set realistic expectations of the time needed to sell a property. Additionally, it will help Agents evaluate any offers that come in and make an educated decision to advise your client to wait for another offer or to take what's on the table. Knowing the true Days on the Market will allow agents to better use their professional skills to guide clients through the buying experience.